

## AGENDA

AGENDA OF THE WORK SESSION OF THE MAYOR AND COUNCIL OF THE CITY OF BISBEE, COUNTY OF COCHISE, AND STATE OF ARIZONA, TO BE HELD ON TUESDAY, FEBRUARY 17, 2026, AT 6:00 PM AT COUNCIL CHAMBERS LOCATED AT 118 ARIZONA STREET, BISBEE, ARIZONA.

THE MEETING WAS CALLED TO ORDER BY \_\_\_\_\_ AT \_\_\_\_\_ PM.

### ROLL CALL

#### **COUNCIL**

Councilmember Karen Schumacher, Ward I  
Councilmember Peter Skinner, Ward II  
Councilmember Trish Damon, Ward III  
Mayor Ken Budge  
Councilmember Anna Cline, Ward III, Mayor Pro Tempore  
Councilmember Mel Sowid, Ward II  
Councilmember Lori Reynolds, Ward I

#### **STAFF**

Ashlee Coronado, Interim City Manager/City Clerk  
Keri Bagley, Finance Director  
VACANT, Personnel Director  
Matthew Gurney, Public Works Director  
Logan Dodd, Operations Manager  
Tim Cox, Police Chief  
Jim Richardson, Fire Chief

#### **CITY ATTORNEY**

Joseph Estes

THE FOLLOWING ITEM WILL BE DISCUSSED AT THIS MEETING:

1. Discussion and Possible Direction to staff regarding the DMO/Marketing RFP and Discussion on How Direction will be given to the Potential DMO/Marketing Firm from the City of Bisbee.  
Ken Budge, Mayor

### ADJOURNMENT

Pursuant to A.R.S. § 38-431.02(H), The public will have physical access to Council Chambers 20 minutes before the meeting is scheduled to begin.

Individuals with hearing disabilities can contact the City Clerk's Office (520) 432-6012 to request an Assisted Listening Device, at least 24 hours before the meeting.

Anyone needing special accommodation to attend this meeting should contact Ashlee Coronado at (520) 432-6012 at least twenty-four hours before the meeting.

Public documents referred to herein may be viewed during regular business hours at the City Clerk's Office at 118 Arizona St., Bisbee, AZ.

Pursuant to A.R.S. § 38-431.03(A) (3), the Council may vote to enter executive session at any point during this meeting for discussion or consultation for legal advice with its attorney(s), who may appear telephonically.



**MAYOR & COUNCIL WORK SESSION FOR FEBRUARY 17, 2026**

**DATE ACTION SUBMITTED:** February 10, 2026

**PRESENTATION/ DISCUSSION ONLY**

**SUBJECT:** Discussion and Possible Direction to staff regarding the DMO/Marketing RFP and Discussion on How Direction will be given to the Potential DMO/Marketing Firm from the City of Bisbee.

**FROM:** Ken Budge, Mayor

**RECOMMENDATION:** DISCUSSION ONLY

**PROPOSED MOTION:** WORK SESSION ONLY

**DISCUSSION:**

At the January 20, 2026, Council meeting; Council discussed whether to proceed with issuing a notice of solicitation for a Destination Marketing Organization (DMO). Several Councilmembers, including Councilmembers Reynolds and Schumacher, suggested holding a work session prior to issuing a Request for Proposals (RFP) in order to further define the City’s goals, expectations, and desired scope of services for a DMO.

**FISCAL IMPACT:**

**DEPARTMENT LINE-ITEM ACCOUNT:**

**BALANCE IN LINE ITEM IF APPROVED:**

**Prepared by:** *Nina Williams*  
Nina Williams,  
Deputy City Clerk

**Reviewed by:** *Ashlee Coronado*  
Ashlee Coronado,  
Interim City Manager

**NOTICE OF SOLICITATION  
REQUEST FOR PROPOSALS  
CITY OF BISBEE**

**1. Introduction**

The City of Bisbee is requesting Proposals (hereinafter referred to as “RFP”) from qualified marketing and communications firms with demonstrated expertise in tourism promotion to serve as the City’s Destination Marketing Organization (“DMO”). The selected firm will provide comprehensive services to develop and implement a Tourism Marketing Program that increases visitation, enhances Bisbee’s reputation as a premier cultural and historic destination, and supports local businesses and complies with all of the DMO requirements established by the Arizona Office of Tourism (“AOT”).

