

REQUEST FOR PROPOSALS
Branding and Marketing Consultant – RFP 19-79
City of Davenport, Iowa

This solicitation is a Request for Proposals (RFP). Proposals will be reviewed by a Selection Committee that will evaluate each proposal according to the selection criteria outlined in this RFP. Interviews may be requested with one or more firms responding to the RFP.

Award of this contract, if any, will be to the firm or firms deemed most qualified, in accordance with the selection criteria, to perform the services outlined in this RFP and other services as deemed necessary by the City. Pricing, while an important factor, will be only one criteria used to evaluate the responses to the RFP.

The City may reject any proposal not in compliance with all prescribed public bidding procedures and requirements and may reject any or all proposals. The City reserves the right to waive any requirement or condition of the RFP upon finding that it is in the public's best interest to do so. The City reserves the right to award to a single or to multiple vendors if most advantageous to the City.

Project Description

The City of Davenport is now accepting proposals from consulting firms to assist the City in the development of a comprehensive brand and marketing campaign. The firm should have experience in marketing research (both quantitative and qualitative), messaging/positioning development, and corporate identity/branding, logo development and graphic standards, and brand rollout and implementation.

The City of Davenport is seeking the development of a comprehensive brand marketing campaign to enhance citizen perception, increase citizen engagement, drive business attraction and retention, and position our community as a desirable place for relocation.

Scope of Services

The City of Davenport requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the City of Davenport. Responses to this Request for Proposals (RFP) will provide the City of the information required to assess, evaluate and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized communities.

The primary goals and objectives to be achieved by the branding and marketing initiative include, but are not limited to:

1. Uniformity: The brand should convey a common message and image to audiences both within and outside the City of Davenport. A defined message that will market the City of Davenport to current residents as well as those statewide and nationally as a great place to live, work, shop and do business. The City currently has a number of different brands throughout its departments which should be collapsed down where possible. The department brands that remain should be relatable to each other and the overall City brand.

2. Community Identity: Identify and promote what makes the City of Davenport distinct and appealing.
3. Community and Economic Development Promotion: Promote a healthy economy, attract private investment, new residents and young professionals and retain key businesses and creative talent.
4. Flexibility: The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, as well as groups and businesses within the City in their specific marketing initiatives, while maintaining consistency with the overall brand.
5. Endorsement: The brand must be authentic and resonate with citizens, businesses, and community groups with the City of Davenport and throughout the Quad Cities region.

The consultant will lead all aspects of the City of Davenport's marketing and branding initiative, including the following:

1. Focus Groups: The consultant will lead various focus groups comprised of residents and community stakeholders to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City's image
2. Facilitate: The consultant will facilitate the research process and/or testing of the new brand. This includes descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public involvement to ensure that multiple segments of the community are aware of and involved in the project.
3. Research: The consultant will research the basis for the development of a brand concept, creative elements, messaging/positioning and overall brand initiative. The consultant will create and implement a brand research plan to include:
 - a. List of key stakeholders, groups and a cross section of citizens and business owners in the City of Davenport to be involved in the process
 - b. Analysis of current efforts and existing creative elements such as logos, tag lines and creative designs
 - c. Measures that will be used to determine if the branding effort is successful
4. Strategic Plan: The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand to include:
 - a. Promotion of the use of the brand among many City of Davenport and community agencies, groups and businesses while maintaining brand integrity
 - b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies
 - c. Recommendation of ways to articulate the brand, and advise on strategies to better promote and create brand awareness
5. Brand Development: The consultant will develop creative elements that include design concepts, logos, messages, mission statement, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative option must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use and the capability of use in the following:
 - a. Print and electronic advertising

- b. Website design
 - c. Media placement
 - d. Public relations
 - e. Events
 - f. Templates
6. Implementation Plan: The consultant will develop an action plan for implementation of the brand. This plan should include an estimated timeline and associated costs for implementation.

Pre-Proposal Conference Call

The City of Davenport will hold a pre-proposal CONFERENCE CALL on **March 22, 2019 @ 10:30 AM CT** via conference call. **Dial-in Number 804-665-0005 Access Code 713645**

Proposal Packages

The City of Davenport will evaluate each proposal based on its response to this RFP. Proposals should include:

1. A consultant's capabilities and experience conducting similar plans.
2. A summary of professional qualifications and experience of the individuals the firm would assign to the project
3. Specific plans or methodology to be used to perform the services with timeline proposed for each phase of the project.
4. Estimated timeline for completion and implementation
5. Names, addresses, telephone numbers and email addresses of clients for which the firm performed projects of a similar type and size within the last five years.
6. A work sample of a completed project that is representative of the work proposed for the City of Davenport
7. A not to exceed fee proposal that provides detailed cost of the project.

