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პროექტი ზრდა საქართველოში
ZRDA ACTIVITY IN GEORGIA



September 7, 2018

Request for Proposals # 062-3005-001-P-2018 Development of the Promotional Packages for DMOs

The Branch of Chemonics International Inc., Chemonics Georgia (hereinafter referred to as “Chemonics”), under the USAID Zrda Activity in Georgia (hereinafter “Zrda”) Cooperative Agreement No. AID-114-A-16-00004, is issuing a Request for Proposals (RFP) for a **Development of the Promotional Packages for Samtskhe-Javakheti and Samegrelo Destination Management Organizations (DMOs)**. The attached RFP contains all the necessary information for interested Offerors.

USAID Zrda’s holistic approach to tourism seeks to support regional tourism development through new tourism product development, promoting new tourism destinations and attractions, and raising international quality standards within players in the tourism sector. The primary regions for Zrda’s tourism activities are Samtskhe-Javakheti, Samegrelo and Kakheti (Tusheti) whereas capacity building of rural guesthouses is a focus across all target regions. Through partnership with the Georgian National Tourism Administration (GNTA) and regional public and private sector stakeholders, USAID Zrda established the Samtskhe-Javakheti tourism Working Group in December 2016 aimed at promoting a regional tourism development model in Samtskhe-Javakheti which focuses on agro-, eco-, adventure-, and cultural tourism, and seeks to improve stakeholder coordination and cooperation. The effort has been replicated in Samegrelo beginning in 2017. Within its regional tourism development efforts, and as a complement to the Destination Management Organization (DMO) establishment activities in these two regions, the USAID Zrda Activity will support the development of a promotional package for both Samtskhe-Javakheti and Samegrelo regions. The activity is designed to develop a common template for regional promotion that includes a well-designed and visually appealing website, which is essential for modern destination management and will be sustained by the Samtskhe-Javakheti and Samegrelo DMOs over the long-term, with an online regional catalogue and visual routes, social media profiles, promotional photo/video galleries for the regions, and e-templates for print media - brochures, catalogues, posters, banners, leaflets, business cards. All materials and online properties will be transferred to regional DMO ownership in both Samtskhe-Javakheti and Samegrelo. The activity will support regional promotion activities at the selected international trade fairs in key outbound target markets, and this will be the first time that regions of Georgia will have independent promotional stands at an international fair.

In line with Zrda’s objective to promote the Samtskhe-Javakheti and Samegrelo destinations at national and foreign tourist markets, Zrda is announcing a Request for Proposals to develop the promotional packages for both regions. This current opportunity will develop the package for the two regions specified with an option to prepare a similar package of materials for a thirds area, namely Akhmeta Municipality, specifically the Pankisi Valley and Mountainous Tusheti. Based on performance of the contractor during this assignment, Zrda may elect to award the option for Akhmeta Municipality to the contractor without further competition at a later date and solely at the discretion of Zrda. In no way is the option clause a commitment by Zrda to fund the additional work and Zrda may, at its own discretion, elect to compete the work rather than award to the selected contractor without competition. If the option is exercised, the contractor will be requested to provide a relevant cost proposal for the optioned work prior to approval and execution.

Chemonics realizes that Offerors may have additional questions after reading this RFP. In response, Chemonics is planning to hold a proposal conference at Zrda Activity Office, at 1st Dead End, #9 Nino Ramishvili Street, 3rd floor, Tbilisi 0179, Georgia at 3:00 pm, **September 17, 2018** to provide prospective Offerors an opportunity to learn more about the Zrda Activity, to have questions about this RFP answered, and to learn more about the proposal process. Chemonics encourages all interested Offerors to attend the proposal conference. Pre-registration to attend the proposal conference is required. Please email your pre-registration request to Zrda Procurement team at procurement@zrda.ge by **September 14, 2018, 18:00 pm**. Interested Offerors can also submit their questions to procurement@zrda.ge . If necessary, Chemonics will provide answers to all relevant questions by posting on Zrda Facebook page no later than September 17, 2018. **No phone calls will be accepted.**

This RFP does not obligate Chemonics to execute a contract nor does it commit Chemonics to pay any costs incurred in the preparation and submission of the proposals. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Sincerely,

Zrda Procurement Team



პროექტი ზრდა საქართველოში
ZRDA ACTIVITY IN GEORGIA



Request for Proposals

RFP # 062-3005-001-P-2018

For the provision of
Development of the Promotional Packages for DMOs

Contracting Entity:
Branch of Chemonics International Inc. Chemonics Georgia

Funded by:
United States Agency for International Development (USAID)

Funded under:
Cooperative Agreement No. AID-114-A-16-00004

***** ETHICAL AND BUSINESS CONDUCT REQUIREMENTS *****

Chemonics is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit. Chemonics expects suppliers to comply with our Standards of Business Conduct, available at <https://www.chemonics.com/our-approach/standards-business-conduct/>.

Chemonics does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of Chemonics are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, Chemonics will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this RFP must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with Chemonics or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to Chemonics' prohibitions against fraud, bribery and kickbacks.

