

**REQUEST FOR PROPOSAL
MARKETING RESEARCH**



**NISQUALLY RED WIND CASINO
MARKETING RESEARCH**

INQUIRES AND PROPOSALS SHOULD BE DIRECTED TO:

**Name: Tricia Griffin
Title: Business Data Analyst
Entity: Nisqually Red Wind Casino
Address: 12819 Yelm Highway
Olympia, WA 98513
Phone: 1-866-946-2444
Email: tgriffin@redwind.net**

Purpose:

This Request for Proposal (RFP) is to contract for the following services: Marketing Research services for the purpose of increasing market share, visits, understanding market and guest segmentation as well as guest satisfaction, loyalty and potential business expansion.

Proposal Overview:

Nisqually Red Wind Casino is conducting a two-round review process to select a marketing research company. The first round will include a summary of your qualifications with samples of previous work history, experience, references and marketing research philosophy.

Those submissions will be reviewed and selected companies will be invited to participate in a final round that will include an on-site interview and presentation.

Final submissions will be reviewed and services awarded by no later than Thursday, November 1st, 2018.

Interview Schedule & Requirements:

First round interviews will be held the week beginning Monday, November 5th, 2018 through Friday, November 15th, 2018. Upon the offer of interview, we will ask for a Non-Disclosure Agreement to be signed and request a template contract for legal review in the event we move forward with contract negotiation. We ask that a template contract is submitted by the date of the interview to be forwarded to Casino attorney's office.

Proposal Submission Deadline:

Initial submissions are due no later than 4 p.m. on Wednesday, October 31st, 2018.

Proposal Instructions:

Preliminary submissions should be addressed as follows:

Nisqually Red Wind Casino
ATTN: Tricia Griffin
12819 Yelm Highway
Olympia, WA 98513

Please note; submissions should be submitted in a sealed envelope clearly marked in the lower left-hand corner with the following information:

Request for Proposal – Marketing Research
4 p.m. October 31, 2018

SEALED PROPOSAL
For Marketing Research

Failure to do so may result in premature disclosure of your proposal.

It is the responsibility of the bidder to ensure proposals are received by Nisqually Red Wind Casino by the date and time specified above.

Inquiries:

Inquiries regarding this RFP should be directed to tgriffin@redwind.net.

Conditions of Proposal:

Unless invited to participate in the final round of the process, all costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the agency and will not be reimbursed by Nisqually Red Wind Casino.

Right to Reject:

Nisqually Red Wind Casino reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon factors described in this RFP.

Notification of Award:

It is expected that a decision selecting the successful agency will be made within two weeks of the final round of presentations. The Casino will award the account to the company that best demonstrates the ability to not only understand our current guests but to identify potential new target markets, trends and environment as well as the feasibility of a business expansion. The Casino will also take into account the experience and record of success of a company in achieving the goals of other clients.

Upon conclusion of final negotiations with the successful individual, all individuals submitting proposals in response to this Request for Proposal will be informed, in writing, of the name of the successful person.

It is expected that the contract shall be for a negotiated rate for the dates to be established further upon selection, although there is potential for an extended contract. Compensation is negotiable and based on experience and record of performance.

The successful individual must acquire a gaming license with the Nisqually Tribal Gaming Agency prior to finalizing the contract and conducting any business.

Nisqually TERO Ordinance

The mission of the Nisqually TERO Office is to enforce the TRIBAL EMPLOYMENT RIGHTS ORDINANCE, Title 42, to eliminate discrimination and ensure preference for Native Americans in employment and contracting on all projects and in all businesses operating on or near Nisqually Tribal land.

Tribal Members, Spouses and descendants of Nisqually Tribal Members, and All Native Americans registered with a Federally Recognized Tribe can apply through the TERO Office to ensure Native American preference.