Evaluation Criteria

Proposals will be evaluated by the City using the following criteria:

Capability to perform the required services of the project	30%
Recent experience in similar projects	30%
Professional background and caliber of personnel assign to project	20%
Price	20%
Total	100%

After reviewing proposals, the City may, at its discretion, invite to interview and demonstrate performance one or more of the proposer(s) whose proposal appears to best meet the City's needs.

Inquiries

All inquiries after the pre-proposal meeting are due in writing to the purchasing division via email at: purchasing@ci.davenport.ia.us , no later than March 26, 2019 @ 11:00 AM CT. Questions will be answered and an addendum issued showing all questions with answers, posted with the RFP package in the City's electronic submission system, no later than March 28, 2019 @ 11:00 AM CT.

Be advised that any conversation (in reference to this RFP) between vendors and any City employee, City official or City Project Manager, outside of the Purchasing Division, during the entire competitive process is strictly prohibited. Such actions will result in removal of the vendor from the RFP's vendor list and rejection of the vendor's proposal. **The ONLY official position of the City is that position which is stated in writing and issued by the Purchasing Division.** No other means of communication, whether written or oral, shall be construed as a formal or official response statement.

Proposals Due

All proposals are due no later than April 4, 2019 @ 2:00 PM CT. The proposal must be submitted via the City of Davenport's electronic submission system at: <https://davenport.ionwave.net> . You must be a registered supplier to submit. This is a no-fee one-time registration. We encourage you to register early. Your registration must be approved before you can submit. This is not a difficult process, but it does take a little time.

The system will not accept late submittals. No paper, faxed or emailed submittals will be accepted.

We request that you submit a "Public Copy" of your proposal, also. The City of Davenport often received Freedom of Information Act (FOIA) requests regarding how we spend tax payer money. Per Iowa code, with Requests for Proposals, the vendor has the opportunity to remove any proprietary information (trade secrets) prior to their proposal being shared with the public. We refer to your proposal with the proprietary information removed as your "Public Copy". That is the copy we will use, should we receive a FOIA request.

This solicitation is a Request for Proposals (RFP). Proposals will be reviewed by a Selection Committee that will evaluate each proposal according to the selection criteria outlined in the RFP. Interviews may be requested with one or more firms responding to the RFP.

Award of this contract, if any, will be to the firm whose product or service is deemed to best meet the needs and requirements of the City in accordance with the selection criteria. Pricing, while an important factor, will be only one criterion used to evaluate the responses to the RFP.

The City may reject any proposal not in compliance with all prescribed public bidding procedures and requirements and may reject any or all proposals. The City reserves the right to waive any requirement or condition of the RFP upon finding that it is in the public's best interest to do so.

Proposals will be opened electronically at the date and time specified and each firm responding will be recorded as a respondent. Proposal content, including pricing, will be kept confidential until the contract is awarded. While price is important, it is not the only criterion used to award this contract.

Proposals Not Confidential

Under Iowa Open Records Law, Chapter 22 of Iowa Code; *Disclosure of Proposal Content, "Examination of Public Records,"* all records of a governmental body are presumed to be public records, open to inspection by members of the public. Section 22.7 of the Iowa Code sets forth a number of exceptions to that general rule, establishing several categories of "confidential records". Under this provision, confidential records are to be kept confidential, "unless otherwise ordered by a court, by the lawful custodian of the records, or by another person duly authorized to release such information". Among the public records which are considered confidential under this Iowa Code provision are the following:

- Trade secrets which are recognized and protected as such by law.
- Reports to governmental agencies which, if released, would give advantage to competitors and serve no public purpose.

Under Chapter 22 of the Iowa Code, the City, as custodian of the proposal submitted in response to a Request for Proposals or Qualifications, may, but is not required to, keep portions of such proposals confidential under either of the above exceptions (#3 and #6 in the Code). If a responding individual or firm determines that a portion or portions of its proposal constitute a trade secret, or should otherwise be kept confidential to avoid giving advantage to competitors, a confidentiality request may be submitted with the proposal identifying which portion or portions of the proposal or bid should be kept confidential and why. The burden will be on each individual proposer to make such confidentiality request and to justify application of a confidentiality exception to its proposal. The City will not under any circumstance consider the entire proposal to be a confidential record.