Please contact Brian King COP of Zrda Activity at: bking@zrda.ge with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to Chemonics at to BusinessConduct@chemonics.com or by phone/Skype at 888.955.6881.

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List of Acronyms

CFR	Code of Federal Regulations
CO	USAID Contracting Officer
COP	Chief of Party
COR	USAID Contracting Officer's Representative
CV	Curriculum Vitae
FAR	Federal Acquisition Regulations
M&E	Monitoring and Evaluation
NICRA	Negotiated Indirect Cost Rate Agreement
NGO	Nongovernmental organization
RFP	Request for Proposal
U.S.	United States
USAID	U.S. Agency for International Development
USAID/Georgia	USAID Mission in Georgia
VAT	Value Added Tax
DMO	Destination Management Organization

Section I. Instructions to Offerors

I.1. Introduction

Chemonics, the Buyer, acting on behalf of the U.S. Agency for International Development (USAID) and Zrda Activity in Georgia, under **Cooperative Agreement No. AID-114-A-16-00004** is soliciting offers from companies and/or organizations for following services: **Development of the Promotional Packages for Samtskhe-Javakheti and Samegrelo Destination Management Organizations (DMOs)**.

The USAID Zrda Activity in Georgia is a five-year project financed by USAID and implemented by Chemonics International. The goal of Zrda is to strengthen the skills, productivity, and networks of local actors – from vulnerable households to Micro, Small, and Medium Enterprises (MSMEs) – so that they can contribute to broad-based economic growth and strengthened resilience in target communities. Zrda will improve MSME development and growth, increase rural households' ability to generate income, and foster enduring market linkages between producers and buyers to strengthen the market system. As a result, Zrda will create jobs and increase sales for MSMEs and incomes for households, bolstering the resilience and livelihoods of targeted communities.

USAID Zrda's holistic approach to tourism seeks to support regional tourism development through new tourism product development, promoting new tourism destinations and attractions, and raising international quality standards within players in the tourism sector. The primary regions for Zrda's tourism activities are Samtskhe-Javakheti, Samegrelo and Kakheti (Tusheti) whereas capacity building of rural guesthouses is a focus across all target regions. Through partnership with the Georgian National Tourism Administration (GNTA) and regional public and private sector stakeholders, USAID Zrda established the Samtskhe-Javakheti tourism Working Group in December 2016 aimed at promoting a regional tourism development model in Samtskhe-Javakheti which focuses on agro-, eco-, adventure-, and cultural tourism, and seeks to improve stakeholder coordination and cooperation. The effort has been replicated in Samegrelo beginning in 2017. Within its regional tourism development efforts, and as a complement to the Destination Management Organization (DMO) establishment activities in these two regions.

The USAID Zrda Activity will support the development of a promotional package for both Samtskhe-Javakheti and Samegrelo regions. The activity is designed to develop a common template for regional promotion that includes a well-designed and visually appealing website, which is essential for modern destination management and will be sustained by the Samtskhe-Javakheti and Samegrelo DMOs over the long-term, with an online regional catalogue and visual routes, social media profiles, promotional photo/video galleries for the regions, and e-templates for print media - brochures, catalogues, posters, banners, leaflets, business cards. All materials and online properties will be transferred to regional DMO ownership in both Samtskhe-Javakheti and Samegrelo. The activity will support regional promotion activities at the selected international trade fairs in key outbound target markets, and this will be the first time that regions of Georgia will have independent promotional stands at an international fair.

In line with Zrda's objective to promote the Samtskhe-Javakheti and Samegrelo destinations at national and foreign tourist markets, Zrda is announcing a Request for Proposals to develop the promotional packages for both regions. This current opportunity will develop the package for the two regions specified with an option to prepare a similar package of materials for a thirds area, namely Akhmeta Municipality, specifically the Pankisi Valley and Mountainous Tusheti. Based on performance of the contractor during this assignment, Zrda may elect to award the option for Akhmeta Municipality to the contractor without further competition at a later date and solely at the discretion of Zrda. In no way is the option clause a

commitment by Zrda to fund the additional work and Zrda may, at its own discretion, elect to compete the work rather than award to the selected contractor without competition. If the option is exercised, the contractor will be requested to provide a relevant cost proposal for the optioned work prior to approval and execution.

Chemonics will issue an award to one or more companies or organizations, The award or awards will be in the form of a firm fixed price contract (hereinafter referred to as “the contract”. The successful Offeror or Offerors shall be required to adhere to the statement of work and terms and conditions of the contract, which are incorporated in Section III herein.

Offerors are invited to submit proposals in response to this RFP in accordance with **Section I Instructions to Offerors**, which will not be part of the contract. The instructions are intended to assist interested Offerors in the preparation of their offer. Any resulting contract will be guided by Sections II and III.

This RFP does not obligate Chemonics to execute a contract nor does it commit Chemonics to pay any costs incurred in the preparation and submission of the proposals. Furthermore, Chemonics reserves the right to reject any and all offers, if such action is considered to be in the best interest of Chemonics.

Unless otherwise stated, the periods named in the RFP shall be consecutive calendar days.

