



ADDENDUM NO. 1 INVITATION FOR BID 2026-019 KITSAP COUNTY

TO: All Respondents

FROM: Glen McNeill. Purchasing Supervisor

CLOSING DATE: Wednesday **09/09/2026 @2:00 pm**

REF NO.: **2026-016 RFP KITSAP COUNTY DESIGNATED MARKETING ORGANIZATION**

DATE: 08/25/2026

This first addendum to RFP 2026-019 answers questions that have been received.

- Who is the selection committee or decision-maker for the RFP?
 - The evaluation committee consists of the purchasing staff, a budget analyst and a policy analyst.
- If we have a Board Chair and an Executive Director but no one with the official title of President, who signs the RFP proposal?
 - The individual who has signing authority within your organization.
- What does the County deem “professional-grade tourism management software”? Some DMOs are wanting to move away from CRMS such as Simpleview.
 - Professional-grade tourism management software, with tools built for tourism organizations that can handle things like partner management, visitor data, reporting, and keeping tourism information organized. The County doesn’t require any specific system.
- What specifically does the County expect the DMO’s consultation/coordinating role to be with other County lodging tax recipients?
 - The County would like the DMO to serve as a connector and resource for other lodging-tax recipients. This means ensuring everyone is aware of major tourism efforts, sharing relevant information, and coordinating when multiple groups are working on related projects. This keeps communication open, avoids duplicated efforts, and supports a more unified approach to tourism across the County.
- How does the County envision the requirement for unified countywide marketing interacting with DMO applications to the four municipal LTAC programs? Here’s an example of what the Embrace Whidbey-Camano Islands tourism board is doing:

<https://whidbeycamanoislands.com/whidbey-and-camano-islands-tourism/>

The program is funded primarily through the 2% lodging tax and is guided by the Interlocal Agreement between Island County, the City of Oak Harbor, the Town of Coupeville, and the City of Langley.

- The County's requirement for unified, countywide marketing is meant to ensure that all tourism messaging works together under one cohesive direction. When the DMO applies to the four municipal LTAC programs, this expectation doesn't limit those applications, it simply means that any "unincorporated" funded projects should align with the broader countywide marketing approach.
- Is there an expectation for going through a brand refresh process?
 - As the county is going through a brand refresh process, we expect the DMO to align its marketing work with the updated countywide brand/logo.
- When is the anticipated start date? January 1, 2027?
 - Yes, January 1, 2027 for a period of three years with the option of an additional 2 year renewals.
- If you're selecting a DMO, why is there an annual application? Can a multi-year agreement be negotiated with the selected organization?
 - The DMO contract will be a multi-year contract for services; however, RCW requires funding awards to go through the application process with the LTAC committee. Therefore, an annual application for funding is required and will be tied to the terms of the DMO contract.
- For the governance and operational structure: do we have to create a new board, or can the existing board qualify under the RFP?
 - The existing board can remain if the parameters in the RFP are met.
- Is tiered pricing OK?
 - Tiered pricing can be acceptable if there is a clear, defined ceiling for costs. Any increases must be capped and outlined within the multi-year contract so both the County and the DMO know the maximum allowable price over time.
- Will we have the opportunity to do a personal presentation?
 - During normal application process yes, not for the DMO RFP. There will be an evaluation panel based on submitted application materials. The county will request presentations from applicants if deemed necessary.
- How much time will we be given to present?
 - If presentations are deemed necessary, to be determined.
- Can we bring leave-behinds?
 - If presentations are deemed necessary, to be determined.

- What is the timeline for making the final selections?
 - RFP Due Wednesday, September 9th at 2pm and the goal is to have it announced by September 20th if there are no unexpected delays in the process. The announcement will be made by issuing a “Notice of Intent to Award” sent to all applicants and posted on the Kitsap County Online Bid page.
- What is the reporting and reimbursement process? Weekly? Monthly?
 - Similar to the annual awards, the reporting form will need to be completed and submitted with monthly or quarterly invoices which will be outlined in the multi-year contract. As with LTAC funding, payments are on a reimbursement basis with properly submitted invoices, receipts and the reporting form.
- Please elaborate on ‘ownership of properties’?
 - When we talk about ‘ownership of properties, we’re referring to the tourism-related materials created through the DMO contract. The County does not want to own items like websites or photography. However, we do expect that anything purchased or developed using County funds is ultimately driven by County needs. Use of the county logo should be visible when DMO funding has been used.
- Please provide additional details regarding ‘events calendar’? We already have an events calendar and need more clarity around the County’s perimeter around what can be approved and examples of events that would not be approved.
 - The goal is to highlight activities that draw visitors and support the broader countywide tourism effort, regardless of which organization hosts them. The county would like a shared list of public events that help promote tourism in and around Kitsap County. Events held in unincorporated Kitsap County are eligible, and events outside the unincorporated area if they clearly support countywide tourism. Events that would *not* be approved are those that don’t contribute to tourism, are private or invitation-only, or are unrelated to visitor engagement.

END OF ADDENDUM NO. 1