If a request is thereafter made by a member of the public to examine a proposal including the portion or portions thereof for which a confidentiality request has been made, the City will so notify the proposer and will keep confidential that portion of the proposal covered by the confidentiality request, pending action by the proposer requesting confidentiality to defend its request. In that notification, the proposer requesting confidentiality will be given not more than 5 calendar days within which to file suit in Scott County District Court seeking the entry of a declaratory order and/or injunction to protect and keep confidential such portion of its proposal. Absent such action by a proposer requesting confidentiality, and absent the entry of a court order declaring such portion or portions of the proposal confidential, the entire proposal will be released for public examination.

If the process for selecting the best proposal, or most qualified firm, includes two or more evaluation stages, in which proposals are evaluated at each stage and the field of competing proposals is reduced, all proposals submitted shall be kept confidential, pursuant to Section 22.7 of the Iowa Code, subsection 6 cited above, until completion of the final stage of the evaluation process in order to avoid giving advantage to competing proposers. Upon completion of the final stage in the evaluation process, all competing proposals shall be subject to disclosure, if not otherwise determined confidential as above provided.

**SPECIAL CONDITION
EQUAL OPPORTUNITY CLAUSE**

Contractor's Agreement

During the performance of this contract, the contractor agrees as follows:

1. The contractor will not discriminate against any employee or applicant for employment because of race, creed, religion, sex, national origin or ancestry, age, sexual orientation, marital status, gender identity or expression, familial status, physical or mental disability, or political beliefs and affiliations. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, religion, sex, national origin or ancestry, age, marital status, gender identity or expression, familial status, physical or mental disability, or political beliefs and affiliations. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post it in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this non-discrimination clause.
2. The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive consideration for employment without regard to race, creed, religion, sex, national origin or ancestry, age, sexual orientation, gender identity or expression, familial status, marital status, gender identity or expression, physical or mental disability, or political beliefs and affiliations.
3. The contractor will send to each labor union or representative or workers with which he has a collective bargaining agreement or other contract or understanding, a notice advising the labor union or worker's representative of the contractor's commitments under the Davenport Affirmative Action Plan, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
4. The contractor will comply with all provisions of the Davenport Affirmative Action Plan and procedures developed by the City.

Selection Process

Proposals will be reviewed by a selection committee according to the requirements set forth in the Request for Proposal. Interviews may be requested with one or more firms considered the most qualified and responsive to the Request for Proposal. If interviews are requested, all costs incurred shall be the responsibility of the vendor.

The City reserves the right to cancel, suspend, or delay the selection process. The City may also restart the process. In any event, the City will not be responsible for any costs incurred in responding to or preparing responses to this or subsequent requests.

Signature by Responsible Party

All proposals must be signed with the firm name and by a responsible officer or employee authorized to transact business on behalf of the firm, partnership or corporation. No vendor may assign or transfer any legal or equitable interest in his proposal after the date and hour set for the receipt of the proposals.

City's Rights Reserved

The City reserves the right to accept any or all proposals in whole or in part, to waive any irregularities in any proposal, to accept the proposal which in the judgment of the City is most advantageous to the City and to re-advertise if desired.

Conflict of Interest

The vendor agrees that it presently has no interest, and shall acquire no interest, direct or indirect, that would conflict in any manner or degree with the performance of its service hereunder. The vendor further agrees that in the performance of the agreement, no person having any such interest shall be employed.

Interest of Public Officials

No member, officer or employee of the City during this tenure or for one year thereafter, shall have interest, direct or indirect, in this proposal or the proceeds thereof.

Ownership

All documents and materials prepared pursuant to this proposal are the property of the City of Davenport. The City shall have the unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data or other material prepared under this process.

Verbal Agreement

No verbal agreement or conversation with any elected or appointed official, agent or employee of the City, either before, during or after the submittal of this proposal shall affect or modify any of the terms or obligations herein contained, nor shall such verbal agreement or conversation entitle the firm to any additional compensation or consideration whatsoever under the terms of this Request for Proposal.

Anti-Discrimination

The vendor shall not discriminate against any person or applicant for employment because of race, color, sexual orientation, gender identity or expression, creed, religion, sex, national origin or ancestry, age, marital status, familial status, physical or mental disability, or political beliefs or affiliations.

Hold Harmless Agreement

The successful Contractor agrees to protect, defend, indemnify and hold harmless the City of Davenport, its officers and employees from any and all claims and damages of every kind and nature made, rendered or incurred by or on behalf of every person or corporation whatsoever, including the parties hereto and their employees that may arise, occur, or grow out of any acts, actions, work or other activity done by the Contractor, its employees, subcontractors or any independent contractors working under the direction of either the Contractor or subcontractor in the performance of the contract.