I.2. Offer Deadline

Offerors shall submit their offers electronically only. Emailed offers must be received no later than **18:00 on September 27, 2018**, at the following email address: procurement@zrda.ge

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of Chemonics. Chemonics cannot guarantee that late offers will be considered.

I.3. Submission of Offers

Proposals must be submitted electronically only.

Instructions for the Submission of Electronic Copies

Separate technical and cost proposals must be submitted by email no later than the time and date specified in I.2. The proposals must be submitted to the point of contact: **Zrda Procurement Team**

The Offeror must submit the proposal electronically with up to 3 attachments (5 MB limit) per email compatible with MX Word, MS Excel, readable format, or Adobe Portable Document (PDF) format in a Microsoft XP environment. Offerors must not submit zipped files. Those pages requiring original manual signatures should be scanned and sent in PDF format as an email attachment.

The technical proposal and cost proposal must be kept separate from each other. Technical proposals must not make reference to pricing data in order that the technical evaluation may be made strictly on the basis of technical merit.

I.4. Requirements

To be determined responsive, an offer must include all of documents and sections included in I.4.A and I.4.B.

A. General Requirements

Chemonics anticipates issuing one or more contract to company or organization, legally registered and recognized under the laws Georgia and is in compliance with all applicable civil, fiscal, and other applicable regulations. Such a company or organization could include a private firm, non-profit, civil society organization, or university.

Companies and organizations that submit proposals in response to this RFP must meet the following requirements:

- (i) Companies or organizations, whether for-profit or non-profit, must be legally registered under the laws of Georgia upon award of the sub-award.
- (ii) Firms operated as commercial companies or other organizations or enterprises (including nonprofit organizations) in which foreign governments or their agents or agencies have a controlling interest are not eligible as suppliers of commodities and services.
- (iii) Companies or organizations must have a local presence in Georgia at the time providing proposal, and have been operating with the relevant profile at least last 2 years. NGOs are eligible and encouraged to apply however, preferences will be given to private companies who have a demonstrated positive record of helping other firms increase their sales through online/social media channels, promoting clients' businesses reach global target markets.
- (iv) Companies or organizations, whether for-profit or non-profit, shall be requested to provide a DUNS number if selected to receive a sub award valued at USD \$25,000 or more, unless exempted in accordance with information certified in the Evidence of Responsibility form included in the required certifications in Annex 3.¹

Offerors may present their proposals as a member of a partnership with other companies or organizations. In such cases, the subcontract will be awarded to the lead company in the partnership. The leading company shall be responsible for compliance with all contract terms and conditions and making all partnership arrangements, including but not limited to division of labor, invoicing, etc., with the other company(ies). A legally registered partnership is not necessary for these purposes; however the different organizations must be committed to work together in the fulfillment of the contract terms.

¹ If Offeror does not have a DUNS number and is unable to obtain one before proposal submission deadline, Offeror shall include a statement in their Evidence of Responsibility Statement noting their intention to register for a DUNS number should it be selected as the successful offeror or explaining why registration for a DUNS number is not possible. Contact Dun & Bradstreet through Guesthouse this webform to obtain a number: <https://fedgov.dnb.com/webform> Further guidance on obtaining a DUNS number is available from Chemonics upon request.

B. Required Proposal Documents

1. Cover Letter

- i. Name of the company or organization
- ii. Type of company or organization
- iii. Address
- iv. Telephone
- v. E-mail
- vi. Full names of members of the Board of Directors and Legal Representative (as appropriate)
- vii. Taxpayer Identification Number
- viii. DUNS Number if applicable
- ix. Official bank account information
- x. Other required documents that shall be included as attachments to the cover letter:
 - a) Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered
 - b) Copy of company tax registration, or equivalent document.
 - c) Copy of trade license, or equivalent document.
 - d) Evidence of Responsibility Statement, whereby the offeror certifies that it has sufficient financial, technical, and managerial resources to complete the activity described in the scope of work, or the ability to obtain such resources. This statement is required by the Federal Acquisition Regulations in 9.104-1. A template is provided in Annex 3 “Required Certifications”.
 - e) Applicable documents listed in I.4.A.

A sample cover letter is provided in Annex 1 of this RFP.

2. Technical Proposal

The technical proposal shall comprise the following parts:

- Part 1: Technical Approach, Methodology and Detailed Work Plan. This part shall be between 5 and 15 pages long, but may not exceed 15 pages.

The Offeror should provide detailed description and a sequence of actions, including the prescribed time-frame and the action plan for how the offeror shall implement the contract to produce the below listed SOW tasks

- Part 2: Management, Key Personnel, and Staffing Plan. This part shall be between 2 and 5 pages long, but may not exceed 5 pages. CVs for key personnel may be included in an annex to the technical proposal and will not count against the page limit.

Offerors shall propose staff for the key personnel positions necessary for the implementation of the scope of work.

- Part 3: Corporate Capabilities, Experience, and Past Performance. This part shall be between 2 and 7 pages long, but may not exceed 7 pages.

