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OPA-PA-25-002: In the Appeal of Glimpses of Guam, Inc.

Christine Jackson <chrissy@mcdonald.law>

Wed, May 7, 2025 at 4:03 PM

To: Jerrick Hernandez <jhernandez@guamopa.com>

Cc: Dan Berman <djberman@pacificlawyers.law>, Charles McDonald <charles@mcdonald.law>, McDonald Law Office <guam@mcdonald.law>

Hafa Adai Mr. Hernandez,

Please see the attached ***Purchasing Agency's Motion to Dismiss, Purchasing Agency's Motion to Confirm Determination***, and ***Purchasing Agency's 2nd Supplemental Submission of Procurement Record*** for filing in the above-reference matter.

Kindly confirm receipt of this email and its attachment.

Sincerely,

Christine (Chrissy) Jackson

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3 attachments

OPA-PA-25-002 - Purchasing Agency's Motion to Dismiss.pdf
401K



OPA-PA-25-002 - Purchasing Agency's Motion to Confirm Determination.pdf
1218K



OPA-PA-25-002 - Purchasing Agency's 2nd Supplemental Submission of Procurement Record.pdf
1626K

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7 Attorneys for Purchasing Agency

8 *Guam Visitors Bureau*

9 **BEFORE THE OFFICE OF PUBLIC ACCOUNTABILITY**

10 IN THE APPEAL OF

11 GLIMPSES OF GUAM, INC.,

12 Appellant.

Appeal No. OPA-PA-25-002

13 **AGENCY'S SECOND SUPPLEMENTAL**
14 **SUBMISSION OF PROCUREMENT**
15 **RECORD**

16 COMES NOW, Appellee, Guam Visitors Bureau ("GVB") by and through its legal
17 counsel, and provides this second supplemental submission of the procurement record in
18 accordance with 5 GCA § 5249. This record is provided pursuant to 2 GAR, Div. 4 § 12104(c)(3).

19 **DATED** this 7th day of May, 2025.

20 **McDONALD LAW OFFICE, LLC**

21 Attorneys for Purchasing Agency

22 *Guam Visitors Bureau*

23 By:

24 
25 **JOSEPH B. MCDONALD**

OPA-PA-25-006 In the Appeal of Glimpses of Guam, Inc.

GVB RFP 2025-002

2nd Supplemental Submission of Procurement Record

Date	Title	Page No.
12/20/2024	Determination of Need and Record of Planning	GVB1313 – GVB1315



MEMORANDUM

Date: December 20, 2024

To: Procurement Record

Fm: GVB Acting President and CEO & Chief Procurement Officer

Subj: Determination of Need and Record of Planning

Re: Integrated Communications, Advertising and Event Support Services

The following written determination is made to justify the Guam Visitors Bureau's approval of the above referenced procurement:

Determination of Need and Record of Planning

The undersigned, on behalf of the Guam Visitors Bureau, has determined that there is a need for a Request for Proposal ("RFP") to provide a concierge service for tourists and visitors in the Tumon and Hagåtña areas, working closely with the Guam Police Department ("GPD") and the Department of Parks and Recreation ("DPR") to establish Guam as a premier destination in the Asia-Pacific region by enhancing its global brand identity through the promotion of its unique CHamoru culture, pristine natural beauty, and strategic location. This will be achieved by hosting world-class events, fostering community engagement, and ensuring sustainable growth that reflects Guam's values, traditions, and environmental stewardship.

Key Goals

1. Cultural Preservation & Promotion
 - a. Highlight the CHamoru culture through cultural festivals, culinary events, and educational campaigns.
 - b. Partner with local artisans, performers, and historians to ensure authenticity.
2. Tourism Development Through Events
 - a. Organize flagship events like international sports competitions, cultural expos, and eco-tourism summits.
 - b. Use Guam's beaches and heritage sites as iconic venues for global and regional gatherings.
3. Strategic Brand Positioning
 - a. Position Guam as America in Asia, leveraging its geopolitical significance and accessibility.
 - b. Focus on themes of adventure, relaxation, and cultural immersion in marketing efforts.
4. Sustainability and Community-Centric Growth
 - a. Ensure that events and branding initiatives align with sustainable tourism practices.
 - b. Actively involve local communities to foster pride and shared responsibility.
5. Digital Marketing & Storytelling
 - a. Use social media campaigns, video storytelling, and influencer partnerships to amplify Guam's visibility.
 - b. Develop a strong digital presence showcasing Guam's cultural uniqueness and event offerings.

