

**DATE: NOVEMBER 14, 2011**

**LOI NO. 12-A-031**

**REQUEST FOR LETTERS OF INTEREST**

**ALL INTERESTED PARTIES:**

The City of Coral Springs, Florida, hereinafter referred to as CITY, will receive sealed Letters of Interest (L.O.I.) together with the Qualifications Statements and Proposal Form included herein and any other information relative to the experience, expertise or proficiency of the Proposer, at the office of the Purchasing Administrator, City Hall, 9551 West Sample Road, Coral Springs, Florida 33065, (954) 344-1100, for furnishing the services described below:

**BRANDING INITIATIVE AND MARKETING/COMMUNICATIONS PLAN**

L.O.I.'s must be received and time stamped by the Purchasing Administrator, either by mail or hand delivery, no later than 2:00 p.m. local time on Wednesday, December 7, 2011. A public opening will take place at or before 2:15 p.m. in the City Commission Chambers located at City Hall on the same date. Facsimile submittals will not be accepted. Any L.O.I.'s received after 2:00 p.m. local time on said date will not be accepted under any circumstances. Any uncertainty regarding the time a L.O.I. is received will be resolved against the Proposer.

CITY reserves the right to reject any or all L.O.I.'s, to waive any or all L.O.I.'s received, to re-advertise for L.O.I.'s, to award in whole or in part to one or more Proposer's, or take any other such actions that may be deemed to be in the best interests of the CITY.

Angelo Salomone  
Purchasing Administrator

**CITY OF CORAL SPRINGS, FLORIDA • DEPARTMENT OF FINANCIAL SERVICES  
PURCHASING DIVISION**

9551 W. Sample Road • Coral Springs, FL 33065 • CoralSprings.org  
Phone 954-344-1100 • Fax 954-344-1186

## **I. REQUEST FOR LETTERS OF INTEREST PROCEDURE**

Pursuant to the Request for Letters of Interest (LOI), City is soliciting interested firms and entities to submit qualifications statements, performance data and other information relative to the proposed project. Responses to this LOI will be evaluated by a Selection/Negotiation Committee. Firms and entities that did not provide the information requested or which failed to meet the minimum qualification criteria shall be disqualified from further consideration.

Completed proposals shall be submitted by enclosing the Qualifications Form and the Proposer Form response in a sealed envelope. The outside of the envelope shall positively identify the Proposer, the form enclosed and the name of this project.

After review of all submissions, the evaluation committee will short list firms for an interview. After firms are short listed, the short-listed firms will be notified by telephone within 24 hours, followed-up by letter, and advised of date, time, and location of presentation. After presentations, each voting member will indicate their choice of firms in order of preference. The City shall enter into negotiations with the most qualified firm for professional services. When agreement is reached between the City and the selected firm, the City Attorney's Office shall prepare a final contract. Should the City and the firm considered to be most qualified not reach agreement, the negotiations shall be formally terminated before negotiation begins with the second most qualified firm. Upon completion of successful negotiations, a recommendation of award of contract will then be presented to the City Commission. As the best interest of the City may require, the right is reserved to reject any and all or waive any minor irregularity or technicality in Letters of Interest received.

## **II. STATEMENT OF THE WORK**

A. Provision of a comprehensive branding initiative and marketing/communications plan as described in the scope of services, resulting in:

1. A partnership with a qualified consultant to provide the City with a municipal brand.
2. Enhance visibility as a result of the consultants work product.
3. New and innovative strategies for promoting the City.

## **III. SCOPE OF SERVICES**

The City of Coral Springs is in the process of creating a branding and marketing plan for the City. Two years ago, the City began use of a new logo and slogan, however the development of the concept lacked the necessary input, data and research to make it truly representative of our community.

The primary goal and objective of this project is to develop a branding and communications strategy that identifies what makes Coral Springs distinct and appealing for investors, businesses, retailers, visitors and residents. The product provided as a result of the engagement

must be aimed at promoting the City of Coral Springs locally, statewide and nationally and focus on identifying Coral Springs as a great place to live, work and play; the right place for development, redevelopment and investment; and a preferred destination for amateur athletic events.

With this in mind, the City is seeking the professional services of a company to develop a comprehensive branding initiative and marketing/communications plan. The selected firm should specialize in project management, research, marketing and creative design as it relates to the development of a community brand. Preference will be given to those firms with significant experience working with government entities with similar demographics and of similar size to Coral Springs.

The following research material will be made available:

- A history of Coral Springs
- Current Demographic Data
- Survey data of residents and businesses
- City's Strategic Plan
- A summary of our community Visioning exercise
- Strengths Weakness Opportunities Threats (SWOT) exercise data

It is expected that the consultant will provide a minimum of three branding/design concepts for review and consideration by City Staff. The expected completion date of the project is September 30, 2012.