Part 3 must include a description of the company and organization, with appropriate reference to any parent company and subsidiaries. Offerors must include details demonstrating their experience and technical ability in implementing the technical approach/methodology and the detailed work plan. Additionally, offerors must include 3 past performance references of similar work (under contracts or subcontracts) previously implemented as well as contact information for the companies for which such work was completed. Contact information must include at a minimum: name of point of contact who can speak to the offeror's performance, name and address of the company for which the work was performed, and email and phone number of the point of contact.

Chemonics reserves the right to check additional references not provided by an offeror.

The sections of the technical proposal stated above must respond to the detailed information set out in Section II of this RFP, which provides the background, states the scope of work, describes the deliverables, and provides a deliverables schedule.

3. Cost Proposal

The cost proposal is used to determine which proposals represent the best value and serves as a basis of negotiation before award of a subcontract.

The price of the subcontract to be awarded will be an all-inclusive fixed price. No profit, fees, taxes, or additional costs can be added after award. Nevertheless, for the purpose of the proposal, offerors must provide a detailed budget showing major line items, e.g. salaries, allowances, travel costs, other direct costs, indirect rates, etc., as well as individual line items, e.g. salaries or rates for individuals, different types of allowances, rent, utilities, insurance, etc. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in Georgia Lari (GEL). See Annex 2 for a sample cost structure.

Because Zrda is a USAID funded project and is implemented under a bilateral agreement between the Georgia and the U.S. Government, offerors must not include VAT and customs duties in their cost proposal. USAID has provided an exemption to this effect, and the information is uploaded on the official government website.

The cost proposal shall also include a budget narrative that explains the basis for the estimate of every cost element or line item. Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item. Chemonics reserves the right to request additional cost information if the evaluation committee has concerns of the reasonableness, realism, or completeness of an offeror's proposed cost.

If it is an offeror's regular practice to budget indirect rates, e.g. overhead, fringe, G&A, administrative, or other rate, Offerors must explain the rates and the rates' base of application in the budget narrative. Chemonics reserves the right to request additional information to substantiate an Offeror's indirect rates.

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

I.5. Source of Funding, Authorized Geographic Code, and Source and Origin

Any subcontract resulting from this RFP will be financed by USAID funding and will be subject to U.S. Government and USAID regulations.

All goods and services offered in response to this RFP or supplied under any resulting award must meet USAID Geographic Code 937 in accordance with the United States Code of Federal Regulations (CFR), 22 CFR §228, available at: <http://www.gpo.gov/fdsys/pkg/CFR-2012-title22-vol1/pdf/CFR-2012-title22-vol1-part228.pdf>.

The cooperating country for this RFP is Georgia.

Offerors may not offer or supply any products, commodities or related services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria. Related services include incidental services pertaining to any/all aspects of this work to be performed under a resulting contract (including transportation, fuel, lodging, meals, and communications expenses).

I.6. Chronological List of Proposal Events

The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

RFP announcement	09/07/18
RFP published	09/08/18
Deadline for written questions	09/14/18
Proposal conference pre-registration deadline	09/14/18
Proposal conference	09/17/18
Answers provided to questions/clarifications	09/18/18
Proposal due date	09/27/18
Subcontract award (estimated)	10/05/18

The dates above may be modified at the sole discretion of Chemonics. Any changes will be published in an amendment to this RFP.

A proposal conference will be held at the Chemonics office in 1st Dead End, #9 3rd floor Nino Ramishvili Street, Tbilisi 0179, Georgia at on 3:00 pm, **September 17, 2018**, to provide interested offerors an opportunity to learn more about USAID Zrda Activity in Georgia and to ask any questions about this RFP and the solicitation process. Chemonics welcomes any organization to attend this proposal conference. Pre-registration to attend the proposal conference is required. Please email your registration request and any advance questions by 18:00 September 14, 2018 to Zrda procurement team at procurement@zrda.ge

Written notes from the proposal conference will be provided electronically to all registered offerors, including those offerors who submitted written questions prior to the proposal conference, but were unable to attend the proposal conference in person.

Written Questions and Clarifications. All questions or clarifications regarding this RFP must be in writing and submitted to Zrda procurement team at procurement@zrda.ge no later than September 14, 2018. Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Chemonics will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Chemonics International, the Zrda Activity project, or any other party, will not be considered official responses regarding this RFP.

Proposal Submission Date. All proposals must be received by **September 27, 2018**. Late offers will be considered at the discretion of Chemonics.

Oral Presentations. Chemonics reserves the option to have select offerors participate in oral presentations with the technical evaluation committee. Interviews may consist of oral presentations of offerors' proposed activities and approaches. Offerors should be prepared to give presentations to the technical evaluation committee at the Zrda Activity office within 2 days of receiving notification.

Subcontract Award (estimated). Chemonics will select the proposal that offers the best value based upon the evaluation criteria stated in this RFP.

I.7. Validity Period

Offerors' proposals must remain valid for 60 calendar days after the proposal deadline.

I.8. Evaluation and Basis for Award

An award will be made to the offeror whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical, management/personnel, and corporate capability requirements, and is determined to represent the best value to Chemonics. Best value will be decided using the "Tradeoff" process.