**2. Schedule of Events**

**Solicitation Issued:** TBD

**Submittal Due Date:** TBD

**Interviews/Selection:** TBD

**Submittal Location:** City Clerk, City of Bisbee,  
City Hall 118 Arizona Street  
Bisbee, AZ 85603

**3. Nature of the Project**

The City of Bisbee seeks a partner to design and execute a multi-channel tourism marketing strategy and serve as the City’s DMO. A DMO is defined as a not-for-profit organization or governmental unit that is responsible for the tourism promotion and marketing of a destination on a year-round basis. The program will highlight Bisbee’s arts, culture, history, and unique character to attract diverse audiences regionally, nationally, and internationally. Deliverables include branding, advertising, digital campaigns, public relations, and measurable visitor engagement initiatives. The primary objective is to drive overnight visitation and economic activity by positioning Bisbee as a premier destination for arts, culture, history, and outdoor recreation by attracting diverse audiences regionally, nationally, and internationally. Familiarity with Bisbee and Arizona markets, particularly rural tourism driven communities, is strongly preferred.

**4. Preparation of Proposal**

- 4.1 It is the responsibility of the Proposer to examine the entire solicitation and to seek clarification of any requirement that may not be clear. The solicitation includes the City of Bisbee’s “Standard Terms and Conditions” and any “Special Terms and Conditions” for this contract, both of which will be incorporated into any Contract between the City and the Proposer.
- 4.2 The City will not reimburse any costs associated with preparing or submitting a proposal. All materials and documents submitted in response become the property of the City and will not be returned.

- 4.3 A proposal that is submitted to the City becomes public record and may be subject to disclosure following the award of a contract under this solicitation. If the Proposer believes that any information included in the proposal should remain confidential, the Proposer must specifically identify that information and its reasons. In the event of any public request for this information, the City will provide the Proposer with notice of this request and a reasonable opportunity to obtain a court order, at the Proposer's sole expense, protecting this information from release prior to making it available.
- 4.4 The specifications stated in this solicitation are the minimum level required. All proposals submitted must be for products or services that meet or exceed the minimum level of all such specifications.

**5. Submission of the Proposal**

- 5.1 Sealed proposals must be in the actual possession of the City Clerk on or prior to the exact time and date indicated in the Schedule of Events. Late proposals will not be considered.
- 5.2 Sealed proposals must be submitted in a sealed envelope or container with the following information clearly indicated on the outside:
  - a. Name of the Solicitation, as indicated by the City.
  - b. Name, phone number, and address of the Proposer
- 5.3 Three (3) copies of the proposal shall be submitted in writing, by a paper document that is printed, typed or in ink. Any substitute for any document forms provided with this Notice must be legible and contain the same information requested by any such form.
- 5.4 Hard copy proposals are preferred; however, proposals may be submitted electronically as long as they comply with the written proposal and deadline submission requirements. Please contact the City Clerk for details on electronic submissions.
- 5.5 A proposal may be withdrawn upon the submission of a written signed request submitted by the Proposer prior to the due date and time. A proposal may not be amended or withdrawn after the due date and time.
- 5.6 The evaluation criteria and relative weights for determining the scoring of proposals are as follows:

<u>CRITERIA</u>	<u>MAXIMUM SCORE</u>
<b>Qualifications and Experience</b> (Proven track record in increasing destination visitation)	30
<b>Methodology &amp; Approach</b> (Creativity and feasibility of the proposed strategic plan)	40

<b>Cost Proposal</b>	20
(Detailed breakdown of fees, including media markups)	
<b>References</b>	10
(Quality of previous work and client satisfaction)	
<b>Total Maximum Points</b>	<b>100</b>

## 6. Requirements for Proposal Evaluation

The proposal should be organized in a format that promotes the clear evaluation of the RFP criteria. The proposal generally should follow the outline below so that it can be easily evaluated during the selection process. Responses should be prepared simply and economically, providing a straightforward and concise description of the Proposer’s capabilities to satisfy the requirements of this request.

