

## REQUEST FOR QUALIFICATIONS

### Executive Director

Visit Morgan Hill invites the submittal of qualifications for the position of Executive Director of Visit Morgan Hill.

Qualifications are due by [DATE].

**If interviews are necessary, they will occur during the week of [DATE].**

Qualifications can be mailed to **17575 Peak Avenue, Morgan Hill, CA 95037** or emailed to [EMAIL ADDRESS]

You may confirm receipt of your proposal to ensure your documents were received, in advance of the deadline.

Late submittals will not be considered.

Point of Contact:

[NAME]

[PHONE]

[EMAIL]

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Visit Morgan Hill (“VMH”) is seeking a qualified “Executive Director” to provide the functions of, or serve in the capacity of, manager of the corporation providing tourism sales and marketing and sports facility management programs for the specific benefit of assessed lodging businesses in the Morgan Hill Tourism Business Improvement District (“MHTBID”). Individuals with experience in the tourism marketing field are encouraged to apply.

#### **1. Background:**

Visit Morgan Hill is a California mutual benefit nonprofit corporation seeking IRS determination as a Section 501(c)(6) tax-exempt organization whose primary function is to administer the MHTBID. The MHTBID was approved by Morgan Hill lodging business owners and the City of Morgan Hill in January 2019, and is currently in the process of beginning development and implementation of MHTBID programs. VMH operates the MHTBID pursuant to an agreement with the City of Morgan Hill.

The specific benefits programs funded by the MHTBID include:

*Sales and Marketing*

The sales and marketing program will promote Morgan Hill lodging businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting Morgan Hill as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at Morgan Hill lodging businesses, and may include the following activities:

- Internet marketing efforts to increase awareness and optimize internet presence to drive overnight visitation and room sales to assessed businesses;
- Print ads in magazines and newspapers, television ads, and radio ads targeted at potential visitors to drive overnight visitation and room sales to assessed businesses;
- Regional tourism promotion and marketing to benefit assessed businesses;
- Attendance of trade shows to promote assessed businesses;
- Sales blitzes for assessed businesses;
- Familiarization tours of assessed businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring assessed businesses;
- Owners' Association/Visit Morgan Hill staff attendance of professional industry conferences and affiliation events to promote assessed businesses;
- Lead generation activities designed to attract tourists and group events to assessed businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed businesses; and
- Development and maintenance of a website designed to promote assessed businesses.

*Sports Promotion, Facilities and Management*

The sports promotion, facilities and management program shall be utilized for the promotion and improvement of sports facilities, related to the sales and marketing of hotels in the MHTBID to increase the desirability of the City as a place for overnight visits for sports opportunities in Morgan Hill, and may include the following activities:

- Sports marketing and promotion designed to increase overnight visitation and room night sales at assessed businesses;
- Financial incentives to maintain, and attract new sporting events that have a significant impact on lodging business room night generation;
- Improvements to existing sports facilities utilized by overnight visitors designed to create a visitor experience that will bring repeat visits to assessed businesses.

Sports promotion, facilities and management funds shall not be used for ongoing maintenance and operations costs of existing and new sports facilities.

**The expectations for this position are as follows:**

**2. Experience Required:**

- Working with non-profit corporation Board of Directors, preferable a mutual benefit non-profit corporation subject to Brown Act and Public Records Act compliance;
- Understanding assessment district law and Proposition 26 specific benefit requirements;
- Demonstrated understanding of the workings of TBIDs, local municipalities, and the lodging business community;
- Working independently without direct supervision toward defined objectives;
- Ability to effectively communicate in writing and orally with stakeholders (lodging business owners, municipality staff, and municipality elected officials);
- Ability to maintain VMH records;
- Ability to identify leaders and nurture an effective Board of Directors structure;
- Knowledge of strategic planning and implementation;
- Knowledge of effective tourism sales and marketing programs;
- Basic computer and email skills;
- Ability and experience to pursue successful funding sources in addition to MHTBID assessment funds;
- An understanding of current issues, challenges, and opportunities in the City of Morgan Hill.

**3. Scope of Services:**

The attached Exhibit "B" details the anticipate scope of work for the Executive Director position. The services to be provided by the Executive Director include back office and Board of Directors support, including but not limited to, budgeting, communication, governance support, planning and operating support, and regulation communication with lodging business owners, contractors, and the Morgan Hill community.

**4. Hours Required:**

The Executive Director would dedicate the undetermined time necessary to render the services required in the agreement.

**5. Duration:**

The Executive Director agreement shall commence on or around July 1, 2019 and will remain in effect for an initial twelve (12) month period or until determined by the VMH

Board of Directors. **The VMH Board of Directors shall retain the right at all times to terminate the agreement upon thirty (30) days notice.**

**6. Compensation:**

Respondents shall state their fixed monthly fee to provide the services and tasks as outlined in Exhibit B.

