



RFP No.: 7799	Buyer: Cindy Brickey, CPPB, FCCM
Issue Date: Tuesday, January 6, 2015	Phone: 727-893-7026
Submittal Date: Tuesday, January 20, 2015	Fax: 727-892-5325
Time Due: 3:00 p.m. ET,	E-mail: cindy.brickey@stpete.org

NOTICE IS HEREBY given that *sealed proposals* will be received by the Procurement & Supply Management Director at his office located at the Municipal Services Center, One 4th Street North, 5th Floor, St. Petersburg, Florida 33701 until: **3:00 p.m. ET, Tuesday, January 20, 2015**, at which time proposals received will be publicly opened and the names of the Offerors read aloud for:

Purchase Description:
918-07 One Year Contract for Advertising & Public Relations Services

Proposals shall be delivered and addressed to:

**Louis Moore, FNIGP, CPPO, Director
 Procurement & Supply Management
 Municipal Services Center
 One 4th Street North, 5th Floor
 St. Petersburg, FL 33701**

A Pre-Proposal Conference will be held at: **2:00 p.m. ET, Monday, January 12, 2015**

**Procurement & Supply Management
 Municipal Services Center
 One 4th Street North, 5th Floor
 St. Petersburg, FL 33701**

Said proposals must conform to the requirements outlined in the Request for Proposal (RFP).

Enclosed as part of the RFP are:

- Part A Specifications/Scope of Work
- Part B Instructions to Offerors and General Provisions
- Part C Proposal Requirements
- Part D Agreement
- Part E Special Provisions for Services
- Appendices

Specifications – Specifications and proposal submittal forms are open to public inspection at the Procurement Department. Any Offeror who wishes to submit a proposal must download the RFP and addenda from the City's website www.stpete.org/purchase/solbidn.htm.

Late Offers – Late offers will not be considered and will be returned to Offerors unopened. It is the Offerors' responsibility to ensure that their proposals have sufficient time to be received by the Procurement Department before the Submittal Deadline.

All offers must be submitted on the forms designated by the City and shall be sealed and plainly marked with the label enclosed. Nonconformance with these instructions is grounds for rejection of proposal. The City reserves the right to accept or reject any and all proposals in whole or in part, and to waive minor technicalities, informalities and irregularities.

Questions, requests for interpretation, correction, or clarification must be submitted in writing, by e-mail and shall arrive no later than noon, Monday, January 13, 2015.

Louis Moore, FNIGP, CPPO
 Director, Procurement &
 Supply Management

LM:cb

Attachments

Rev (5/11), (10/13), (5/14)



City of St. Petersburg

Proposal Notification

Procurement & Supply Management

Notice to Offerors: Log on to www.stpete.org/purchase/purchase.htm and select the link to Vendor Registration to register as a supplier.

SPECIFICATIONS & PROPOSAL DOCUMENTS ATTACHED

Proposal Number:	7799
Proposal Description:	918-07 One Year Contract for Advertising & Public Relations Services
Procurement Analyst:	Cindy Brickey, CPPB, FCCM
E-mail:	cindy.brickey@stpete.org
Telephone Number:	727-893-7026
Pre-Proposal Meeting Location:	Municipal Services Center, Conference Room 500 One 4 th Street North St. Petersburg, Florida 33701
Pre-Proposal Conference:	2:00 p.m. ET, Tuesday, January 13, 2015
Proposal Opening:	3:00 p.m. ET, Tuesday, January 20, 2015

To view or download this RFP and any addenda go to: www.stpete.org/purchase/solbidn.htm and click on the proposal number referenced above on this document or the corresponding addendum.



Proposal Number: 7799
Proposal Opening Date: Tuesday, January 20, 2015
Offeror : _____

Return Proposal to:

Louis Moore, FNIGP, CPPO, Director
 Procurement & Supply Management
 Municipal Services Center
 One 4th Street North, 5th Floor
 St. Petersburg, FL 33701

Note: Always use the label to the left on all packages when returning proposal responses.

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Appendix A - Pricing Summary

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Part A

Scope of Work

Scope of Work

1. Intent

The City of St. Petersburg ("City") is requesting proposals from qualified marketing and advertising agencies ("Contractor") to provide professional marketing, advertising and public relations services for a 2015 campaign with a goal of telling St. Petersburg's unique story as a place to live, work and play.

