

CITY OF GAINESVILLE

REQUEST FOR PROPOSAL



RFP No. 13008

RECREATION PHOTOGRAPHY

Proposal Release: July 11, 2012
Proposal Questions Deadline: July 20, 2012
Proposal Due Date: July 27, 2012

Approved for Release:

J. Melvin Cooper

J. Melvin Cooper, CPRP
Director
Gainesville Parks and Recreation Agency

Postal Return Address:

City of Gainesville
Parks and Recreation
830 Green Street NE
Gainesville, GA 30501

Courier Delivery Address:

City of Gainesville
Parks and Recreation
830 Green Street NE
Gainesville, GA 30501

City of Gainesville Parks and Recreation

Request for Proposal



RFP No. 13008

RECREATION PHOTOGRAPHY

Sealed Proposals will be received by the **City of Gainesville, Parks and Recreation Agency, 830 Green Street NE, Gainesville, GA 30501** until 3:00 p.m., July 27, 2012, for *professional services in Recreation Photography.*

OVERVIEW

The City of Gainesville, Georgia (Hereafter also referred to as "The City") seeks proposals to provide *Recreation Photography* for its *Parks and Recreation Agency*.

The City desires to contract with a vendor to provide professional photography services for activities, programs, and special events at multiple locations throughout the year to begin August 3, 2012.

PROPOSAL CORRESPONDENT

Upon Release of this Request for Proposal, all vendor communications concerning this acquisition must be directed to the Parks and Recreation correspondent listed below:

Missy Bailey, Recreation Division Manager

City of Gainesville Parks and Recreation
830 Green Street NE, Gainesville, GA. 30501

Phone: 770.297.5449

FAX: 770.531.2681

m Bailey@gainesville.org

Unauthorized contact regarding the proposal with other Gainesville City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City of Gainesville. Vendor should rely only on written statements issued by the proposal correspondent.

PROPOSAL QUESTIONS

All questions must be submitted in writing to the proposal correspondent named above. Questions must be received by 10:00 a.m., July 20, 2012. A list of questions and answers will be provided to all know proposers and by request. Requests may be made to the proposal correspondent named above.

PROPOSAL RESPONSE DATE AND LOCATION

Gainesville Parks and Recreation must receive the vendor’s proposal in a sealed envelope, in its entirety, not later than 3:00 p.m., Eastern Standard Time in Gainesville, Georgia on July 27, 2012. Proposals arriving after the deadline will be returned unopened to their senders. All proposals and accompanying documentation will become the property of the City of Gainesville and may not be returned. One (1) original and (1) copy of this proposal must be submitted to allow for evaluation. Proposals must be clearly marked on the outside of the package:

Recreation Photography #13008

Vendors assume the risk of the method of dispatch chosen. The City of Gainesville assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual proposal receipt. Late proposals will not be accepted nor will additional time be granted to any vendor. Proposals may not be delivered by facsimile transmission or other telecommunication or solely by electronic means.

Proposal Schedule:

Proposal Release:	July 11, 2012
Proposal Questions Deadline:	July 20, 2012 by 10:00 a.m.
Proposal Due Date:	July 27, 2012 by 3:00 p.m. EST
Award Date:	August 3, 2012 subject to final proposal review

WAIVER OF TECHNICALITIES

All items must meet or exceed specifications as stated by the City of Gainesville. The City of Gainesville reserves the right to waive any technicalities and to reject or accept any Proposal in its entirety or to accept any portion thereof if it is determined that either method results in lower costs, better service, final satisfaction or is otherwise determined to be in the best interest of the City of Gainesville. Award may be made by item number or in total. Determination of best response to proposal will be the sole judgment of the City of Gainesville. Proposals shall remain valid for ninety days for the date of proposal opening.

PROPOSAL REJECTION

The City of Gainesville reserves the right to reject any or all proposals at any time without penalty.

