

City of Gonzales, Texas
and
The Gonzales Economic Development
Corporation

Request for Proposal
Creative Design, Marketing and Website Hosting/Maintenance Services
RFP 2015-001

Dated: June 22, 2015

Responses Due: Tuesday July 21, 2015 at 2:00 PM CDT

**REQUEST FOR PROPOSALS WITH QUALIFICATIONS
FOR
CREATIVE DESIGN, MARKETING AND WEBSITE HOSTING/MAINTENANCE SERVICES**

The City of Gonzales, Texas (the City) and the Gonzales Texas Economic Development Corporation (the EDC) are hereby issuing a REQUEST FOR PROPOSAL for Creative Design/Marketing and Website Hosting/Maintenance Services.

Responses in the form of printed proposals shall be addressed to Kristina Vega, City Secretary, City of Gonzales, Texas, P.O. Box 547, 820 St. Joseph Street, Gonzales, Texas 78629 and shall be labeled “***RFP 2015-001, DO NOT OPEN***” and “***CREATIVE DESIGN/MARKETING and WEBSITE HOSTING/MAINTENANCE SERVICES***”. Proposals shall be submitted no later than, 2:00 P.M. local time, Tuesday, July 21, 2015. It is the sole responsibility of the proponent to insure that this proposal is actually in City Hall of the City of Gonzales prior to the expiration of the time and date above. Any proposal received after the expiration of the time and date above will be returned to the proponent unopened.

An optional Pre-Proposal Meeting will be held at 2:00 PM Local Time on Tuesday July 7, 2015, at the Gonzales City Hall, 820 St. Joseph Street, Gonzales, Texas. All parties interested in submitting a proposal are encouraged to attend. All Proposers will be held responsible for any information conveyed at the meeting. Further information about the meeting is contained in the RFP.

GENERAL STATEMENT OF WORK:

The City and EDC seek a professional, full-service marketing and communications firm to provide comprehensive, strategic, and innovative marketing and communications and marketing services on designated projects and on an as needed basis. The successful Proposer will also provide hosting and website design and maintenance services for both organizations. The successful Proposer shall fully coordinate all services under the agreement with the City Manager and the President and CEO of the EDC. Marketing initiatives include:

1. Provide strategic marketing support related to tourism, special events in the City, Economic Development, as well as special projects. This will include developing and providing a variety of promotional, publicity, and advertising plans and informational materials consistent with specifications provided by the City.
2. Provide strategic and innovative internet and social media support for both organizations. This will include but not be limited to website redesign, hosting, and maintenance. Provide maintenance and updates for the Tour Gonzales IOS and Android app.
3. Provide advice and recommendations for the City Manager and Public Information Officer as needed.

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Upon consideration of the proposals, the City of Gonzales reserves the right to accept or to reject any and all proposals, to waive technicalities, and to make any investigation deemed necessary concerning the proponent's ability to provide the services as covered by the specifications and to accept what in their judgment is the most advantageous proposal.



Allen L. Barnes, CPM, ICMA-CM
City Manager

CERTIFICATION

I hereby certify that the above "Request for Proposal" was posted on the bulletin board of City Hall, City of Gonzales, Texas on the 22 day of June, 2015.



Kristina Vega, City Secretary

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A. PROJECT INFORMATION

1. Introduction

This Request for Proposals (RFP) is issued to provide the selection process for Creative Design, Marketing and Website Hosting/Maintenance Services for both the City of Gonzales and the Gonzales Economic Development Corporation.

Proposers submitting a response to the RFP will be asked at a minimum, to state their qualifications, understanding/experience relating to the project and offer their methodology for meeting the design criteria. The finalists from the RFP phase will proceed to the interview phase and be requested to participate in oral interviews.

Selection Schedule:

RFP Released.....	June 22, 2015
Pre-Proposal Meeting.....	July 7, 2015
Deadline to submit written questions.....	July 17, 2015
Responses to written questions.....	July 20, 2015
Proposals Due.....	July 21, 2015
Short List announced.....	July 23, 2015
Interviews.....	July 29-30, 2015
Notice of Selection.....	July 31, 2015
Council presentations and approval.....	August 4, 2015
Effective Date of Contract.....	October 1, 2015

The competitive selection process provided for under this RFP will focus on the qualifications and prior history of performance on similar projects of each proposer and the proposer's team members, as appropriate, in accordance with the selection criteria set forth in this RFP. Thoughtful written response to this RFP will enable the City to select the most qualified proposers.