2. Background

St. Petersburg is the state's fifth largest city with approximately 250,000 residents, and one of the brightest spots on America's Gulf coast. Located in the heart of the largest household market in Florida, the Sunshine City combines the tropical splendor of a vacation destination with the sophistication of an urban resort. Its inhabitants enjoy a vibrant arts and cultural climate (voted America's No. 1 Arts Destination), active sports market (home to the Tampa Bay Rays MLB franchise, along with the Firestone Grand Prix of St. Petersburg), endless recreational opportunities, world famous beaches, charming, historic neighborhoods and one of the fastest growing economies in the United States. It has received national recognition from trusted publications such as Conde Naste Traveller, NYTimes and the Boston Globe. For vacation, work or spending a lifetime, St. Petersburg is the ideal choice.

The city seeks to engage in a multi-media branding campaign in 2015 that is designed to educate and motivate audiences, starting with our own citizens and disseminating outward to include potential visitors, new residents and business interests to invest in our city by visiting here, moving here and relocating/expanding business here. The branding campaign should engage audiences locally and in the greater Tampa Bay Metro, as well as specific interests nationally and internationally to invest in St. Petersburg through the hospitality, economic development and arts industries.

The budget for meeting the Scope of Work requirements is \$125,000. Total campaign budget is approximately \$340,000. The City will perform a portion of the campaign activities that are not included in this scope; however, additional fees may be assessed for other projects added to the scope of work as agreed upon by the City and selected agency.

3. Scope

Contractor shall furnish all labor, materials, transportation and equipment to provide professional marketing, advertising and public relations services.

Contractor's minimum responsibilities include the following:

- a. A scope of work and project plan that includes multi-media platforms, including digital, social, traditional, viral/guerilla and public relations/earned media platforms.
- b. A campaign that includes the following deliverables in addition to any campaign

scope the agency conceptualizes:

- (1) Standard boilerplate copy (100/300 words)
- (2) General city brochure*
- (3) City sizzle video*
- (4) Economic development kit (electronic and print)*
- (5) Arts kit (Electronic and print)*
- (6) Interactive community event booth concept
- (7) City merchandise*
- (8) Templates for advertisements*

c. Brand guidelines and style guide for campaign.

(* Note: The City's Marketing Department may lend its resources, including copy, design, Web and video, to assist in finalizing the creative deliverables outlined.)

4. Agreement

The term "Agreement" as used throughout this RFP shall mean the Agreement to be entered into between the successful Contractor and the City for the Study and for marketing, advertising and public relations services. The term of Agreement shall be from date of award through March 31, 2016 with a one year renewal option by mutual agreement.

5. Minimum Qualifications

At a minimum, Contractor shall meet the following qualifications:

- a. Assigned staff to have a minimum of five years experience in similar marketing, advertising and public relations services.
- b. Have assigned staff experienced in the following types of services:
 - (1) Editorial
 - (2) Graphic Design
 - (3) Web & Social Media
 - (4) Advertising
- c. Employ a qualified and experienced account manager with a minimum of five years of experience in advertising and public relations services to administer the Agreement.
- d. Be free from legal and regulatory matters that might prevent Contractor from fulfilling the terms of the Agreement.
- e. Have the capacity to obtain the minimum insurance requirements set forth in the Agreement.

6. Contractor's Requirements

The City seeks a Contractor who is as excited about St. Petersburg as a destination for future residents, businesses and visitors as we are, and who wishes to partner with the city by fulfilling the following requirements:

- a. Contractor shall create a compelling multi-media branding campaign to promote the City by educating and motivating citizens, potential visitors, new residents and businesses. The campaign should capitalize on the equity that already exists around the usage of the slogan "Sunshine City" or an ongoing promotional campaign of "The Sun Shines Here" in at least one of its campaign concept pitches.
- b. Contractor shall collaborate with city marketing staff, where the agency produces the campaign concept and initial deliverables, but production is fulfilled by the marketing department staff. Deliverables must be delivered to the City in a format that can be revised for later executions after the terms of the contract have ended.
- c. Contractor shall use already established city brand elements (fonts and colors) and work those elements into the campaign it develops.
- d. Contractor shall deliver campaign information to an audience involving citizens of St. Petersburg, 18 years of age or older, as well as a regional audiences and, where applicable, national and international audiences.