### 6.1. Proposal Summary

- a. Provide summary information including identification of the Proposer team and table of contents.

### 6.2. Proposer Qualifications and Experience

- a. Provide an overview that highlights key qualifications, job responsibilities and experience of the proposer, or proposal team.
- b. Familiarity with the Arizona Office of Tourism (AOT) Cooperative Marketing Program and rural tourism strategies.
- c. Describe a minimum of 3 completed projects completed in the last five (5) years, comparable to the requested Marketing Services, including scope, outcomes, project team, and client reference.
- d. Identify key personnel who will contribute to the project and their respective qualifications and responsibilities.
- e. Ability to provide a dedicated account manager and “turnkey” services including graphic design and media buying.

### 6.3. Project Understanding & Schedule

- a. Describe and demonstrate proposer’s clear understanding of the goals and requirements associated with providing the services.
- b. Identify tasks to be performed for the project within each phase and the associated project deliverables.
- c. Present the assumptions on which the proposal level of effort for completing the project is based.
- d. Identify any tasks that must be accomplished in person, discuss your experience delivering services remotely, and identify the tools you recommend for maximizing the effectiveness of remote meetings.
- e. Identify potential challenges and/or concerns and how the proposer intends to address them.

#### 6.4. Fee Schedule

- a. Provide a fee schedule for all services proposed that reflects direct labor hours for any contributing team members, travel costs, and overhead that are summed into a total proposed fixed fee.
- b. Describe the proposer's ability and methods to manage the project schedule and budget throughout all phases of the project.

#### 6.5. Required Coverage

##### a. Commercial General Liability

- i. The proposer shall maintain Commercial General Liability insurance with a limit of not less than \$1,000,000 for each occurrence with a \$1,000,000 Products/Completed Operations Aggregate and a \$1,000,000 General Aggregate Limit. The policy shall include coverage for bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage including, but not limited to, the liability assumed under the indemnification provisions of the contract which coverage will be at least as broad as Insurance Service Office, Inc. Policy Form CG 00011093 or any replacements thereof. The coverages shall not exclude X,C,U. Such policy shall contain a severability of interest provisions, and shall not contain a sunset provision or commutation clause, nor any provision which would serve to limit third party action over claims.

##### b. Workers Compensation

- i. The Proposer shall carry Worker's Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of their employees engaged in the performance of the work or services; and, Employer's Liability insurance of not less that \$100,000 for each accident, \$100,000 for each employee, and \$500,000 disease policy limit.

##### c. Certificate of Insurance

- i. Prior to commencing work or services under the contract, the Proposer shall furnish the City with Certificates of Insurance, or formal endorsements as required by the contract, issued by the Proposer's insurer(s), as evidence that policies providing the required coverages, conditions and limits required by the contract are in full force and effect.
- ii. In the event any insurance policy(ices) required by the contract is (are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of the Proposer's work or services and as evidenced by annual Certificates of Insurance.
- iii. If a policy does expire during the life of the contract, a renewal certificate must be sent to the City fifteen (15) days prior to the expiration date.

#### 6.6. Cancellation and Expiration Notice

- a. Insurance required herein shall not expire, be canceled, or materially changed without thirty (30) days prior written notice to the City

## **7. City of Bisbee Contact**

All communications and questions concerning this solicitation must be directed to Amanda Bramel, at 520-432-6000, [abramel@bisbeeaz.gov](mailto:abramel@bisbeeaz.gov).