This RFP will use the tradeoff process to determine best value. That means that each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria, which are stated in the table below. Cost proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost, when combined, are considered significantly more important than cost factors. If technical scores are determined to be equal or nearly equal, cost will become the determining factor.

In evaluating proposals, Chemonics will use the following evaluation criteria and sub-criteria:

Evaluation Criteria	Evaluation Sub-criteria	Maximum Points
Technical Approach, Methodology, and Detailed Work Plan		
	Technical know-how – Does the proposal clearly explain, understand and respond to the objectives of the project as stated in the Scope of Work?	10 points

	Approach and Methodology – Does the proposed program approach and detailed activities and timeline fulfill the requirements of executing the Scope of Work effectively and efficiently?	10 points
	Sector Knowledge – Does the proposal demonstrate the offeror’s knowledge related to technical sectors required by the SOW?	10 points
Total Points – Technical Approach		30 points
Management, Key Personnel, and Staffing Plan		
	Personnel Qualifications – Do the proposed team members have necessary experience and capabilities to carry out the Scope of Work?	30 points
Total Points – Management		30 points
Corporate Capabilities, Experience, and Past Performance		
	Company Background and Experience – Does the company have experience relevant to the project Scope of Work? Company portfolio requested	40 points
Total Points – Corporate Capabilities		40 points
Total Points		<u>100 points</u>

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. If technical scores are determined to be nearly equal, cost will become the determining factor.

This RFP utilizes the tradeoff process set forth in FAR 15.101-1. Chemonics will award a subcontract to the offeror whose proposal represents the best value to Chemonics and the USAID Zrda Activity project. Chemonics may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price.

I.9. Negotiations

Best offer proposals are requested. It is anticipated that a subcontract will be awarded solely on the basis of the original offers received. However, Chemonics reserves the right to conduct discussions, negotiations and/or request clarifications prior to awarding a subcontract. Furthermore, Chemonics reserves the right to conduct a competitive range and to limit the number of offerors in the competitive range to permit an efficient evaluation environment among the most highly-rated proposals. Highest-rated offerors, as determined by the technical evaluation committee, may be asked to submit their best prices or technical responses during a competitive range. At the sole discretion of Chemonics, offerors may be requested to conduct oral presentations. If deemed an opportunity, Chemonics reserves the right to make separate awards

per component or to make no award at all.

I.10. Terms of Subcontract

This is a request for proposals only and in no way obligates Chemonics to award a subcontract. In the event of subcontract negotiations, any resulting subcontract will be subject to and governed by the terms and clauses detailed in Section III. Chemonics will use the template shown in section III to finalize the subcontract. Terms and clauses are not subject to negotiation. By submitting a proposal, offerors certify that they understand and agree to all of the terms and clauses contained in section III.

I.11. Privity

By submitting a response to this request for proposals, offerors understand that USAID is NOT a party to this solicitation.

Section II Background, Scope of Work, Deliverables, and Deliverables Schedule

II.1. Background

Zrda intends to contract a Marketing and Design company responsible for the development of the Promotional Package for Samtskhe-Javakheti and Samegrelo Destination Management Organizations. Preference will be given to companies having extensive experience in travel/ tourism marketing with a proven track record for generating more business for Georgia's tourism and travel industry clients.

II.2. Scope of Work

Products within Destination Management Organization Promotional Package include, but are not limited to:

- (1) **Well-designed and Visually Appealing Website** –an online platform designed to position the region as the most desirable and year-round destination rich in cultural and natural monuments, famous for its cuisine and attractions. USAID Zrda Activity in partnership with the Samtskhe-Javakheti and Samegrelo DMOs (or working groups) shall provide a website structure whereas a company shall develop a website in full compliance with the branding and marking requirements set forth by USAID Zrda Activity and the respective regional DMOs.

Website Features and Functionality:

- Responsive Web Design;
- Attractive, Easy-to-Navigate Web Store Design;
- Easy to manage Content Management System (CMS);
- Proper, certificate-based encryption;
- Speedy Page Loading;
- Search and filter, Return and Exchange info;
- Online booking possibility or integrated online booking systems (booking.com, etc.);
- Powerful shopping cart, simple checkout;
- Customer reviews possibility;
- SEO – Search engine optimization
- PPC – Pay Per Click systems
- Social media integration with Facebook, Twitter, Instagram, Flickr, and YouTube with voting and

- sharing integrated;
- Video and Photo Gallery;
- Interactive maps;
- Visual routes;
- Travel planners, itinerary creator;
- E-catalogue with e-versions of printed materials as resources
- Newsletter subscription possibility;
- The service provider company is expected to provide short tutorial/training session as well as recommendations for the website hosting and commencement.

The bilingual (English and Georgian) website that is proposed to be developed for the Samtskhe-Javakheti and Samegrelo DMOs shall be designed with an end-user in mind to reflect comprehensively an in-depth look into various detailed activities of the Samtskhe-Javakheti and Samegrelo DMOs as well as touristic attractions and activities.