7. City's Responsibilities

- a. Provide a single point of contact (Project Manager) to administer the Agreement.
- b. Provide staff resources including copy, design, Web and video, to assist in finalizing the campaign deliverables as referenced herein.

8. Dedicated Account Manager

Contractor shall provide a dedicated account manager to serve as the primary contact who will be readily available during normal business hours to administer the Agreement. Contractor is responsible for notifying the City with any changes in account manager or contact information. Account manager's responsibilities shall include, but are not limited to, overseeing all aspects of implementation, servicing, reporting and issue resolution. The City reserves the right to have the account manager replaced at the City's discretion.

9. City's Right to Inspect and Approve

The City shall have the right during the evaluation process to inspect any of Contractor's facilities or sites where services described in this RFP would be performed. Additionally, the City shall have the right to inspect and audit Contractor's records related to the services provided to the City at any time.

Part B

Instructions to Offerors and General Provisions

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Instructions to Offerors and General Provisions

1. Intent

The city of St. Petersburg, Florida ("City") invites qualified firms to submit proposals to provide professional marketing, advertising and public relations services.

2. Required Review

Offers are required to carefully review this solicitation for defects and questionable or objectionable matter. Comments concerning defects and objectionable material must be made in writing to the procurement analyst and received by the City at least 10 days before the proposal closing. This will allow issuance of any necessary addendum. It will also help prevent opening a defective solicitation and exposure of offeror's proposals upon which an award could not be made. A protest based on omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the City, in writing, at least 10 days before the time set for closing.

3. Preparation of the Request for Proposals

Offerors are expected to examine this RFP and all related documents. Failure to do so is at the Offeror's risk. Each Offeror shall furnish the information required by this RFP. The Offeror shall print or type the Offeror's name, address and telephone number on the face page, and each continuation sheet must be identified with Offeror's name.

The Offerors shall retain a copy of all documents for future reference. All proposals must be signed with the company or firm's legal name and by an officer or employee having authority to bind the company or firm by his or her signature, and provide proof of such authority with its proposal.

4. Questions Received Prior to Closing of Proposals

All questions must be in writing and directed to the Procurement Department and addressed to the Procurement Analyst. Telephone conversations must be confirmed in writing. Questions that may be answered by directing the questioner to a specific section of the RFP may be answered over the telephone or by email. More complex questions may require a written addendum to the RFP.

5. Amendments (Addendum)

When an addendum is issued it will be provided to all who were notified of the solicitation. Offerors must acknowledge receipt of each addendum prior to the hour and date specified in the solicitation or as amended, following the methods specified in the addendum. Failure to acknowledge receipt of addendum may result in rejection of your proposal.

6. City Not Responsible for Preparation Costs

The City will not pay any costs associated with the preparation, submittal, presentation or evaluation of any proposal.

7. Ownership and Reuse of Documents

All documents prepared and submitted in response to this RFP shall become the property of the City and the City shall own all ideas, documents and materials developed or prepared in response to this RFP. All documents prepared are subject to reuse by the City.

8. Submission or Receipt of Proposals

One original and four (4) hard copy plus four (4) compact disc ("CD") copies of Offeror's proposal shall be enclosed in a sealed envelope or carton with the enclosed mailing label securely attached to the outside and delivered in person, by messenger, or by U.S. Mail to the attention of:

Physical Address

Louis Moore, CPPO
Director, Procurement &
Supply Management
City of St. Petersburg
One 4th Street North, 5th FL
St. Petersburg, FL 33701

Proposals will be received no later than:

Time: 3:00 p.m. (EST)
Date: Tuesday, January 20, 2015
Location: Municipal Services Center
Procurement & Supply Management, 5th Floor
One 4th Street North
St. Petersburg, FL 33701

Facsimile or e-mail proposals will not be considered; however, proposals may be modified by facsimile notice provided such notices are received prior to the hour and date specified above.

Late proposals and modifications will not be considered. Failure to follow the instructions in this RFP is cause for rejection of offer.

9. Right to Reject Proposal

- a. Offers must comply with all the terms of the RFP, the City Procurement Code (Section 2-246) and all applicable state and federal laws. The City may reject any proposal that does not comply with all of the material and substantial terms, conditions and performance requirements of the RFP.
- b. Offerors may not restrict the rights of the City or qualify their proposal. If an offeror does so, the City may determine the proposal to be a non responsive counter-offer and the proposal may be rejected.
- c. Minor informalities, that do not affect responsiveness; that are merely matter of form or format; that do not change the relative standing or otherwise prejudice other offers; that do not change the meaning or scope of the RFP; that are trivial, negligible or immaterial in nature; do not effect a material change in the work; or,

do not constitute a substantial reservation against a requirement or provision may be waived by the City.