## **8. Offers**

After the initial receipt and evaluation of proposals, discussions may be conducted with respondents who submit proposals determined to be the most responsive, which most closely meet the requirements of the Statement of Work, and which are the candidates most likely to be selected for award. The City, at its option, may request best and final offers from a selected proposer(s) regarding the Statement of Work and/or fees.

## **9. Award of Contract**

- 9.1 The City reserves the right to waive any immaterial defect or informality in a proposal; to reject any or all submittals or portions thereof; to reissue this Notice; and to award a Contract on a partial basis, if in the best interests of the City.

## **10. Certification**

- 10.1 By signing and submitting this proposal, the Proposer certifies that this submission did not involve any collusion or other anti-competitive practice; that the Proposer will not discriminate against any employee, applicant or customer in violation of applicable state and federal law, and that the Proposer has not given, offered to give and will not give any economic opportunity, future employment, gift, loan, gratuity, trip, favor or discount to any City employee or official in connection with this RFP.
- 10.2 The Proposer further certifies that the individual signing this proposal has the authority to make a binding legal commitment on behalf of the Proposer to perform and deliver everything that is required in connection with this RFP. Unless otherwise stated in the Contract Documents, the Offer shall be effective for a period of ninety (90) days.
- 10.3 The City Manager shall recommend to the City Council that the contract be awarded to the responsible respondent whose proposal is most advantageous to the City, based on the evaluation criteria listed above. The final decision shall be made by the City Council.

## **11. Grievance Procedure**

Protests shall be submitted in writing to: Ashlee Coronado, Interim City Manager, City of Bisbee, 118 Arizona Street, Bisbee, AZ, 85603, phone (520) 432-6000 within 72 hours of bid award. Protests must contain at a minimum the name, address and telephone number of the protester, the signature of the protester or its representative with authority to sign; a detailed statement of the legal and factual grounds of the protest including copies of relevant data; and the form of relief requested. Within 15 days of receipt, and after consultation with legal counsel, or others, the City will respond to the protest. The City reserves the right to reject any or all proposals; to waive irregularities or information in any proposal; to re-advertise for proposals; and/or to take any steps determined prudent, in order to resolve the protest.

## SPECIFICATIONS, SCOPE OF WORK OR REQUIREMENTS

### 12. Introduction

Located 90 miles southeast of Tucson on Historic Arizona Highway 80, Bisbee is tucked in the Mule Mountains at 5,538 feet of elevation (1,687 meters) making it the southernmost higher-than-a-mile city in the United States. Bisbee serves as the county seat of Cochise County, Arizona's eighth-largest county covering almost 6,200 square miles in the southeastern corner of the Grand Canyon State.

Bisbee quickly grew as an urban center driven by a booming mining industry that thrived on the area's rich reserves of copper, silver, gold, zinc, lead, and manganese. With a population of more than 20,000 in 1910, Bisbee was one of the most cultured cities in the West. It remains home to the historic Warren Ballpark, arguably the nation's first ballfield. Today, with residents numbering around 5,000, Bisbee's welcoming spirit offers visitors a rich mix of art, music, architecture, outdoor activities, shopping, dining, unique hospitality, and nightlife.

Bisbee is a city in the Mule Mountains of southeast Arizona. The Bisbee Mining & Historical Museum and the Bisbee Restoration Museum chronicle the city's copper-mining past. The vast Copper Queen Mine offers guided, hour-long tours daily. The grand Muheim Heritage House Museum has 19th-century furniture, gardens, and mountain views.

#### **Destination Profile: The Bisbee Experience**

*The following is an example of a foundational narrative for proposals.*

#### **Location & Geography:**

Located 90 miles southeast of Tucson on Historic Arizona Highway 80, Bisbee is tucked into the Mule Mountains at an elevation of 5,538 feet. This high-altitude setting makes it the southernmost "higher-than-a-mile" city in the United States, offering a cooler climate and dramatic mountain vistas that distinguish it from the desert floor.