MODIFICATION OF PROPOSALS

Any clerical mistake that is patently obvious on the face of the proposal may, subject to the limitations described below, be corrected upon written request and verification submitted by the proposers. A nonmaterial omission in a proposal may be corrected if Gainesville Parks and Recreation or the Administrative Services Department determines that correction to be in the City’s best interest. Omissions affecting or relating to any of the following shall be deemed material and shall not be corrected after Proposal opening:

- (1) Price Information; and
- (2) Any required Insurance

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn at any time prior to the proposal opening. After proposals have been publicly opened, withdrawal of a proposal shall be based upon the following:

The Proposer shall give notice in writing of his claim of right to withdraw his proposal due to an error within two business days after the conclusion of the proposal opening procedure. Proposals may be withdrawn from consideration if the price is substantially lower than the other proposals due solely to a mistake therein, provided the proposal was submitted in good faith, and the mistake was a clerical mistake as opposed to a judgment mistake, and was actually due to an unintentional arithmetic error or an unintentional omission of a quantity of work, labor or material made directly in the compilation of the proposal, which unintentional arithmetical error or unintentional omission can be clearly shown by objective evidence drawn from inspection of original work papers, documents and materials used in the preparation of the proposal sought to be withdrawn. The proposer's original work papers shall be the sole acceptable evidence of error and mistake if he elects to withdraw his proposal. If a proposal is withdrawn under the authority of this provision, the lowest remaining responsive proposal shall be deemed to be the low proposal.

PROPOSER'S RESPONSIBILITY

When determining whether a proposer is responsible, or when evaluating a proposal, the following factors may be considered, any one of which will suffice to determine whether a proposer is responsible or the proposal is the most advantageous to the City:

- The ability, capacity and skill of the proposer to perform the contract or provide the equipment and/or service required.
- The character, integrity, reputation, judgment, experience and efficiency of the proposer.
- Whether the proposer can perform the contract within the time specified.
- The quality of performance of previous public and private contracts or services, including, but not limited to, the proposer's failure to perform satisfactorily or complete any written contract. The City's termination for default of a previous contract with a proposer, within the past three years, shall be deemed to be such a failure.
- The previous and existing compliance by the Proposer with laws relating to the contract or service.
- Evidence of collusion with any other Proposers, in which case colluding proposers will be restricted from submitting further proposals on the subject project or future proposals, for a period not less than three years.
- The proposer has been convicted of a crime of moral turpitude or any felony, excepting convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Proposer shall affirmatively disclose to the City all such convictions, especially of management personnel or the proposers as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in the City's sole option and discretion, for termination for default subsequent to award or execution of the contract.
- If the proposer will be unable, financially or otherwise, to perform the work.

- At the time of the proposal opening, the proposer is not authorized to do business in the Georgia, or otherwise lacks a necessary license, registration or permit.
- Any other reason deemed proper by the City.

NON-ENDORSEMENT

As a result of the selection of a vendor to supply products and/or services to the City of Gainesville, the City of Gainesville is neither endorsing nor suggesting that the vendor's product is the best or only solution. The vendor agrees to make no reference to the City of Gainesville in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City of Gainesville.

PROPRIETARY PROPOSAL MATERIAL

Any information contained in the proposal that is proprietary will be neither accepted nor honored. All information contained in this proposal is subject to public disclosure.

RESPONSE PROPERTY OF THE CITY OF GAINESVILLE

All material submitted in response to this request becomes the property of the City of Gainesville. Selection or rejection of a response does not affect this right.

NO OBLIGATION TO BUY

The City of Gainesville reserves the right to refrain from contracting with or purchasing from any vendor. The release of this proposal does not compel the City of Gainesville to purchase.

COST OF PREPARING PROPOSALS

The City of Gainesville is not liable for any cost incurred by vendors in the preparation and presentation of proposals and demonstrations submitted in response to this proposal.

NUMBER OF PROPOSAL COPIES REQUIRED

Vendors are to submit one (1) original Proposal and one (1) copy.

ADDENDA

Proposers are responsible to check the City of Gainesville's website for the issuance of any addenda prior to submitting a proposal. The address is <http://www.gainesville.org/purchasing>

PROPOSAL AWARD AND EXECUTION

The City will select the proposal that, in its sole discretion, is the most responsive and responsible proposal to the City. The City reserves the right to make any award without further discussion of the proposal submitted; there may be no best and final offer procedure. Therefore, the proposal should be initially submitted on the most favorable terms the vendor can offer. The specification may be altered by the City of Gainesville based on the vendor's proposal and an increase or reduction of services with the manufacturer may be negotiated before proposal award and execution.