In the response to the Request for Letters of Interest, submission should include the following:

- Describe the step-by-step methodology to be utilized to achieve the results desired by the City.
- In addition to the data supplied by City staff, what type of research would be conducted?
- What milestones would you identify in the project timeline?
- In your final report, what deliverables would be provided?
- What goals must be met that would define a successful branding and marketing plan?
- Will your report include guidelines for tracking the success and effectiveness of the new branding and marketing plan? Who will perform this tracking?

#### **IV. L.O.I. SUBMISSION REQUIREMENTS**

##### **1. Firm Qualifications**

Attached to this LOI is a Qualifications Statement that all responding firms should complete in full. Failure to complete this form may constitute grounds for disqualification of the responding firm from further consideration regarding this project. Responding firms are not required to submit this form together with their qualification statement submittals, however, City shall require the successful firm to complete and submit said form prior to award. In the interest of administrative convenience, the City strongly encourages responsive firms to submit this form prior to the date established for short-listing.

Proposers shall provide a description of the firm, including the size, range of activities, financial history, strength, stability, experience, honors, awards, recognitions, etc. Particular emphasis should be given as to how the firm-wide experience and expertise in branding and marketing/communications plans will be directly beneficial to the City.

Proposers shall identify the contact person chief/primary professional(s) who will work on the project. Resumes of each person shall be provided with emphasis on their experience in providing these services. If resumes are not available at the time the proposal is submitted, Proposer's should provide a listing of the qualifications, including education, experience, honors and awards received, professional associations of which the firm and/or its personnel are members.

2. **Compensation for Services**

Proposers should provide with their submission at the time of opening of Letters of Interest a firm, fixed cost proposal for all services as described in the Scope of Services.

3. **Copies of Submission**

Five (5) copies of the entire Letter of Interest should be submitted to the City of Coral Springs, City Hall, 9551 West Sample Road, Coral Springs, Florida 33065, to the attention of Mr. Angelo Salomone, Purchasing Administrator.

4. **Addenda, Additional Information**

Any addenda or answers to written questions supplied by the City to participating Proposers shall become part of this Request for Letters of Interest and the resulting contract. The Proposer's Certification form shall be signed by an authorized company representative, dated and returned with the Letter of Interest.

No negotiations, decisions or actions shall be initiated by the Proposer as a result of any discussions with any City employee. Only those communications, which are in writing from the Purchasing Administrator, may be considered as a duly authorized expression. Also, only communications from Proposers, which are signed, and in writing will be recognized by the City as duly authorized expressions on behalf of the Proposer.

## **V. INDEMNIFICATION**

1. **GENERAL INDEMNIFICATION:** To the fullest extent permitted by laws and regulations, Successful Proposer shall indemnify, defend, save and hold harmless the CITY, its officers, agents and employees, harmless from any and all claims, damages, losses, liabilities and expenses, direct, indirect or consequential arising out of or in consequential arising out of or alleged to have arisen out of or in consequence of the operations or services furnished by the Successful Proposer or his subcontractors, agents, officers, employees or independent contractors pursuant to the Contract, specifically including but not limited to those caused by or arising out of any act, omission,



negligence or default of the Successful Proposer and/or his subcontractors, agents, servants or employees in the performance of the operations or services under the Contract.

**PATENT AND COPYRIGHT INDEMNIFICATION:** Successful Proposer agrees to indemnify, defend, save and hold harmless the CITY, its officers, agents and employees, from all claims, damages, losses, liabilities and expenses arising out of any alleged infringement of copyrights, patent rights and/or the unauthorized or unlicensed use of any material, property or other work in connection with the performance of the Contract.

## **VI. PUBLIC ENTITY CRIMES INFORMATION STATEMENT**

"A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."

## **VII. SCHEDULE OF EVENTS**

The schedule of events, relative to this procurement shall be as follows:

<b><u>Event</u></b>	<b><u>Date</u></b> (on or by)
1. Issuance of Request for Letters of Interests	11/14/11
2. Opening of Letters of Interest	12/7/11
3. Presentations from Short-Listed Firms	1/5/12
4. Contract Negotiations	1/6/12-1/20/12
5. Award of Contract	2/7/12

CITY reserves the right to delay scheduled dates and to provide notice to all persons responding to Requests for Letter of Interest.