Zrda will provide the contractor will all relevant website content for both regions and the contractor should work collaboratively with Zrda to agree upon the final structure of the website.

- (2) **Visual Identity Package and Tagline for Samtskhe-Javakheti and Samegrelo DMOs:** logo & brand identity kit
- (3) **Tourism Promotion Video for Samtskhe-Javakheti and Samegrelo:** up to 60-90 sec videos designed for online and broadcast promotions, expos, symposiums, conferences, tourism information centres, event coverage, TV commercials and more. Besides regional destinations, each video aims to promote the region's adventure tourism offerings, cuisine, cultural and historical heritage, and other natural beauties each region has to offer.
- (4) **Promotional Photo Gallery for Samtskhe-Javakheti and Samegrelo:** photo gallery will show a wide range of locations and ideas of attractions of a region from the sights of cultural heritage to the outstanding monuments of nature, local cuisine, and adventure tourism.
- (5) **Social Media Channels for the region:** Online marketing and social media must be fully integrated into a DMO website.
- (6) **Business Templates for Small Tourism Service Providers** (Guesthouses, Restaurants, etc.)
 - Style books and sample promo packages for restaurants and cafes (i.e. menu, business card, leaflet)
 - Style books and E-Templates for printing materials designed for museums and cultural heritage monuments (i.e. ticket, brochure, souvenir)
 - Style books and E-Templates for printing materials designed for accommodation providers and catering businesses: i.e. brochure, entrance sign, business card, poster, or any other promotional item.
 - Different kind of templates developed for hospitality businesses using local motives, traditional patterns and symbols
 - Attractive souvenir templates and themes for better sales and more clients

Potential beneficiaries of this comprehensive online resource are a broad spectrum of hospitality business representatives - tour operators, tourism associations, handicraft companies, catering companies,

accommodation providers, transportation companies, museums and cultural heritage companies, etc; educational institutions engaged in hospitality business; buyers; public-at-large.

II.3. Deliverables

The successful offeror shall deliver to Chemonics the following deliverables, in accordance with the schedule set forth in II.4 below.

Deliverable No. 1: Tourism Promotion Videos for Samtskhe-Javakheti and Samegrelo:

In close coordination with the project team, the service provider is expected to develop 60-90 sec videos designed for online and broadcast promotions, expos, symposiums, conferences, tourism information centres, event coverage, TV commercials and more. Besides regional destinations, each video aims to promote the region's adventure tourism offerings, cuisine, cultural and historical heritage, and other natural beauties each region has to offer.

Deliverable No. 2: Visual Identity Package and Tagline for Samtskhe-Javakheti and Samegrelo DMOs: logo & brand identity kit

The Service provider is expected to develop corporate identity package for the Samtskhe-Javakheti and Samegrelo Destination Management Organizations which includes logo and full brand identity package.

Deliverable No. 3: Well-designed and Visually Appealing Website and Social Media Channels for the Regions

The service provider is expected to develop an online platform designed to position the region as the most desirable and year-round destination rich in cultural and natural monuments, famous for its cuisine and attractions. USAID Zrda Activity in partnership with the Samtskhe-Javakheti and Samegrelo DMOs (or working groups) shall provide a website structure whereas a company shall develop a website in full compliance with the branding and marking requirements set forth by USAID Zrda Activity and the respective regional DMOs. Online marketing and social media must be fully integrated into a DMO website. Please, view the website features and functionality in II.4 Scope of Work.

Deliverable No. 4: Promotional Photo Gallery for Samtskhe-Javakheti and Samegrelo

The service provider is expected to develop a photo gallery for each region/website that will show a wide range of locations and ideas of attractions of a region from the sights of cultural heritage to the outstanding monuments of nature, local cuisine, and adventure tourism.

Deliverable No. 5: Business Templates for Small Tourism Service Providers

The service provider is expected to develop the following kind of business templates for the regional small tourism service providers:

- Style books and sample promo packages for restaurants and cafes (i.e. menu, business card, leaflet)
- Style books and E-Templates for printing materials designed for museums and cultural heritage monuments (i.e. ticket, brochure, souvenir)
- Style books and E-Templates for printing materials designed for accommodation providers and catering businesses: i.e. brochure, entrance sign, business card, poster, or any other promotional item.
- Different kind of templates developed for hospitality businesses using local motives, traditional patterns and symbols
- Attractive souvenir templates and themes for better sales and more clients

II.4. Deliverables Schedule

The successful offeror shall submit the deliverables described above in accordance with the following deliverables schedule:

Deliverable Number	Deliverable Name	Due Date
1	Tourism Promotion Videos for Samtskhe-Javakheti and Samegrelo	6 weeks after subcontract signing
2	Visual Identity Package and Tagline for Samtskhe-Javakheti and Samegrelo DMOs: logo & brand identity kit	3 weeks after subcontract signing
3	Well-designed and Visually Appealing Website and Social Media Channels for the Regions	7 weeks after subcontract signing
4	Promotional Photo Gallery for Samtskhe-Javakheti and Samegrelo	6 weeks after subcontract signing
5	Business Templates for Small Tourism Service Providers	12 weeks after subcontract signing

*Deliverable numbers and names refer to those fully described in II.3 above.