TAX EXEMPTION

The City of Gainesville is exempt from all Federal and State Tax. Do not include tax in your proposal.

LOCAL VENDOR PREFERENCE

Local Vendor means a bidder or offeror which operates and maintains a brick and mortar business, i.e. a physical business address, within the city limits of the City of Gainesville, has a current business license, has paid in full all real and personal taxes owed the City, is considered a vendor in good standing with the City and can obtain an active vendor status.

A local vendor may receive an opportunity to match for purchases, bids, proposal or contracts over \$20,000 and less than \$100,000. The local vendor may be given an opportunity to match the lowest price proposal, if the quotation or bid of the local vendor is within 3% of the lowest price proposal by a non-local vendor. In the event a local vendor matches the lowest price proposal, including all other terms, quality, services and conditions, then the local vendor shall be awarded the contract.

In the event the price proposal of more than one local vendor is within 3% of the lowest overall price proposal of a non-local vendor, the local vendor with the lowest proposal will be given the first opportunity to match the lowest overall price proposal. If this local vendor declines to match the price proposal, then the local vendor with the next lowest bid within 3% will be given the opportunity to match the lowest proposal. This process will continue with all local vendors having proposal within 3% of the lowest overall bid by a non-local vendor.

Policy to be stated. This policy shall be so stated in all applicable solicitations.

Exemptions. This provision does not apply to public works construction projects or road projects pursuant to the laws of the State of Georgia (O.C.G.A §36-91 or §32-4).

PROPOSAL REQUIREMENTS/EVALUATION CRITERIA

The City will evaluate all written submittals. It is incumbent upon the proposers to demonstrate within their proposals how each requirement will be satisfied. All Proposals must meet the specification as outlined in this Proposal. The City reserves the right to investigate the qualifications and experience of the proposers, or to obtain new proposals. Proposals not sufficiently detailed or in an unacceptable form may be rejected by the City. Dates and documentation included in the proposal become public information upon award of the contract. Interested firms must follow the process outlined in the following pages in submitting their proposal.

The following criteria, not listed in order of importance, will be used to evaluate proposals.

- Terms, condition and pricing of purchase, service, or lease agreement.
- The financial ability of the proposer.
- If the City chooses this option, the cost of the proposer's warranties and/or maintenance agreement and scope of coverage.
- Depth of the proposer's experience
- Type of durability and quality of product(s).
- Types and cost of amenities available for the product(s).

Proposer Requirements

- Proposer must have five years of continuous experience.
- Proposer must provide evidence, satisfactory to the City, of the following insurance requirements:
 - Owner requires the Contractor to have and maintain the following insurance coverage and indemnification provisions with the City of Gainesville named as an additional insured hereunder.
 - The Contractor agrees to provide and maintain insurance coverage until the contract is completed and to furnish certificates from its insurance carriers showing that it carries insurance in the following minimum limits:

Bodily Injury by Accident: *\$100,000 each accident*
\$1,000,000 per occurrence limit

Comprehensive General Liability: *\$1,000,000 per occurrence*

Automobile Liability: *\$1,000,000 per occurrence for bodily injury*
\$1,000,000 per occurrence for property damage

Workers' Compensation *Statutory Limits*

- Proof of Insurance

The Contractor shall furnish the Owner with certificates showing the type, amount, class of operations covered, effective dates, and date of expiration of policies. Such certificates shall also contain substantially the following statement: The insurance covered by this certificate will not be cancelled or materially altered, except after thirty (30) days written notice has been received by the Owner.

SCOPE OF WORK (Product/Service Requirements)

The following specifications are provided as a minimal requirement only. The City will consider any product/service that meets or exceeds the minimum requirements. Proposers shall provide information regarding the proposed product/service for evaluation by the City.