- d. The City's right is reserved to reject any or all proposals for any reason and to disregard typographical, mathematical or obvious errors.

10. Explanations to Offerors

Explanations or instructions shall not materially alter this RFP unless they are in writing. Oral explanations or instructions given before the award of the Agreement will not be binding. If necessary, a written addendum to this RFP will be issued and posted on the City's website at www.stpete.org/purchase/solbidn.asp for download by Offerors.

11. Acceptance of Offer

The signed proposal shall be considered an offer on the part of the Offeror. Such offer shall be deemed accepted upon execution of the Agreement.

12. Evaluation Criteria

Proposals will be evaluated on the following criteria weighted in the following order:

- Project approach and overall creativity
- Qualifications and experience of assigned staff
- Understanding the project and its objectives
- Experience and history of the firm in the disciplines covered by the solicitation
- The cost of the services to be provided

13. Evaluation of Proposals

The proposals will be evaluated based solely on the evaluation factors or criteria set forth in this section of the RFP. Where there are multiple responsive proposals to the RFP, a short-listing of two or more Offerors may be made. Negotiations as outlined in this section may begin with the selected Offerors on the short-list. If there is only one responsive proposal, negotiations may proceed with a single offeror. Selected Offerors may be required to make presentations.

14. Negotiations with Offerors

- a. The City may conduct discussions (negotiations) with selected Offerors for the purpose of clarification. The purpose of the negotiations shall be to ensure full understanding of the RFP requirements, the offeror's proposal and responses to post-proposal opening and modifications to the RFP specifications which are in the best interest of the City. Negotiations will be limited to specific negotiation issues or subjects which do not significantly change the scope or purpose of the project for which the RFP was issued. If modifications are made as a result of these discussions they shall be put in writing.
- b. Following discussions, the City may set a time and date for best and final offers from those Offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final offers.

- c. During the negotiation process, selected Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals related to negotiation subjects for the purpose of preparing their best and final offer which may be requested and received by the City prior to the conclusion of the negotiation process.
- d. Amendments, deletions and additions to the selected Offeror's original proposal shall be related to the negotiation subjects only.

15. Proposed Schedule

Solicitation.....	Tuesday, January 06, 2015
Pre-proposal Meeting.....	Monday, January 12, 2015
Question Cut-off.....	Tuesday, January 13, 2015
Proposal Due Date.....	Tuesday, January 20, 2015
Evaluation and Short-listing.....	Friday, January 23, 2015
Negotiations and Presentations.....	Wednesday, January 28, 2015
Best and Final Offer	Friday, January 30, 2015
Recommendation for Award.....	Monday, February 02, 2015
Negotiations Completed.....	Friday, February 6, 2015
City Council Approval.....	Thursday, February 19, 2015

16. Award Without Discussion

The City may award the Agreement on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the Offeror's best terms from a cost or price and technical standpoint.

17. Award of Agreement

An award shall be made to the responsible Offeror whose proposal is determined, in writing, to be the most advantageous to the City, taking into consideration price and the evaluation factors set forth in this RFP.

18. Modification or Withdrawal of Offer

An offer may not be modified, withdrawn, or canceled by the Offerors for 150 days following the time and date designated for the opening of proposals (except when requested by the City for clarification, presentation or best and final offers) and the Offerors so agree by submitting their proposals.

19. Discrepancies, Errors, and Omissions

Any discrepancies, errors, or ambiguities in this RFP or addenda (if any) should be reported in writing to the City's Procurement & Supply Management Department. Should it be found necessary, a written addendum will be incorporated in this RFP. The City will not be responsible for any oral instructions, clarifications, or other communications.

20. Disqualification

The City reserves the right to disqualify Offerors before or after opening, upon evidence of collusion with intent to defraud or other illegal practices on the part of the Offerors.

21. Execution of Agreement

The individual, firm, or corporation to which the Agreement is awarded shall sign the necessary agreement entering into a contract with the City, and return it to the City within ten (10) business days from the date the final approved agreement has been received by the successful Offeror. No agreement shall be considered binding upon the City until it has been properly executed.