**7. Employment Status:**

Individuals with appropriate experience are encourage to submit a response to this RFQ. VMH will enter into an independent contractor agreement with the selected candidate.

**8. Due Date:**

VMH reserves the right to accept, negotiate, reject, or propose amendment to any and all proposals submitted. The selection process will be determined based upon prior experience working with TBIDs, knowledge of applicable laws (Brown Act, Public Records Act, Property and Business Improvement District Law of 1994, and Proposition 26), experience in working with non-profit corporations, and knowledge of the City of Morgan Hill. VMH reserves the right to reject any and all applicants as well as to determine that the position will not be filled based on the proposals received.

**The due date for receipt of all proposals is [DATE] at [TIME].**

Proposals may be mailed to **17575 Peak Avenue, Morgan Hill, CA 95037** or emailed to [EMAIL ADDRESS].

**9. Evaluation Criteria:**

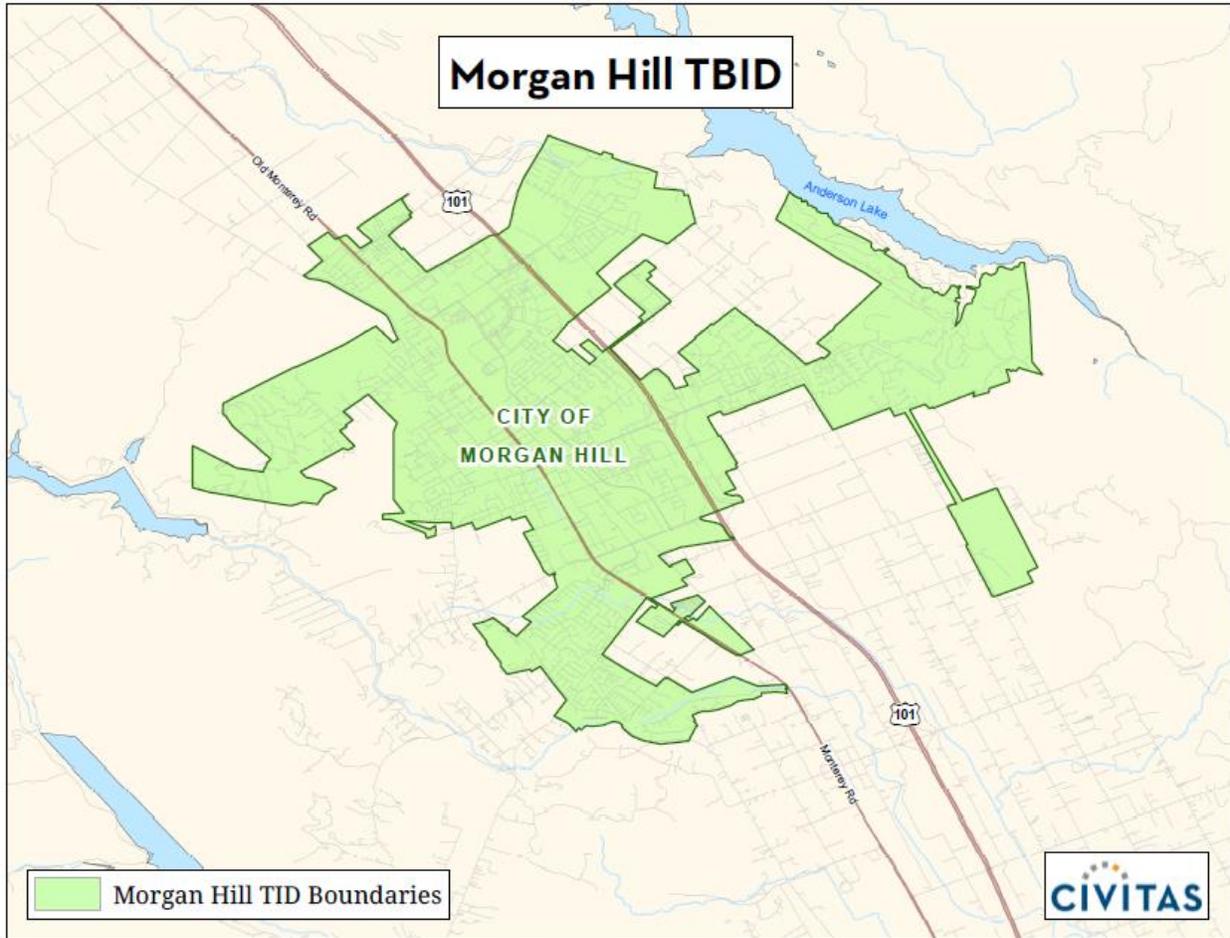
VMH will conduct a comprehensive, fair, and impartial evaluation of all Statements of Qualification received in response to this RFQ. Each submittal will be analyzed to determine overall responsiveness and qualifications under the RFQ. The VMH Board of Directors may select all, some, or none of the respondents for interviews and/or a site visit. The VMH Board of Directors may also request additional information from respondents at any time prior to final approval of a selected respondent.