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2. Scope of Work

The objective of this RFP is to procure professional Creative Design, Marketing and Website Hosting/Maintenance Services for both the City of Gonzales and the Gonzales Economic Development Corporation. Services to be performed include:

- a. Provide strategic marketing support for projects including (but not limited to) comprehensive and innovative marketing and advertising strategies for attracting tourists and related activities, attracting and retaining businesses in various business districts, The Expo Center at JB Wells Park, and for special events including target audience analysis. Carry out strategy with placement of advertising in selected media, including negotiating pricing for scheduled advertisements, brochure printing costs, billboard costs, as well as other associated costs.
- b. Provide services including investigation and negotiation of added value media opportunities, press releases, potential editorial coverage, and other like items. Provide tracking of placed advertising to determine return on investment and future buys. Maintain ad schedule and deadlines to insure all scheduled ads are placed.
- c. Provide advice and recommendations to the City Manager, President & CEO of the EDC, or other City Officials and boards for the development and implementation of designated marketing projects. Assist City departments and Boards and Commissions as assigned to provide approved marketing services. Provide advice and recommendation for improving City brand awareness.
- d. Design, develop, and deliver promotional materials for designated City initiatives and events.
- e. Provide website hosting to include necessary disk space, high speed bandwidth, sufficient SQL databases, and secure site certificate.
- f. Provide website design services including consultation and recommendation for updates or redesign of existing websites of the City and EDC and the services to make those updates or redesigns.
- g. Provide website maintenance including a minimum of 10 updates per month, changes to page content and photos, uploading meeting notices, agendas, minutes, and other

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documents as required (or provide training for City staff to do so), updates of available property page with information provided by the EDC and act as liaison with hosting company in case of technical difficulties. These websites include the City's official website, the EDC's website, and the tourism website, TourGonzales.com.

- h. Provide maintenance and updates for the Tour Gonzales smartphone app and website. Act as a liaison between City and EDC with the app provider.
- i. Provide creative design and art design for print ads, web ads, brochures, presentations, billboards, and other media.
- j. Provide media training as requested.

The successful proposer will provide qualified personnel dedicated to managing the requested services. The successful proposer will have experienced staff and be knowledgeable in communications and marketing disciplines. The proposer will establish a team leader who will manage services provided under the resulting contract. The City will not accept any substitutions of the team leader except for substitutions required for reasons outside the control of the successful proposer and upon written approval of the City. The successful proposer will be available if needed during emergency situations.

3. Contract Term

The term of the agreement will be for one year with two additional one year options. The City liability for expenditure of public funds pursuant to this proposal shall be contingent upon and limited to the appropriation of funds for the agreement to the successful proposer by the Gonzales City Council.

4. Addenda and Questions

As the City determines appropriate, it will issue addenda to supplement this RFP. Each proposer shall provide the City with contact information for receipt of such addenda. Any proposer who downloads the RFP from www.cityofgonzales.org or otherwise obtains this document, must send an e-mail to Angie Kessler at akessler@cityofgonzales.org with the party's contact information in order to receive any addenda. The City shall not be responsible for e-mail delivery failure for any reason. It shall be conclusively presumed that the proposer did, before submitting a response to the RFP read all addenda. All addenda shall be acknowledged by Proposer and returned to the City with the proposal document.

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All questions about this RFP shall be submitted by email to Angie Kessler at akessler@cityofgonzales.org.

5. Proposal Preparation, Consultants Costs and Expenses

The City is not liable for any cost or expenses arising out of preparation of Consultant's proposal. If selected, Consultant may not include any of these costs or expenses as part of its fee, rates, or charges for performing work under the Contract.

6. Proposer to supply its own materials

The Successful Proposer will provide and pay for all labor, supervision of its employees and agents, travel, insurance, vehicles, materials, and tools (including computers, laptops, software, blackberries, PDA's) necessary to provide services under the resulting contract. The City will not provide email access to the successful proposer. Any use of office space, conference rooms, City telephones, fax machines, or copy machines, will be allowed only as necessary to meet with City staff and review the progress of work.

