

**REQUEST FOR QUALIFICATIONS   
PROFESSIONAL SERVICES FOR BRANDING & MARKETING**

**FOR THE CITY OF STATESBORO**

**RFQ 2021-300**

**Part I: GENERAL INSTRUCTIONS**

# PURPOSE:

It is the intent of the City of Statesboro (referenced herein as “The City”) to select an experienced brand development firm to create a strong and lasting brand identity for the City. This identity may include but is not limited to, logos, a tagline, signage, brand standards, marketing strategy, etc. Once a firm is selected, the City will determine the scope and extent of services to be contracted.

1. **TIME AND DUE DATE**

The City of Statesboro will accept sealed RFQ submittals until the deadline of **January 12, 2022, at 3:30 PM EST**. All sealed RFQ responses shall be delivered to the Central Services Department (Attention: Darren Prather) located at 22 West Grady St., Statesboro, GA 30458. Please be sure to label your RFQ submittal as “RFQ 2021-300 Branding and Marketing/City of Statesboro”.

## BACKGROUND

## Historically, the City of Statesboro has been a regional hub for industry, tourism, shopping, and higher education in southeast Georgia. As such, the City is well-positioned to expand and enhance the image of the City as a great destination to live, work, and play. The brand identity will come forth through a process that identifies the city’s existing mix of retail, restaurants, services, artists, and academic institutions, and leverages a singular, compelling message to target audiences. The brand should be transferrable across city operations and media applications.

# DEVELOPMENT COSTS

# Firms shall accept all costs in the submittal of this RFQ response. Once submitted, the RFQ response shall remain the property of the City.

# INQUIRIES

The City will not respond to oral inquiries. Firms may submit written, e-mailed inquiries

regarding this RFQ to: Darren Prather, [Darren.prather@statesboroga.gov](mailto:Darren.prather@statesboroga.gov). All written inquiries shall be submitted by seven (7) business days (M-F) prior to the due date and time for submission.

# RFQ RESTRICTIONS

Sealed responses to the RFQ shall be limited to 35 pages. This total includes both sides of each sheet**.** Each sheet shall count as two pages if containing subject matter, pictures, cover pages, indexes, etc. The only additional pages that will not count as to this total shall be the original RFQ package if submitted in the response and any addenda if issued.

# MINORITY FEMALE BUSINESS ENTERPRISE (MFBE)

It is the intent of the City of Statesboro to encourage participation by minority and female-owned business enterprises (MFBE) by requiring 20% participation of all procurement processes.

1. **CANCELLATION**

The City shall have the right to unilaterally cancel, terminate or suspend any contract, in whole or in part, resulting from this RFQ by providing the selected firm thirty (30) days written notice by certified mail.

# FISCAL NON-FUNDING CLAUSE

In the event sufficient funds are not budgeted for a new fiscal period, the City shall notify the successful firm of such occurrence and the contract shall terminate on the last day of the current fiscal year without penalty or expense to the City.

# RESERVED RIGHTS

The City reserves the right to accept or reject any/or all submissions, to accept all or any part of the submission, to waive irregularities and technicalities, and to request resubmission if it is deemed in the best interest of the City. The City, in its sole discretion, may expand the scope of work to include additional requirements. The City reserves the right to investigate, as it deems necessary, to determine the ability of any firm to perform the work or services requested. The firms upon request shall provide information the City deems necessary in order to make a determination.

# EQUAL EMPLOYMENT OPPORTUNITY CLAUSE

City of Statesboro, GA, in accordance with the provisions of Title VII of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all Proposers that it will ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit proposals in response to this advertisement and will not be discriminated against on the ground of race, color or national origin in consideration for an award.

# REUSE AND OWNERSHIP OF DOCUMENTS

All data, inputs, analytical reports, contract documents, deliverables, and other work products that result from the professional services being offered through any response to this RFQ and any contract resulting therefrom shall become the property of the City and shall be delivered to the City as requested. Any and all information/materials covered under this paragraph and RFQ may not be copyrighted. The City may use all data and products for purposes deemed appropriate by the City for the business of the City.

# PRE-SUBMISSION CONFERENCE

There will be no pre-submission conference.

# SCOPE OF WORK

The City is seeking a qualified firm to develop a branding campaign for the City. Once the successful firm is selected, designated City personnel with work with the selected firm to develop the desired final product/service. Negotiations on scope and pricing will be addressed at this point. The complete range is not yet determined and will be, at least partially, based on goals and final budgets. These negotiations will result in a final contract between the City and the successful firm if negotiated results are deemed beneficial and approved by the City.