**10. Award of Employment Contract and Reservation of Rights:**

VMH reserves the right to award one, more than one, or no contract in response to this RFQ. The contract, if awarded, will be awarded to the respondent(s) whose submittal(s) is deemed most advantageous to VMH, as determined by the VMH Board of Directors. VMH reserves the right to accept one or more Statements of Qualification or reject any or all Statements of Qualification received in response to this RFQ. VMH also reserves the right to terminate this RFQ, and reissue a subsequent solicitation, and/or remedy technical errors in the RFQ process. VMH will require the selected respondent(s) to

execute a contract with VMH. No work shall commence until VMH signs the contract document(s). In the event the parties cannot negotiate and execute a contract within the time specified, VMH reserves the right to terminate negotiations with the selected respondent and commence negotiations with another respondent. This RFQ does not commit VMH to enter into a contract, award any services related to this RFQ, nor does it obligate VMH to pay any costs incurred in preparation or submission of a submittal or in anticipation of a contract. If selected, respondent will be required to comply with insurance and indemnification requirements prior to the execution of a contract. Respondent agrees and understands that, if selected, respondent and all persons designated by respondent to provide services in connection with a contract, is (are) and shall be deemed to be an independent contractor, responsible for respondent's acts or omissions, and that VMH shall in no way be responsible for respondent's actions, and that none of the parties hereto will have authority to bind the others or to hold out to third parties, that they have such authority.

Exhibit "A"  
MHTBID Boundary Map



MHTBID Assessed Lodging Businesses:

- Budget Inn
- Comfort Inn
- Courtyard
- Economy Inn
- Executive Inn
- Extended Stay America
- Hampton Inn Morgan Hill
- Holiday Inn Express
- Holiday Motel
- Granada Hotel
- La Quinta
- Maple Leaf RV Park
- Microtel Inn and Suites
- Morgan Hill inn
- Paradise Motel
- California Inn
- Rancho Motel
- Residence Inn

## Exhibit "B"

### Executive Director Scope of Work

#### Administrative Management Services:

- Telephone answering of dedicated line
- Maintenance of files and records
- Administration of inquiries to VMH
- Process mail and email
- Maintain MHTBID master calendar
- Prepare and disseminate communications
- Board of Directors coordination – all aspects

#### Executive Management Services:

- Provide leadership and visionary direction
- Maintain an understanding of the MHTBID, lodging business industry, and local government environment
- Serve as a liaison to the Board of Directors
- Provide day-to-day management of operations, vendors, and staff
- Oversee all MHTBID programs and activities
- Maintain TBID industry liaison relationships
- Assist in the development and execution of goals and objectives
- Provide leadership training and facilitation of strategic planning sessions
- Ensure compliance with VMH governing documents and California Corporations Law
- Ensure compliance with MHTBID governing documents
- Budget development and analysis
- Develop and distribute newsflashes, alerts, and online communication materials to lodging business owners, press, and interest parties
- Maintain relationship with outside vendors, including legal counsel and public accountants
- Negotiate contracts and prepare for Board of Directors approval
- Assist in the formulation, documentation, and execution of policies as established by the Board of Directors
- Maintain awareness of advocacy opportunities for resources, recognition, and advancement of Morgan Hill tourism
- Prepare articles and content material for publications and the VMH website
- Coordinate date and location for Board of Directors meetings
- Assemble, prepare, and distribute Board of Directors meeting agenda packets
- Staff board meetings, take and prepare minutes and follow-up reports
- Coordinate date and location for committee meetings

- Assemble, prepare, and distribute committee meeting agenda packets
- Staff committee meetings, take and prepare minutes and follow-up reports
- Complete pre and post Board of Directors and committee meeting tasks
- Maintain after meeting action reports
- Develop plans, ideas, and materials for ownership engagement and contributions to the work of VMH
- Respond to and manage all lodging business owner related inquiries
- Maintain VMH program delivery and statistical data on programs
- Develop, distribute, and analyze lodging business owner needs assessment and satisfaction

#### *Publications/Communication Services*

- Work with the Board of Directors to develop and distribute regular communications
- Manage print budgets and research most cost-effective and innovative ways to communicate with stakeholders
- Oversee the graphic design, layout, and proofing of all publications and materials
- Oversee production and distribution of publications by outside vendors
- Insure timely posting of publications on the website
- Conduct print and TV interviews as necessary

#### *Website Administration*

- Ensure Board of Directors and committee meeting agendas and minutes are posted on the website in accordance with the Brown Act
- Develop and distribute promotional media for the website

#### *Lodging Business Owner Meetings and Events*

- Maintain close relationship with lodging business owners/representatives
- Coordinate sites for all lodging business meetings
- Handle all logistical planning for all events