7. Verification of Information

The City will rely on the accuracy and completeness of all information provided in making its selection. As such, proposing firms are urged to carefully review all information provided to ensure the clarity, accuracy, and completeness of such information. As the City deems necessary and appropriate, the City reserves the right to make any inquiries or other follow up required to verify the information provided.

B. INSTRUCTIONS FOR SUBMITTING PROPOSALS

Each respondent must comply with the submission requirements as outlined below. Submittals that fail to comply with the requirements as specified may be deemed non-responsive and such determination will result in no further consideration of the respondent or the respondent's submittals by the City.

Proposals must be received no later than Tuesday July 21, 2015 at 2:00 PM. Any submittal received after the time stated above will be returned to the submitter unopened. Proposals must be sealed in an envelope or box. Three ring binders may be used for the proposals; however, plastic sleeves or spiral binders are discouraged. Proposals will not be read in public or available for public inspection until after an award determination has been made.

1. Proposal Submittal

Proposers shall submit five (5) paper copies and one electronic copy of their completed RFP response. All Proposals must be limited to the following prescribed information

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and be submitted in an 8 ½” x 11” format bound on the long side. Pages are to be numbered in sequence and font size must be at least 12pt. font. Proposals shall not exceed twelve (12) single-sided pages in length (double-sided pages count as two pages). This page limit does not include cover pages, divider sheets, resumes, disclosures of legal and administrative proceedings, or required forms. No more than ten (10) 11” x 17” fold-out sheets may be included.

The proposal must include a table of contents and be organized as follows:

Part 1 Letter of Transmittal

Clearly indicate the *single contact* (principal-in-charge), mailing address, telephone and facsimile numbers. Indicate unique features of the organization and the project team that makes the team uniquely suited to undertake this specific project.

Part 2 Pricing

A cost schedule of all hourly rates for each job classification and job title and unit costs must be submitted for all items set forth in the proposal. All rates and fees will be fixed for the duration of the contract. Materials or services not listed but that may be required or are expected to be used by the consultant in performing the tasks related to the Agreement must be listed with the proposal. Job titles and classifications must be explained in terms of degree of responsibility, minimum qualifications, and expected scope of duties for the purpose of defining proposed schedule of hourly rates. Prices for expendables must be expressed as cost plus percentage mark-up. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the consultant as a cost of doing business. If a lump sum price is proposed, the price for the City and the price for the EDC must be listed separately.

Part 3 Key Personnel

Identify the individuals from each firm who will be involved in the project and their responsibilities. Provide brief *biographical data* of the primary participant(s), including the Project Manager. Further, provide a separate list of key personnel setting forth the name of such persons and corresponding title.

Part 4 Organization and Management of Services

- a. Describe how the management approach to ensure the services will be provided in a thorough, effective, and timely manner. Include information regarding:

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- Philosophy, approach and identification of specific issues, problems and opportunities. (Specific solutions to project deliverables are not desired as statements of philosophy or direction).
 - Management approach to insure effective coordination with various City agencies and other entities which will be involved in the project.
- b. Indicate the approach to minimizing costs and expenses.
- c. Identify any software that may be proposed for use on this project.

Part 5 Summary of Demonstrated Experience

Describe the firm's projects and experience during the last three years that is similar to the work described in the Scope of Work or that proposer believes would be relevant in evaluating the firm's capabilities to perform the work, including:

- Contracts involving similar work performed by the firm and a list of personnel who worked under these contracts and will be performing the work covered by this RFP.
- Contract amount and brief, concise description of the services stated in the contract.
- Any extraordinary projects or problems or both encountered during performance of such contracts. Describe the complexities and innovative approaches used to solve such problems.
- Financial information to demonstrate the financial stability of the firm to successfully provide uninterrupted service for one year. Also, include all information and circumstances regarding any legal dispute resulting from services provided by the proposer for which settlements have been made.
- References. Include three appropriate references, a contact name, address, and telephone number. These references should be able to substantiate the proposer's ability to perform the work required.