## **VIII. SUMMARY OF DOCUMENTS TO BE SUBMITTED WITH L.O.I.'s**

1. The following documents are to be executed, notarized, (if applicable) and submitted as a condition to this Request for Letters of Interest:
  - a) Proposer's Certification
  - b) Non-Collusive Affidavit
  - c) Qualifications Statement

## **IX. AWARD OF CONTRACT**

The contract shall be awarded to the most qualified Proposer who agrees to provide the requisite professional services under terms and conditions that the City determines are fair, reasonable and competitive.

odwyerpr.com

**OFFEROR'S CERTIFICATION**

**WHEN OFFEROR IS AN INDIVIDUAL**

IN WITNESS WHEREOF, the Offeror hereto has executed this Proposal Form this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

By: \_\_\_\_\_  
Signature of Individual

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Printed Name of Individual

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Business Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Business Phone Number

State of \_\_\_\_\_  
County of \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_, by \_\_\_\_\_ who is personally known to me or who has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal.

\_\_\_\_\_  
NOTARY PUBLIC

\_\_\_\_\_  
(Name of Notary Public: Print, Stamp,  
or type as Commissioned)

**OFFEROR'S CERTIFICATION**

**WHEN OFFEROR IS A SOLE PROPRIETORSHIP OR OPERATES UNDER A FICTITIOUS OR TRADE NAME**

IN WITNESS WHEREOF, the Offeror hereto has executed this Proposal Form this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

\_\_\_\_\_  
Printed Name of Firm

By: \_\_\_\_\_

Signature of Owner

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Printed Name of Individual

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Business Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Business Phone Number

State of \_\_\_\_\_

County of \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_, by \_\_\_\_\_ who is personally known to me or who has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal.

\_\_\_\_\_  
NOTARY PUBLIC

\_\_\_\_\_  
(Name of Notary Public: Print, Stamp,  
or type as Commissioned)



**OFFEROR'S CERTIFICATION**

**WHEN OFFEROR IS A PARTNERSHIP**

IN WITNESS WHEREOF, the Offeror hereto has executed this Proposal Form this \_\_\_\_\_  
\_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

\_\_\_\_\_  
Printed Name of Partnership

By: \_\_\_\_\_  
Signature of General or Managing Partner

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Printed Name of partner

\_\_\_\_\_  
Witness

\_\_\_\_\_  
Business Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Business Phone Number

\_\_\_\_\_  
State of Registration

State of \_\_\_\_\_  
County of \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_,  
by \_\_\_\_\_ (Name), \_\_\_\_\_ (Title) of  
\_\_\_\_\_ (Name of Company) who is personally known to me or who  
has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal.

\_\_\_\_\_  
NOTARY PUBLIC

\_\_\_\_\_  
(Name of Notary Public: Print, Stamp,  
or type as Commissioned)

**OFFEROR'S CERTIFICATION**

**WHEN OFFEROR IS A CORPORATION**

IN WITNESS WHEREOF, the Offeror hereto has executed this Proposal Form this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_.

\_\_\_\_\_  
Printed Name of Corporation

\_\_\_\_\_  
Printed State of Incorporation

By: \_\_\_\_\_  
Signature of President or other authorized officer

(CORPORATE SEAL)

\_\_\_\_\_  
Printed Name of President or other authorized officer

ATTEST:

\_\_\_\_\_  
Address of Corporation

By \_\_\_\_\_  
Secretary

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Business Phone Number

State of \_\_\_\_\_

County of \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_, by (Name), \_\_\_\_\_ (Title) of \_\_\_\_\_ (Name of Company) on behalf of the corporation, who is personally known to me or who has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal.

\_\_\_\_\_  
NOTARY PUBLIC

\_\_\_\_\_  
(Name of Notary Public: Print, Stamp,  
or type as Commissioned)

NON-COLLUSIVE AFFIDAVIT

State of \_\_\_\_\_ )  
 )ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ being first duly sworn, deposes  
and says that:

- (1) He/she is the \_\_\_\_\_,  
(Owner, Partner, Officer, Representative or Agent) of  
\_\_\_\_\_ the Bidder that has submitted  
the attached Bid;
- (2) He/she is fully informed respecting the preparation and contents of the  
attached Bid and of all pertinent circumstances respecting such Bid;
- (3) Such Bid is genuine and is not a collusive or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents,  
representatives, employees or parties in interest, including this affiant, have  
in any way colluded, conspired, connived or agreed, directly or indirectly,  
with any other Bidder, firm, or person to submit a collusive or sham Bid in  
connection with the Work for which the attached Bid has been submitted; or  
to refrain from bidding in connection with such Work; or have in any manner,  
directly or indirectly, sought by agreement or collusion, or communication, or  
conference with any Bidder, firm, or person to fix the price or prices in the  
attached Bid or of any other Bidder, or to fix any overhead, profit, or cost  
elements of the Bid price or the Bid price of any other Bidder, or to secure  
through any collusion, conspiracy, connivance, or unlawful agreement any  
advantage against (Recipient), or any person interested in the proposed  
Work;
- (5) The price or prices quoted in the attached Bid are fair and proper and are not  
tainted by any collusion, conspiracy, connivance, or unlawful agreement on  
the part of the Bidder or any other of its agents, representatives, owners,  
employees or parties in interest, including this affiant.