22. Data Collection

Pursuant to Florida Statute 119.071 Social Security Numbers collected from offerors are used for identification, verification and tax reporting purposes.

23. Public Entity Crimes

A person or affiliate who has been placed on the convicted vendor list following a conviction for a 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 a 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.

24. Environmentally Preferable Purchasing

It is the policy of the City to purchase recycled and environmentally preferable goods. This includes products that contain recycled material, reduce toxicity and pollution, conserve energy, conserve water and prevent waste. This policy will be carried out consistent with the City's obligations and purpose, and with an overall intent to obtain competitive prices to provide value to the taxpayers.

Offerors are encouraged to submit items in their bids that meet the City's Environmentally Preferable Purchasing ("EPP") program standards. When submitting EPP items for consideration, offerors must submit documentation that substantiates their claims. When evaluating submissions where two products are of equal fitness and quality, and the price of the EPP product is equal to or less than that of a non-EPP content product, the City will purchase the EPP product.

25. Offeror Registration

Offeror must be registered with the Florida Division of Corporations to do business within the State of Florida prior to award of an agreement. Offeror must be registered with the City as a vendor prior to award of an agreement. The City online Vendor Registration Form is available on the City's website at www.stpete.org/purchase/purchase.asp.

26. Nondiscrimination

It is the policy of the City to provide workplaces free from discrimination, harassment and related inappropriate behavior. The City does not condone or tolerate any behavior that

is discriminatory, harassing or otherwise inappropriate when such behavior is based on an individual's or group's race, color, national origin, religion, gender, marital status, age, disability, sexual orientation, genetic information or other protected category. Gender includes but is not limited to sex, pregnancy, childbirth or medical conditions related to childbirth, and gender-related self-identity which can be shown by evidence such as medical history, care or treatment of the gender-related identity, consistent and uniform assertion of the gender-related identity or any other evidence that the gender-related identity is sincerely held. Vendors and Contractors are encouraged to adopt such policies and provide workplaces free of discrimination in terms of conditions of employment, including benefits.

27. Prohibited Communication

Offeror, their agents and representatives are prohibited from lobbying City Council, the Mayor, elected officials and their staff, City departments, selection committee members or city project consultants relative to its proposal or responses to this RFP. Non-compliance with this provision will result in disqualification of Offeror from consideration.

28. Disputes and Complaints

All complaints or grievances should be first submitted orally or in writing to the Director of Procurement & Supply Management, who will take prompt remedial action. The Director of Procurement & Supply Management shall investigate the validity of the complaint and present the findings in writing to the Offeror. If the Offeror is dissatisfied with the Director of Procurement & Supply Management's remedies, Offeror may then make an appeal to the Mayor's office. Offerors appeal will be heard by either the Mayor or City Administrator. All complaints, grievances or appeals must be made no later than seven (7) days preceding the date of the City Council meeting approving the Agreement or no later than seven (7) days following the selecting of the successful Offeror if the Agreement does not need to be approved by City Council.

Part C

Proposal Requirements

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Proposal Requirements

1. Required Format

To ensure consistency proposal hard copies must be in 8 1/2 x 11 inch format bound and clearly labeled. The proposal should be individually tabbed for each of the items or sections listed below and include page numbers. The CD-ROM, electronic version of the original proposal shall be in pdf or Microsoft Office format. Both the hard copy(s) and electronic copy(s) shall clearly identify the Offeror and the RFP number. The electronic version should be a continuous document in one file.

Cover Letter

Table of Contents

Section A – Experience and Qualifications

Section B – References

Section C – Proposal

Section D – Costs

Section E – Acceptance of Base Agreement

Section F – Other

Section G – Information Designated a Trade Secret and/or Confidential and/or Proprietary

2. Cover Letter

The cover letter must include the full legal name of the firm and the following information;

- a. A brief summary of the proposing firm.
- b. A statement of the Offeror's understanding of the scope of services to be provided.
- c. The address of the office conducting the services.
- d. The address of the office that would administer the Agreement.
- e. The name(s) of the person(s) that will be authorized to make representations for the Offeror, including their titles, addresses, telephone numbers, and e-mail addresses.
- f. A statement that Offeror acknowledges that its proposal is subject to Florida Public Records laws and the requirements of section G, Proposal Requirements.