I. Background

Gainesville Parks and Recreation operates the following recreation programs that requires photography services:

Baseball

Softball

Flag Football

Tackle Football

Cheerleading

Pee Wee Sports including: Basketball, Track & Field, T-Ball, Golf, Soccer, Flag Football

Daddy/Daughter Dances

Mother/Son Dances

Swim Meets
Other special events and programs as determined

II. General Scope of Work

The City of Gainesville is soliciting proposals from qualified photographers to provide photographs for the above recreation activities and programs.

III. Minimum Requirements

- Gainesville Parks and Recreation will receive a minimum of 20% of all total sales (after taxes). This includes all items sold.
- The photographer must shoot pictures of the following pee wee sports and rookie golf:
 - 2 sessions of Basketball Max (16) each class
 - 1 session of Track & Field Max (16)
 - 2 sessions T-Ball Max (40) each class
 - 1 session Rookie Golf Max (16)
 - 1 session Pee Wee Golf Max (16)
 - 1 session Flag Football Max (40)
 - 1 session Soccer Max (40)
- The photographer must shoot pictures of the following youth sports (Individual, Team, Action; Etc.):
 - Flag Football
 - Tackle football
 - Cheerleading
 - Baseball
 - Softball
- The photographer must shoot pictures of the following special events:
 - Mother/Son Dance (100-150)
 - Daddy/Daughter Dances (3 nights, 200/night)
 - Creative Movement Ballet Recital
 - Swim Meets
 - Other special events as determined
 - Photographer must take pictures of ALL GPRA events as requested with sufficient notice.
- Must provide free 8X10 team pictures for up to five coaches in each sport for each team.
- Must provide 1 free 8X10 to Gainesville Parks and Recreation of all Pee Wee pictures.
- Must provide a CD/DVD with limited reproduction license to Gainesville Parks and Recreation of all team photos in each sport and all Pee Wee sports at a size of at least 5X7 inches at 150 PPI.
- Must provide proof of liability insurance and add City of Gainesville Parks and Recreation as an additional insured.
- Must accept the following forms of payments: Checks, Cash and 1 major credit and debit card.
- Must provide adequate staff for registration tables with forms at picture sessions.
- Must provide adequate staff for all scheduled picture sessions to ensure picture time schedule is followed.
- Must provide all equipment necessary for all different sports pictures. (Examples: backdrops, benches, props, portable large risers adequate for football teams etc.)
- Must have a two-three week turnaround time or less for all pictures.

- Must provide order forms for distribution.
- Photographs must be packaged separately and securely by team and delivered to Gainesville Parks and Recreation for distribution to teams.
- Must provide resumes for all photographers with references and any professional affiliations.
- Must provide at least the packages listed in bid requirements.
- Must provide a reasonable amount of ala carte items and photo novelty items.
- For Quality Assurance please provide with bid a sample of package 5 actual photographs that are representative of vendor's standard quality.
- Must coordinate with GPRA staff in advance for all photo sessions.
- Must provide complete sales records in each category of sales along with payment in full of sales commission to Gainesville Parks and Recreation.

IV. Implementation and Length of Contract

It is imperative for Gainesville Parks and Recreation that the project begins with 2012 Football & Cheerleading Season. Contract will be for one year with an annual option for two additional years.

V. Acceptance of Work

- A.** Company shall perform all tasks and work necessary and incidental to bring the project to the appropriate level of completion as mutually agreed upon.
- B.** The company shall employ the proposed staff to provide the services required in the professional quality and timeliness agreed upon.
- C.** The failure of the photographer to satisfactorily complete work assignments within the time specified wherein the City of Gainesville has been given notice that the completion date is critical may be cause for termination.
- D.** The City of Gainesville's acceptance of required work, etc., shall not relieve the company from the obligation to correct any defective work, whether previously or subsequently noted, and all incomplete, inaccurate or defective work shall be remedied by the company on demand and at no cost to the City of Gainesville as per all warranties.