Scope of Service:

The selected company will be responsible for assisting Nisqually Red Wind Casino in the following area(s) by performing Quantitative and Qualitative Research:

- Identify any new potential target market and environment/region.
- Feasibility of Business Expansion.
- Competitor threats.
- Understand guest preferences and behaviors in the following areas.
 - Promotions
 - Entertainment
 - Dining Venues
 - Club Red Rewards and Benefits
 - Casino Team Members
 - Gaming Options
 - Advertising
 - Social Media
 - Red Wind Brand
- Understand the demographics of the guest.
- Understand guest visits and frequency.

The ultimate goal is to collect data to help determine the services that best satisfy the guest's expectations, how Nisqually Red Wind Casino measures against similar properties (locally and non-local), and gain invaluable information about economic trends, demographics, competitors, and marketing shifts.

Informational Background:

Nisqually Red Wind Casino is looking for a proven, experienced partner to assist us in understanding our guests and potential new guests and markets. In 2015 we completed a \$45

million expansion project that expanded several dining venues and added a new seafood restaurant and two new bars. As well, a new gift shop.

Red Wind Casino offers 1,600 slot machines, a variety of table games including blackjack, roulette, craps, Pai Gow and three-card poker and keno.

To learn more about current promotions, entertainment, dining and other gaming information, please visit www.redwindcasino.com.

About the Nisqually Indian Tribe:

The Nisqually Tribe's reservation is in the Nisqually River region in rural Thurston County, 15 miles to the east of Olympia, Washington. Tribal land holdings, on and near the Nisqually reservation, total 1,000 acres, all of which have been reacquired in the past 25 years.

The Nisqually people have inhabited the watershed for thousands of years. According to the native legends, the Squalli-absch - ancestors of the modern Nisqually Indian Tribe - first came north from the Great Basin, crossing over the Cascade Mountain Range and erecting their first village in what is now the Skate Creek basin, just to the outside of the Nisqually River Watershed's southern boundary.

The original Nisqually reservation was established by the Medicine Creek Treaty of December 26, 1854. The reservation consisted of a total of 1,280 acres on Puget Sound. In 1856, an executive order enlarged the reservation to 4,717 acres, inhabiting both sides of the Nisqually River.

In 1884, the reservation land was set aside and divided into 30 separate family allotments located on both sides of the Nisqually River. The people lived in peace, harvesting fish from the River and growing potatoes on the prairie tracts. In the winter of 1917, the U.S. Army moved onto Nisqually lands with no warning and ordered them from their homes. Later, the Army condemned 3,353 acres of their land to expand the Fort Lewis base.

On September 9, 1946 the Tribe's official constitution and bylaws were approved. The constitution was amended in 1994. The governing body of the Tribe is the General Council, which is made up of all the enrolled tribal members over the age of 18. A tribal council, comprised of seven tribal members elected by the Tribe's voting membership, oversees the daily business and economic affairs of the Nisqually Tribe.

Nisqually Red Wind Casino is managed by Medicine Creek Enterprise Corporation, a wholly-owned subsidiary of the Nisqually Indian Tribe.

Submissions:

Each submission should include the following information (in order):

- Brief history of experience.
- Current and past client list.
- Brief biography.
- Summary of experience with marketing research.
- Summary of experience with casinos or other businesses in the hospitality or entertainment industries (if applicable).
- Summary of a key campaign that illustrates the effectiveness of your work.
- Summary of philosophy regarding how to improve guest experience.
- Describe how you have utilized research and data in the past to improve performance and how you would utilize research for this project.
- What differentiates your company from others that will participate in this process?
- Provide a list of three references including phone number, address and email address. Please make sure at least one of the references is not involved in casino gaming.
- Outline cost and proposed compensation for this project for an initial year and potential subsequent years if applicable.

Format:

This RFP may be responded to in any written format you feel appropriate. However, please make sure the answers are submitted in order, with the corresponding letter and number listed as well. Please submit three copies of the entire RFP packet for review on or before 4:00PM on Wednesday, October 31st, 2018. Failure to submit to the above-mentioned guidelines will result in you being dropped from the search.

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