

Memorandum

To: Mayor and Council
David McConaughy, Town Attorney

From: Tom Baker, Town Administrator

Date: March 19, 2013

Re: Information Item: Approach to Move Forward with “Expose New Castle”

I’ve asked David McConaughy for advice on this matter and I would like his continued feedback.

The Town’s Code allows for several methods and procedures for selecting a vendor. For this situation the option of comparative pricing seems to fit the best. I’m leaning toward this method because this is a professional area (marketing and advertising) that I don’t have much experience with and I also do not wish to use all of Ms. Stuckey’s intellectual capital in the preparation of a full RFP because other ideas may arise, but mostly it seems unfair that her thinking should be made available to potential competition. I am also interested in having Council involved in reviewing qualifications and proposals and selecting a firm or person (since the newspaper article came out last week I have had a number of people contact me about this work).

I this time I propose a “Request for Qualifications” (RFQ) process. This process will allow selected firms to submit a brief proposal of their talents and resources and also give us a conceptual outline of where the Town should spend its 2013 funds.

The RFQ would have several elements:

- **Project Description:** Council’s vision is to “Expose” New Castle – to create a sales/information tool that highlights all the outdoor recreation possibilities in the New Castle area – jeep tours, hunting, golfing, fishing, rafting, boating, Frisbee golf, soccer, hiking, biking, camping, snowshoe, xc skiing Hot Springs, Caverns, Flat Tops, festivals, shopping... Glenwood, Meeker, Steamboat, Carbondale. Our intention is to encourage people who partake in outdoor activities to put New Castle on their “places to visit” list and to use New Castle as a “basecamp” for outdoor recreation.
- **Qualifications and Concept:**
 - Provide qualifications of your firm that addresses professional resources for marketing and advertising New Castle as a tourist destination for

people wanting to enjoy outdoor activities: rafting, fishing, golf, skiing, camping, hiking, biking, jeep tour, authentic old west experience...

- Provide a conceptual outline of the general areas you will suggest we pursue, i.e., brochures, ads, packages, website, incentives....
- **Project Budget:** \$15,000 - \$17,000

Staff and Council can identify 3-5 local firms to send RFQ. Submission of Responses will be within two weeks.

Once the responses are returned

- Staff and Council review proposals and determine 2 or 3 firms to interview or we may select from the submissions without interviews.
- Council select preferred firm to negotiate scope and budget
- Draft contract for approval
- Begin project