Signed, sealed and delivered  
in the presence of:

\_\_\_\_\_

By: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Printed Name)

\_\_\_\_\_  
(Title)

ACKNOWLEDGEMENT

State of \_\_\_\_\_

County of \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 201\_\_\_\_, by \_\_\_\_\_, who is personally known to me or who has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal

\_\_\_\_\_  
NOTARY PUBLIC

\_\_\_\_\_  
(Name of Notary Public: Print,  
Stamp, or Type as Commissioned.)

**OFFEROR'S  
QUALIFICATION STATEMENT**

The undersigned certifies under oath the truth and correctness of all statements and of all answers to questions made hereinafter:

SUBMITTED TO:           City of Coral Springs  
                                 (Purchasing Administrator)

ADDRESS:                9551 West Sample Road  
                                 Coral Springs, Florida 33065

CIRCLE ONE

SUBMITTED BY: \_\_\_\_\_

Corporation  
Partnership  
Individual  
Other

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_

FAX NO. \_\_\_\_\_

1. State the true, exact, correct and complete name of the partnership, corporation, trade or fictitious name under which you do business and the address of the place of business.

The correct name of the Offeror is: \_\_\_\_\_  
\_\_\_\_\_

The address of the principal place of business is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. If Offeror is a corporation, answer the following:

- a. Date of Incorporation: \_\_\_\_\_
- b. State of Incorporation: \_\_\_\_\_
- c. President's name: \_\_\_\_\_
- d. Vice President's name: \_\_\_\_\_
- e. Secretary's name: \_\_\_\_\_
- f. Treasurer's name: \_\_\_\_\_
- g. Name and address of Resident Agent: \_\_\_\_\_

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3. If Offeror is an individual or a partnership, answer the following:

a. Date of organization: \_\_\_\_\_

b. Name, address and ownership units of all partners:

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c. State whether general or limited partnership: \_\_\_\_\_

4. If Offeror is other than an individual, corporation or partnership, describe the organization and give the name and address of principals:

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5. If Offeror is operating under a fictitious name, submit evidence of compliance with the Florida Fictitious Name Statute.

6. How many years has your organization been in business under its present business name?

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a. Under what other former names has your organization operated?

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7. Indicate registration, license numbers or certificate numbers for the businesses or professions which are the subject of this Proposal. Please attach certificate of competency and/or state registration.



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8. Have you ever failed to complete any work awarded to you? If so, state when, where and why?

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9. State the names, telephone numbers and last known addresses of three (3) owners, individuals or representatives of owners with the most knowledge of work which you have performed or goods you have provided, and to which you refer (government owners are preferred as references).

(name)	(address)	(phone number)
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(name)	(address)	(phone number)
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(name)	(address)	(phone number)
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10. List the pertinent experience of the key individuals of your organization (continue on insert sheet, if necessary).

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11. State the name of the individual who will have personal supervision of the work:

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THE OFFEROR ACKNOWLEDGES AND UNDERSTANDS THAT THE INFORMATION CONTAINED IN RESPONSE TO THIS QUALIFICATIONS STATEMENT SHALL BE RELIED UPON BY OWNER IN AWARDING THE CONTRACT AND SUCH INFORMATION IS WARRANTED BY OFFEROR TO BE TRUE. THE DISCOVERY OF ANY OMISSION OR MISSTATEMENT THAT MATERIALLY AFFECTS THE OFFEROR'S QUALIFICATIONS TO PERFORM UNDER THE CONTRACT SHALL CAUSE THE OWNER TO REJECT THE PROPOSAL, AND IF AFTER THE AWARD TO CANCEL AND TERMINATE THE AWARD AND/OR CONTRACT.

\_\_\_\_\_  
Signature

State of \_\_\_\_\_

County of \_\_\_\_\_

The foregoing instrument was acknowledged before me this \_\_\_\_\_ day of \_\_\_\_\_, 201\_ by \_\_\_\_\_ of \_\_\_\_\_, who is personally known to me or who has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal.

\_\_\_\_\_  
NOTARY PUBLIC

\_\_\_\_\_  
(Name of Notary Public: Print, Stamp,  
or type as Commissioned)