



Request for Qualifications & Proposal Marketing and Event Development for 125th Anniversary of Incorporation Project # TOW-PRC-2014-10

TABLE OF CONTENTS

1.0 GENERAL INFORMATION

- 1.1 Background
- 1.2 Budget
- 1.3 Scope of Services
- 1.4 Location
- 1.5 Contacts
- 1.6 Schedule of Events
- 1.7 Proposal Deadlines
- 1.8 Documents
- 1.9 Selection Criteria
- 1.10 Liability & Indemnification, Insurance

2.0 PROPOSAL SUBMITTAL REQUIREMENTS

- 2.1 Requirements
- 2.2 Proposal Form

1.0 GENERAL INFORMATION

1.1 BACKGROUND

The Town of Windsor (Hereinafter “Town”) was incorporated on April 2, 1890. The year 2015 is the Town’s 125th Anniversary. The Town is seeking statements of qualifications from a marketing / public relations firms (hereinafter “Firm”) to assist with developing a year-long public outreach. This may include developing a logo and/or tagline for the recognition, piggybacking on existing events or developing limited new events. The idea is to brand the year and keep the celebration forefront in the public’s view.

1.2 BUDGET/SCALE

To be determined by a committee including staff and volunteers that outlines events and marketing. Although there is no defined budget at this time, there will be fiscal limitations. This RFQ will help determine the best fit of product for the Town’s needs.

1.3 SCOPE OF SERVICES

The scope of services will design and event planning associated with celebrating the Town’s 125th anniversary of incorporation:

1. Review the Town’s needs, goals and requirements.
2. Lead the project team (consisting of staff, public and agency) in the preparation of a schedule for the project. Identify planned milestones and major events as necessary.
3. Assist the project team in defining project costs and major cost variables. Prepare and maintain a detailed project budget during the process.
4. Work with project team as needed to secure required approvals required by the Town for relevant permits
5. Assist the project team in developing and securing bids or contracts for related services as needed.
6. Assist project team with implementation of events.

1.4 LOCATION

Events may occur at various public park sites or other facilities in the Town.

1.5 CONTACTS

(Primary Contact):

Town of Windsor
Trish Chavez, Event Coordinator
301 Walnut Street
Windsor CO 80550
(970) 674-2441

1.6 SCHEDULE

Meetings with the project team will start in fall of 2014. Events and promotion will continue through 2015.

1.7 PROPOSAL DEADLINES

1. Proposals are to be received at the office of Trish Chavez of the Town at the address specified in section 1.5 above, by 12 noon on August 22, 2014. Proposals received after this time may be returned unopened at the Town's sole discretion.
2. All inquiries and requests for clarifications shall be submitted via email to Trish Chavez, Event Coordinator at TChavez@windsorgov.com by no later than 5 PM, August 15, 2014.
3. Proposals shall be valid for 90 days.
4. Based on proposals, candidates may be interviewed at the Town's discretion. It is anticipated that a selection would be made by September 15, 2014.

1.8 DOCUMENTS

1. Any design, logo or other documentation produced under this contract shall become the sole property of the Town along with all unlimited reproduction rights for print or social media and use.

1.9 SELECTION CRITERIA

1. Town reserves the right to reject any or all proposals. Final selection will be on the basis of firm's apparent ability to best meet the overall expectations of the Town, as determined solely by the Town. The Town reserves the absolute right to conduct investigations as it deems necessary for the evaluation of any proposal and to establish the experience, responsibility, reliability, references, reputation, business ethics, history, qualifications and financial ability of the firm responding. The purpose of such investigation is to satisfy the Town that the Firm has the experience, resources and commercial reputation necessary to perform the work and to support any assurances in accordance with the contract documents.
2. The following items will be reviewed to provide a basis for selection:
 - a) Demonstrated ability to provide, and cost to provide, acceptable marketing / public relations services (to be determined by Town).
 - b) Experience and availability of key personnel designated for this project.
 - c) Demonstrated ability to successfully complete projects of comparable scope and complexity.
 - d) Demonstrated ability to provide comprehensive and accurate cost estimating. Examples are encouraged
 - e) Response from references and review of other information submitted.
 - f) Interview results, if conducted.
 - g) Proposed schedule.
2. Availability of firm to commit to the project and be available starting fall of 2014 throughout 2015.
3. Final acceptance of any proposal is expressly contingent upon the execution of a satisfactory contract between Firm and Town. Firm is advised that such contract may include provisions concerning insurance, bonding, indemnification, provisions concerning use of local and/or regional labor or materials, and a provision concerning contracting with illegal aliens. Town reserves the right to reject any proposal if a satisfactory contract is not agreed to and executed by all parties.