PROPOSAL FORMAT

Responders are required to provide, at a minimum, the following:

- Proposal Certification pages (Completed)
- Proposed Photo Packages Price List (Completed)
- A Package 5 sample
- Services References (Minimum of three to include contact information)
- Copy of Business License and any other licenses that pertains
- Copy of Certificate of Insurance as stated in this document
- Staff Qualifications
- Equipment List

Responsibilities of the Proposer

The Proposer, at its sole expense shall, as it pertains:

- Deliver, install, test and adjust product/service.
- If the City selects this option, provide routine maintenance and service included replacing all parts of Equipment which are faulty and/or worn out.
- Repair or replace inoperable items within 48 hours of notification by the City.
- Comply with all laws, ordinances, regulations, requirements and rules with respect to the quality and/or maintenance of the respect product and/or service.

SELECTION CRITERIA

The successful proposer will be selected based upon responses to the required information. In selecting a company, The City of Gainesville will consider all items required by the RFP. A review committee consisting of one or more persons will be established to review, evaluate and rate all proposals. The review committee will assess and rate proposals on the basis of criteria provided in the RFP.

It is the responsibility of the Photographer to provide in its submittal all information requested. The City of Gainesville must be able to clearly determine from the information provided, the Contractor's capability to perform the services requested. The proposer cannot presume that the City of Gainesville has the expertise or experience of the Contractor unless it is so stated.

Proposals will be scored according to the Selection Criteria presented below. Proposals will be ranked based on scores up to a maximum of 100 points with limits as identified per category.

Selection Criteria

1. Percentage of total sales	25
2. Package Prices (Affordability)	20
3. Quality of Photographs	25
4. Experience and References	15
5. Timeframe to Deliver Project Products	10
6. Quality of response to the RFP	<u>5</u>
TOTAL	100

City of Gainesville

REQUEST FOR PROPOSAL

Proposal No. 13008

RECREATION PHOTOGRAPHY

Proposal Certification

Proposers must return the following certification with their proposals.

With my signature, I certify that I am authorized to commit my firm to the Proposal and that the information herein is valid for 90 days from this date.

I further certify that all information presented herein is accurate and complete and that the scope of work can be performed as presented in this proposal upon the City's request.

Proposers Signature _____ Date _____

Name (printed) _____ Title _____

Unofficial Witness Signature _____ Date _____

Name (printed) _____ Title _____

Company _____

Address _____

Phone _____ Fax _____

Email Address _____

Notary Public

Commission Expires: _____

City of Gainesville

REQUEST FOR PROPOSAL

Proposal No. 13008

RECREATION PHOTOGRAPHY

Proposal Certification

This form must be completed and signed for bid to be considered.

Postal Return Address:

Courier Delivery Address:

City of Gainesville
Parks and Recreation
830 Green Street NE
Gainesville, GA 30501

City of Gainesville
Parks and Recreation
830 Green Street NE
Gainesville, GA 30501

Proposal Response:

% of Total Sales _____ (A minimum of 20% of total sales is required.)

Comments/Terms/Special Conditions: Must include Package Prices on page 13 along with this page.

Having read and responded to all attached specifications, the undersigned offers the above quoted prices, terms and conditions.

Signed, sealed, and delivered

In the presence of:

(Name of Company)

Unofficial Witness

By: _____

(Person authorized to sign binding contract)

Title: _____

Notary Public

Commission Expires: _____

Attest: _____

(Officer of Company if Corporation)

Title: _____

Proposal No. 13008
RECREATION PHOTOGRAPHY
Proposal Certification

Proposed Photo packages and Specifications (A sample of the material should be provided.)

Package 1	1	8X10 Team	\$ _____
	1	Digital Memory Mate	
	1	8 X10 Individual	
	2	5X7 Individuals	
	8	Wallets	
Package 2	1	8X10 Team	\$ _____
	1	8X10 Magazine Cover	
	2	5X7 Individuals	
	1	Photo Button	
	1	3X5 Magnet	
Package 3	1	8X10 Magazine Cover	\$ _____
	1	8X10 Individual	
	1	5X7 Team	
	8	Wallets	
Package 4	1	8X10 Individual	\$ _____
	2	5X7 Individuals	
	1	5X7 Team	
	8	Wallets	
Package 5	1	5X7 Team	\$ _____
	1	5X7 Individual	
	4	3X5 Individuals	
	4	Wallets	
Package 6 Special Events	1	8X10	\$ _____
	4	5X7s	
	16	Wallets	

Comments: _____