**Any submission not containing full and complete responses to the above minimum elements may be deemed unresponsive to this RFQ.**

# INSURANCE REQUIREMENTS

1. ***Worker’s Compensation*** – in compliance with State and Federal laws.
2. ***Comprehensive General Liability*** – Minimum limits of $1,000,000 per occurrence and $2,000,000 aggregate for Bodily Injury Liability and Property Damage Liability.
3. ***Professional Liability Insurance*** – minimum limits of $1,000,000.
4. ***Deductibles***- Any and all deductibles to the above-referenced policies are to be the responsibility of the successful firm.
5. ***Hold Harmless****-* The City shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property, or loss of use resulting from or arising out of the performance of this agreement or contract unless such claims are a result of the City’s sole negligence. The City shall also be held harmless against all claims for financial loss with respect to the provision of or failure to provide professional or other services resulting in professional, malpractice, or errors or omissions liability arising out of the performance of this agreement or contract.

# PART II: INSTRUCTIONS FOR PREPARING RFQ RESPONSES

1. **RULES FOR SUBMITTING THE STATEMENT OF QUALIFICATIONS**
2. The Statement must name all persons or entities interested in the proposals as principals of the Project Team. The Statement must declare that it is made without collusion with any other person or entity submitting a proposal pursuant to this RFQ.
3. Any questions regarding a project or submittal shall be directed to the Director of Central Services, Darren Prather. There shall not be any contact between a Proposer and any member of the City staff or Council regarding the project or any proposal submitted by any Proposer. Any Proposer contacting any member of the City staff of Council without direction from the Central Services Director regarding a submitted RFQ is subject to sanctions up to and including having the City disqualify that firm’s submittal.

# STATEMENT FORMAT

Responses to the RFQ must include one (1) original (unbound) and five (5) copies of the response which addresses the requirements below, along with an electronic version (PDF) on a flash drive of the full response. In determining the responsibility of any offeror, the City staff will examine the factors as listed below. Offerors shall address each factor specifically in their Statements.

***Section 1 – Qualifications***

Provide a statement of your qualifications. Identify your firm’s capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the location of the office that would manage this project.

List three recent clients for whom similar or comparable services have been performed. Include the name, mailing address and telephone number of their principal representative. Describe, in detail, each projects’ outcomes and the process your company took to achieve those outcomes.

***Section 3 – Project Team***

List the key personnel and their individual responsibilities on this assignment. Include the extent of each person’s participation and their related experience (Resumes should be included in an appendix). Indicate the approximate percentage of the total work to be accomplished by each individual. Do we need resumes for each person? That seems really in depth. If no, cut the appendices section at the bottom of the page.

***Section 4 – Similar Projects completed and Sample Project Schedules***

Please supply sample project schedules from similar past projects. Even though the City may elect to limit services, please include schedule representations for all your potential services.

**Section 5- Appendices**

1) Appendix #1 – Resumes

Resumes of all key personnel within the project team shall be provided. Each resume shall not exceed two (2) pages in length.

## Part III: SELECTION PROCESS

The respondent’s RFQ will be evaluated by City staff and the top-rated submittal will be recommended to the City Council for their consideration.

# EVALUATION METHOD AND CRITERIA

The City shall be the sole judge as to the merits of the RFQ response, and any resulting agreement. The City’s decision will be final and RFQ responses will be reviewed by the City Staff and evaluated based on the format and content outlined in this RFQ as follows:

# EVALUATION CRITERIA POINTS PERCENTAGE (WEIGHT) Points

***QUALIFICATIONS***

* Shows a strong knowledge of creating a Brand for public agencies/clients;
* Shows a strong knowledge of creating a destination marketing plan;
* Proves a successful work history for previous marketing projects for public agencies/clients;

**0 to 35**

***TEAM PROPOSED FOR THIS PROJECT***

* Incorporates a strong team structure able to handle the task;
* Team members have resumes reflecting experience in branding and destination Marketing;
* Company has completed work for other City and/or County Governments.  
   **0 to 30**

***SIMILAR PROJECTS COMPLETED***

* Firms shall be evaluated on past projects that are similar to that of the City.

**0 to 25**

***REFERENCES***

* Lists strong references reflecting examples of successful outcomes for similar projects. **0 to 10**

**TOTAL EVALUATION: 0 to 100**

# 2. SELECTION

The City’s staff shall evaluate and rank the proposals submitted by all respondents. The top respondent(s) may be invited to present their specific proposal(s) to the City’s Staff for consideration. The staff will then forward the top submission to Council for consideration.

The City, at their sole discretion, will select the top firm/individual to move forward to contract negotiation, or it may reject the proposal and direct the staff to reissue the RFQ*.*

## 3. SCHEDULE

The anticipated schedule for this project is as follows:

Published RFQ: December 11, 2021

Response to RFQ: Submission of RFQ Deadline January 12, 2022, at 3 PM EST.

Questions due seven (7) business days (M-F) prior to submittal deadline.

Possible Interviews top respondents: To be determined

**Date:**

**Firm Name:**

**Authorized Signature**:  **Printed:**