Section III Firm Fixed Price Subcontract (Terms and Clauses)

Zrda will use Firm Fixed Price Contract for this award. Template is attached as annex 5 to the RFP.

Annex 1 Cover Letter

Date: _____

Zrda Procurement Team

USAID Zrda Activity in Georgia
The Branch of Chemonics International Inc., Chemonics Georgia
1st Dead End, #9 Nino Ramishvili Street, 3rd floor, Tbilisi 0179, Georgia

Reference: Request for Proposals 038-4007-001-P-2018

Subject: Development of the promotional packages for DMOs' technical and cost proposals

Dear Sir/Madam:

Offerer: _____ is pleased to submit its proposal in regard to the above- referenced request for proposals. For this purpose, we are pleased to provide the information furnished below:

Name of Organization's Representative	_____
Name of Offeror	_____
Type of Organization	_____
Taxpayer Identification Number	_____
DUNS Number	_____
Address	_____
Address	_____
Telephone	_____
Fax	_____
E-mail	_____

As required by section I, I.7, we confirm that our proposal, including the cost proposal will remain valid for 60 calendar days after the proposal deadline.

We are further pleased to provide the following annexes containing the information requested in the RFP.:

[Offerors: It is incumbent on each offeror to clearly review the RFP and its requirements. It is each offeror's responsibility to identify all required annexes and include them]

- I. Copy of registration or incorporation in the public registry, or equivalent document from the government office where the offeror is registered.
- II. Copy of company tax registration, or equivalent document.
- III. Copy of DUNS Number
- IV. Evidence of Responsibility Statement.

Sincerely yours,

Signature

Annex 2 Guide to Creating a Financial Proposal for a Fixed Price Subcontract

The purpose of this annex is to guide offerors in creating a budget for their cost proposal. Because the subcontract will be funded under a United States government-funded project, it is important that all offerors’ budgets conform to this standard format. It is thus recommended that offerors follow the steps described below.

Step 1: Design the technical proposal. Offerors should examine the market for the proposed activity and realistically assess how they can meet the needs as described in this RFP, specifically in section II. Offerors should present and describe this assessment in their technical proposals.

Step 2: Determine the basic costs associated with each deliverable. The cost proposal should provide the best estimate of the costs associated with each deliverable, which should include labor and all non-labor costs, e.g. other direct costs, such as fringe, allowances, travel and transport, etc.

Other direct costs, i.e. non-labor, include for example the following:

1. Local travel and transportation, and associated travel expenses, if applicable,
2. Lodging and per diem expenses associated with travel, if applicable,
3. Rent, Utilities, Communications, Office supplies

Under no circumstances may cost information be included in the technical proposal. No cost information or any prices, whether for deliverables or line items, may be included in the technical proposal. Cost information must only be shown in the cost proposal.

Step 3: Create a budget for the cost proposal. Each offeror must create a budget using a spreadsheet program compatible with MS Excel. The budget period should follow the technical proposal period. A sample budget is shown on the following page.

Step 4: Write Cost Notes. The spreadsheets shall be accompanied by written notes in MS Word that explain each cost line item and the assumption why a cost is being budgeted as well as how the amount is reasonable.

Sample Budget: Offerors should revise the budget line items accordingly in response to the technical and cost requirements of this RFP. Custom duties or VAT may not be included in the cost proposal. Please provide Budget per each Tourism Information Center.

Budget Line Items	Unit	# of People or days	# of units	Unit rate in GEL	Costs In GEL ³	Budget Narrative
Human Resources						
Total Human Resources						
Travel & Related						
Total Travel & Related						
Other costs, services for Technical Activities						
Total Other costs, services						
Grand Total						

Annex 3 Required Certifications for Signing

Special Provision: Include the special provision below in all Requests for Applications for activities using USAID funds appropriated under the Consolidated Appropriations Act, 2014 (Public Law 113-76):

REPRESENTATION BY ORGANIZATION REGARDING A DELINQUENT TAX LIABILITY OR A FELONY CRIMINAL CONVICTION (August 2014)

(a) In accordance with section 7073 of the Consolidated Appropriations Act, 2014 (Pub. L. 113-76) none of the funds made available by that Act may be used to enter into an assistance award with any organization that –

(1) Was “convicted of a felony criminal violation under any Federal law within the preceding 24 months, where the awarding agency has direct knowledge of the conviction, unless the agency has considered, in accordance with its procedures, that this further action is not necessary to protect the interests of the Government”; or

(2) Has any “unpaid Federal tax liability that has been assessed for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, where the awarding agency has direct knowledge of the unpaid tax liability, unless the Federal agency has considered, in accordance with its procedures, that this further action is not necessary to protect the interests of the Government”.

For the purposes of section 7073, it is USAID’s policy that no award may be made to any organization covered by (1) or (2) above, unless the M/OAA Compliance Division has made a determination that suspension or debarment is not necessary to protect the interests of the Government.