1.1 Scope of Work



Communications & Advertising Scope of Work

1. Provide full agency services, including marketing and communications consultation and planning, public relations, communications expertise, creative development, account management, production management, event management, media planning, procurement and analysis, stakeholder communications and execution of projects.
2. Develop an overall strategy for advertising and promotions communicating GVB's core message. The Agency should provide imaginative ideas and recommendations to assist GVB.
3. Develop marketing tactics to include industry and community buy-in for Guam's recovery strategies.
4. Provide strategic input, creative development, account management, media planning and buying and program implementation on all media campaigns.
5. Provide strategic counsel around the integration and development of current and potential marketing channels (including, but not limited to, on-site, publications, marketing collateral materials, events, on-line, (SNS) social networking services e.g., Instagram, Twitter, Facebook, YouTube, etc., direct mail).
6. Develop crisis communications strategy and escalation processes for acute and large-scale emergency situations. Provides strategic counsel for GVB and Guam in overcoming any potential negative perception of Guam as a safe, secure visitor destination.
7. Encompass marketing objectives with community stakeholder objectives and initiatives such as the partnerships developed with the village mayors, Guam Hotel & Restaurant Association, University of Guam, Guam Community College, Tourism Education Council, Guam Chamber of Commerce, Japan Guam Travel Association, Korea Guam Travel Association. and high school tourism clubs.

Metrics & Reporting

1. Provide a communications plan with budget projections and activities with clearly indicated Key Performance Indicators (KPIs).
2. Manage all daily activities through GVB's customer relationship management system. Draft monthly report that includes any and all success in product development, product placement, industry outreach, media and public relations, and other activities.
3. Provide weekly reports to include but not limited to work performed, contacts, media buys, trade activities, marketing campaigns, and press coverage due on the Monday of each week.
4. Provide a summary report at the end of the contract term.
5. Ensure proper and accurate representation of CHamoru culture, traditions, and arts.


Events Support Scope of Work

1. Accounting/Administration/Media
 - a. Development and management of event budget (provide GVB with regular budget/accounting updates)
 - b. Management of third-party goods and services as requested and approved by GVB
 - c. Organize and lead weekly work in progress update meetings with GVB
 - d. Produce meeting minutes/summary
 - e. Coordinate placement of all advertising



2. Event Management Services
 - a. Identify vendor and coordinate stage design and building
 - b. Coordinate lighting and stage décor, electrical requirements for the event, tents; all sound and lighting requirements and LED screen usage
 - c. Coordinate, assist and secure all event vendors (food, beverage, arts, crafts, etc.)
 - d. Secure all permits (road closure DPW, assembly, fire, etc.) needed for successful execution of event
 - e. Manage BBQ contest, recruiting participants, coordinate with MCA for criteria, judging, integration into overall event program, trophies, meat sponsor, etc.
 - f. Identify and manage vendors (set up/breakdown)
 - g. Public safety coordination (GPD/GFD) and development of traffic control plan
 - h. Develop and manage event program to include contests, participants and entertainment
 - i. Identify and hire event team to assist with logistical requirements of event
 - j. Coordinate volunteer meals
 - k. Clean-up of area post-event, removal of garbage, etc.
 - l. Secure venue
 - m. Manage admission, registration, packet pickup, etc.
3. Sponsorship Solicitation
 - a. Develop sponsorship packet
 - b. Develop sponsorship agreement
 - c. Develop and manage sponsorship program (materials coordination, tracking sheet, solicitation of sponsors, administrative support)
 - d. Manage sponsor relationships
4. Marketing, Creative, Public Relations and Social Media Service
 - a. Develop overall look and feel for event promotional materials
 - b. Provide working files to GVB for dissemination to overseas offices
 - c. Develop and produce all event promotional materials
 - d. Develop and produce advertising campaign to support awareness of event
 - e. Manage printing of all promotional/event signage materials
 - f. Coordinate event photographer/videographer
 - g. Design event shirts
 - h. Develop and manage public relations/publicity plan (press conference, press releases, media interviews, notices, event coverage)
 - i. Develop and manage social media plan (ad development and coordination, posting schedule and content development, live recordings).

In my capacity as President and CEO for the Guam Visitors Bureau (GVB), I have made a reasonable inquiry regarding the availability among GVB employees or other government personnel and have determined that there are no available persons or person to perform the required services and that it is in the GVB's best interest to secure a contract for this solicitation. I have caused these determinations to be placed within the procurement record.


GERALD S.A. PEREZ
Acting President and CEO