#### **Historical Significance:**

As the county seat of Cochise County, Bisbee's identity is rooted in its legacy as a booming 19th-century urban center. Once one of the most cultured and populated cities in the American West, it was built on rich reserves of copper, silver, and gold. Today, this history is preserved through:

- **The Copper Queen Mine:** Offering daily underground tours that chronicle the city's industrial roots.
- **The Bisbee Mining & Historical Museum:** A Smithsonian Affiliate that anchors the downtown's historical narrative.
- **Architectural Heritage:** Including the Muheim Heritage House Museum and the Historic Warren Ballpark, arguably the nation's first multi-sport ballfield.

#### **Current Spirit & Culture:**

Modern Bisbee has evolved from a mining camp into a vibrant, eclectic community. With a population of approximately 5,000, the city is defined by a "welcoming spirit" and a diverse cultural landscape that includes:

- **The Arts:** A thriving colony of galleries, studios, and street art.

- **Architecture & Walkability:** Well-preserved 19th-century Victorian and European-style architecture, steep stairways, and winding streets.
- **Hospitality & Lifestyle:** A rich mix of boutique shopping, chef-driven dining, unique hospitality (from historic hotels to vintage trailers), and a legendary nightlife and music scene.
- **Outdoor Recreation:** Hiking in the Mule Mountains, birding in nearby canyons, mountain biking, exploring the stairways and views from Historic Downtown Bisbee.

### **Targeted Marketing:**

The following specific focus areas should be incorporated in proposal:

- **Heritage Tourism Integration:** Marketing efforts must leverage Bisbee’s status as a “living museum.” Proposers should outline how they will promote the Bisbee Mining & Historical Museum and the Copper Queen Mine Tours to history-oriented travelers.
- **Geographic Positioning:** Campaigns should highlight Bisbee’s elevation as a “cool summer getaway” for residents in the Tucson and Phoenix metro areas.
- **Cultural Event Support:** Develop strategies to market Bisbee’s unique local events that celebrate its music and art scenes, ensuring these events translate into multi-day stays.
- **Sustainable “Appreciate AZ” Promotion:** Given the sensitive mountain environment and historic architecture, marketing must promote responsible tourism that respects the local community and landscape.

### **Key Messaging Pillars for Proposers**

Proposals should demonstrate how they will communicate the following “Bisbee Pillars” to a global audience:

1. **History:** The Copper Queen Mine and the Smithsonian-affiliated museums.
2. **Creativity:** The arts, music, and “free-spirited” local culture.
3. **Elevation:** The high-altitude climate and the beauty of the Mule Mountains.
4. **Authenticity:** The unique architecture, local dining, and independent shopping (no “big box” feel).

### **Reference Resources for Proposers**

To assist in proposal development, applicants are encouraged to review:

- Discover Bisbee (Official Tourism Site)
- The City of Bisbee Official Website
- Arizona Office of Tourism - Bisbee Profile

## **13. Scope of Work**

The City of Bisbee seeks a qualified Vendor to provide professional marketing and tourism promotion services for the City’s DMO program. The ideal Vendor shall have knowledge and experience with Arizona markets, particularly rural tourism driven communities. The DMO will promote the City’s tourism objectives and generate economic activity through effective marketing of the City of Bisbee. The Vendor shall furnish all labor, materials, supervision, and expertise necessary to perform the services described below.

### **1. General Requirements**

- Perform all DMO services in accordance with accepted professional marketing standards.
- Coordinate all work through the City’s designated representative.
- Obtain City approval prior to public release of any materials.
- All work products shall become the property of the City of Bisbee.
- Establish specific goals and objectives for DMO services, to be approved by the City Council on an annual basis.