1.10 LIABILITY & INDEMNIFICATION, INSURANCE

- a) The Town assumes no liability for actions of Firm with whom it contracts. Firm agrees to fully indemnify and hold harmless the Town against any and all liability, loss, damage or expense that the Town may sustain or be required to pay as a result of any wrongful or negligent acts of Firm in the performance of its services and obligations under this Agreement.
- b) In order to protect itself and the Town under the indemnification provisions set forth above, Firm agrees to obtain and keep in full force and effect at all times during the term of this Agreement a liability insurance policy issued by a company authorized to do business in the state and licensed by the Department of Insurance of the state with liability coverage as provided for above. Each policy shall name the Town as an additional insured.

If Firm under contract actually provides staff at a planned event, Firm shall be required to provide proof of insurance as required:

- a) General liability insurance in the amount of not less than \$1,000,000, Combined Single Limit (CSL) per occurrence unless otherwise specified, against all claims, demands and other obligations incurred by the event planner in its performance of the community event. Such insurance shall be in addition to any other insurance requirements imposed by law. The responsible organization shall not be relieved of any liability, claims, demands or other obligations assumed by reason of its failure to procure or maintain insurance in insufficient amounts, durations or types.
- b) If vehicles are used for other than nominal and standard commute purposes, a policy of Business Automobile Liability, on an insurance industry standard for (CA 00 01) or equivalent including coverage for owned, non-owned, leased or hired vehicles, or equivalent coverage. Minimum limit of insurance shall be \$500,000 CSL per occurrence.
- c) Certain recreational activities require Commercial General Liability (CGL) Limits that must be at least \$2,000,000 CSL per occurrence. Please consult with Special Events Coordinator to determine applicability.
- d) The Town of Windsor must be added as additionally insured via ISO endorsement forms CG 20 26, CG 20 12 or equivalent wordings.

2.0 PROPOSAL SUBMITTAL REQUIREMENTS

2.1 SUBMITTAL PACKAGE

Submit one (1) complete hard copy and one (1) electronic copy of the proposal. Proposals must include, but are not limited to, the following items:

- a) Proposal should not exceed 8 pages.
- b) Describe at least three marketing / public relations projects completed in the last five years similar in scope and complexity. Include location, type of work, planning and timeline. Reference information for the client with current e-mail and phone numbers is required.
- c) Highlight your proposed teams experience with public events. Include bios for the team.
- d) Describe current workload of proposed staff and overlapping project responsibilities.
- e) Proposed schedule for this project including advance planning with project team.
- f) Write-up describing what uniquely distinguishes your firm as best able to complete this project.
- g) Include information as outlined in 2.2 below.

2.2. PROPOSAL FORM

Each proposal submitted shall be in a sealed envelope with Firm name and Project Number clearly labeled on the front of the envelope, and shall have the following information form included:

See Exhibit A.



Exhibit A

Project # TOW-PRC-2014-10

COMPANY NAME: _____

COMPANY ADDRESS: _____

PHONE: _____

FAX: _____

CONTACT PERSON NAME: _____

CONTACT PERSON TITLE: _____

CONTACT PERSON PHONE: _____

CONTACT PERSON E-MAIL: _____