(b) Applicant Representation:

(1) The Applicant represents that it is is not an organization that was convicted of a felony criminal violation under a Federal law within the preceding 24 months.

(2) The Applicant represents that it is is not an organization that has any unpaid Federal tax liability that has been assessed for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability.

Signature

Type or Print Name

Position Title

Date of Execution

Special Provision: Include the special provision below in all solicitations (Requests for Applications and Annual Program Statements):

Prohibition on Providing Federal Assistance to Entities that Require Certain Internal Confidentiality Agreements – Representation (April 2015)

PROHIBITION ON PROVIDING FEDERAL ASSISTANCE TO ENTITIES THAT REQUIRE CERTAIN INTERNAL CONFIDENTIALITY AGREEMENTS – REPRESENTATION (APRIL 2015)

(a) In accordance with section 743 of Division E, Title VII, of the Consolidated and further Continuing Resolution Appropriations Act, 2015 (Pub. L. 113-235), Government agencies are not permitted to use funds appropriated (or otherwise made available) under that or any other Act for providing federal assistance to an entity that requires employees, subawardees or contractors of such entity seeking to report fraud, waste, or abuse to sign internal confidentiality agreements or statements prohibiting or otherwise restricting such employees, subawardees, or contractors from lawfully reporting such waste, fraud, or abuse to a designated investigative or law enforcement representative of a Federal department or agency authorized to receive such information.

(b) The prohibition in paragraph (a) of this provision does not contravene requirements applicable to Standard Form 312, Form 4414, or any other form issued by a Federal department or agency governing the nondisclosure of classified information.

(c) By submission of its application, the prospective recipient represents that it does not require employees, subawardees, or contractors of such entity seeking to report fraud, waste, or abuse to sign internal confidentiality agreements or statements prohibiting or otherwise restricting such employees, subawardees, or contractors from lawfully reporting such waste, fraud, or abuse to a designated investigative or law enforcement representative of a Federal department or agency authorized to receive such information.

Signature

Type or Print Name

Position Title

Date of Execution

Annex 4

DUNS and SAM Registration Guidance

What is DUNS? The Data Universal Numbering System (DUNS) is a system developed and regulated by Dun & Bradstreet (D&B) - a company that provides information on corporations for use in credit decisions - that assigns a unique numeric identifier, referred to as a DUNS number, to a single business entity. The DUNS database contains over 100 million entries for businesses throughout the world, and is used by the United States Government, the United Nations, and the European Commission to identify companies. The DUNS number is widely used by both commercial and federal entities and was adopted as the standard business identifier for federal electronic commerce in October 1994. The DUNS number was also incorporated into the Federal Acquisition Regulation (FAR) in April 1998 as the Federal Government's contractor identification code for all procurement-related activities.

Why am I being requested to obtain a DUNS number? U.S. law – in particular the Federal Funding Accountability and Transparency Act of 2006 (Pub.L. 109-282), as amended by section 6202 of the Government Funding Transparency Act of 2008 (Pub.L. 110-252) - make it a requirement for all entities doing business with the U.S. Government to be registered, currently through the System for Award Management, a single, free, publicly- searchable website that includes information on each federal award. As part of this reporting requirement, prime contractors such as Chemonics must report information on qualifying subawards as outlined in FAR 52.204-10 and 2CFR Part 170. Chemonics is required to report subcontracts with an award valued at greater than or equal to \$30,000 under a prime contract and subawards under prime grants or prime cooperative agreements obligating funds of \$25,000 or more, whether U.S. or locally-based. Because the U.S. Government uses DUNS numbers to uniquely identify businesses and organizations, Chemonics is required to enter subaward data with a corresponding DUNS number.

Is there a charge for obtaining a DUNS number? No. Obtaining a DUNS number is absolutely free for all entities doing business with the Federal government. This includes current and prospective contractors, grantees, and loan recipients.

How do I obtain a DUNS number? DUNS numbers can be obtained online at <http://fedgov.dnb.com/webform/pages/CCRSearch.jsp> or by phone at 1-800-234-3867 (for US, Puerto Rico and Virgin Island requests only).

What information will I need to obtain a DUNS number? To request a DUNS number, you will need to provide the following information:

- Legal name and structure
- Tradestyle, Doing Business As (DBA), or other name by which your organization is commonly recognized
- Physical address, city, state and Zip Code
- Mailing address (if separate)
- Telephone number
- Contact name
- Number of employees at your location
- Description of operations and associated code (SIC code found at <https://www.osha.gov/pls/imis/sicsearch.html>)
- Annual sales and revenue information
- Headquarters name and address (if there is a reporting relationship to a parent corporate entity)

How long does it take to obtain a DUNS number? Under normal circumstances the DUNS is issued within 1-2 business days when using the D&B web form process. If requested by phone, a DUNS can usually be provided immediately.

Are there exemptions to the DUNS number requirement? There may be exemptions under specific prime contracts, based on an organization's previous fiscal year income when selected for a subcontract award, or Chemonics may agree that registration using the D&B web form process is impractical in certain situations. Organizations may discuss these options with the Chemonics representative.