## **2. Marketing, Strategic Planning & Branding**

- Develop and implement an annual tourism marketing plan.
- Identify priority visitor markets and target audiences.
- Develop seasonal, event-based, and thematic campaigns.
- Generate promotional events, produce marketing content, and execute targeted advertising campaigns to attract visitors to the City of Bisbee and generate overnight visitation.
- Promote a robust calendar of events to attract visitors throughout the year, especially during slower season periods.
- Develop a year-round strategic plan that aligns with the Arizona Office of Tourism (AOT) guidelines and local economic goals.
- Refine or maintain a cohesive brand voice that highlights Bisbee’s “welcoming spirit” and eclectic mix of art, music, and nightlife.
- Identify and target key demographics, including history enthusiasts, “Appreciate AZ” outdoor stewards, and regional travelers from Tucson and Phoenix.

## **3. Digital, Website & Statewide Tourism Coordination**

- Plan, manage, and optimize paid digital advertising campaigns.
- Manage and market a DMO website, including content updates, and provide annual reporting to the AOT on the website.
- Redesign or update the official tourism website to enhance user experience, including mobile optimization and SEO.
- Execute targeted digital, print, and social media advertising campaigns.
- Manage media relations, including proactive pitching to travel journalists and coordinating familiarization (FAM) tours.
- Perform search engine optimization (SEO) and create campaign landing pages.
- Monitor website analytics and recommend improvements.
- Coordinate marketing efforts and campaigns with the Arizona Office of Tourism (AOT), as directed by the City, to leverage statewide tourism initiatives and opportunities.

## **4. Branding, Creative & Content**

- Maintain Bisbee branding standards across all platforms.
- Develop creative concepts, messaging, and marketing materials.
- Provide graphic design and coordinate photography/video as approved.

## **5. Social Media, Email & Public Relations**

- Establish and manage social media content and engagement on City-approved platforms and provide annual updates to AOT on the social media content.
- Develop and distribute email newsletters and promotions.
- Prepare press releases and support earned media outreach.

## **6. Reporting & Coordination**

- Provide monthly written performance reports including analytics and results.
- Attend meetings with City staff as requested.
- Coordinate with City departments, local partners, and state tourism agencies as directed.
- Establish key performance indicators (“KPIs”) to measure the success of its marketing efforts, which may include metrics such as website traffic, social media engagement, visitor numbers, and lodging tax collections.
- Establish and maintain a dedicated tourism marketing budget, submitted to the City and AOT annually.
- Submit all required documentation to the AOT to maintain official DMO status.
- Provide the City Council with quarterly and annual reports detailing all DMO activities, budget expenditures, KPIs, and progress towards the DMO’s goals and objectives.

## **7. Deliverables**

At a minimum, the Vendor shall provide:

- Annual marketing plan
- Monthly performance reports
- Approved creative and marketing materials
- Website content and campaign documentation

**OFFER**

**TO THE CITY OF BISBEE:**

The undersigned hereby offers and agrees to furnish the services requested in compliance with all of the terms, conditions, specifications, and other descriptions of the work associated with this RFP. The Proposer certifies that he or she has read, understands and will fully and faithfully comply with this Contract, its attachments and any referenced documents.

\_\_\_\_\_  
Authorized Signature \_\_\_\_\_  
Date

Printed Name and Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State and Zip Code \_\_\_\_\_

Telephone Number(s) \_\_\_\_\_

Company's Fax Number \_\_\_\_\_

Email Address \_\_\_\_\_

**ACCEPTANCE OF OFFER NOTICE OF AWARD**

The Offer is hereby accepted by the City of Bisbee. This document shall also constitute notice of award of this Contract to the Proposer.

The Proposer is now bound to provide the services identified in this RFP, subject to all terms, conditions, specifications, amendments, and other associated documents and the Offer.

This Proposer shall henceforth be referred to as Contract for Recruitment Services. The Proposer has been cautioned not to commence any billable work or to provide any materials or services under this Contract until the Proposer receives a formal notice to proceed from the City of Bisbee.

City of Bisbee

By \_\_\_\_\_

Date: \_\_\_\_\_

Title \_\_\_\_\_