The cover letter must be signed by an authorized representative of the company, preferably the president. (Offeror must attach proof to its proposal of signing authority for any representative who signs the cover letter other than the president).

3. Table of Contents

The table of contents must include a clear identification of the material, by section and by page number.

Section A. – Experience and Qualifications

Offerors must provide a company profile. Information provided must include:

- a. Company ownership. If incorporated, the state in which the company is incorporated and the date of incorporation.
- b. Location of the company offices.
- c. Location of the office servicing the City's account.
- d. Number of employees both locally and nationally.
- e. Location(s) from which employees will be assigned to the City's account.
- f. Name, address, and telephone number of the Offeror's point of contact (account manager) for a contract resulting from this RFP.
- g. Company background/history and Offeror's experience in marketing, advertising and public relations services that qualifies you to provide the services described in this RFP.
- h. Length of time Offeror has been providing services described in this RFP. Please provide a brief description.
- i. Provide information distinguishing your firm's capabilities including experience in destination and/or tourism marketing, if applicable.
- j. Offeror's Federal ID number.
- k. Resumes that details qualifications and experience for key staff to be responsible for performance of any contract resulting from this RFP including the account manager, senior project manager, and key advertising concepts, designing and marketing staff.
- l. Offeror's bank of record.
- m. Offeror must include in its proposal a complete disclosure of any significant prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the Offerors or in which the Offerors has been judged guilty or liable.
- n. Provide documentation of your firm's financial resources for providing services and meeting other financial obligations. (e.g., a copy of your firm's most recent years audited financial statement summaries and the notes to the financial statement or an individual tax return and personal financial statement of net worth if you are an individual proprietor, for the most recent year.

Section B. - References

Offerors should provide a minimum of three references from similar projects performed for any local government clients within the last three years. Information provided shall include:

- a. Client name;
- b. Project description;
- c. Project dates (starting and ending);
- d. Staff assigned to reference engagement that will be designated for work per this RFP;
- e. Client project manager name, e-mail address and telephone number.

Section C – Proposal

Provide an analysis of your management philosophy, practices and techniques including your firm's strengths and weaknesses. Include a description of your operational activities to include the following:

- a. Provide three rough campaign concepts. These should capitalize on the equity that already exists around the usage of the slogan "Sunshine City" or an ongoing promotional campaign of "The Sun Shines Here" in at least one of its campaign concept pitches.
- b. Describe in detail the creative direction behind each concept.
- c. Provide a listing of scope of services and associated cost estimates, broken down by concept and production.
- d. Provide a complete and detailed schedule, including categories of tasks and timelines.
- e. Provide any example work for a previous municipal government agency or tourism development client.
- f. Provide an overview summary of firm's experience and approach in each of the proposed concepts.
- g. Describe the types of advertising and public relations services your firm has expertise in and can provide to the City.
- h. Provide a detailed explanation of the approach and methodologies that your firm would utilize to provide marketing, advertising and public relations services for the campaign.
- i. Provide information regarding your firm's technology capabilities including software programs for research and design in providing the required services for the City.
- j. If subcontractors are contemplated, provide a description of these persons or firms and the portions and monetary percentage of the work to be done by them.
- k. Provide an overview of Contractor's knowledge of the St. Petersburg, Florida area.

Section D – Cost

Provide a completed copy of Appendix A, Pricing Summary. Include an explanation of any other fees listed on Appendix A, as applicable, as well as hourly rates by title/position for any additional services that may be required on an as needed basis during the term of the Agreement.

Section E – Acceptance of Base Agreement

In this section, list any exceptions taken to the Base Agreement, specifications, or other requirements listed in this RFP. You must reference the RFP section where exception is taken, a description of the exception, and the proposed alternative, if any. The Base Agreement and all terms, conditions, specifications and other requirements of this RFP shall be deemed accepted by the Offeror unless excepted to in accordance with this Section E.

Section F - Other

In this section include any other information, not previously requested, you believe is pertinent in the evaluation of your firm's capability to provide the services specified. Also include information regarding any additional and/or value added services your firm can offer that would be advantageous and provide a competitive advantage to the City.

Section G – Information Designated a Trade Secret and/or Confidential and/or Proprietary

All proposals (including all documentation and materials attached to proposals or provided in connection with this RFP) submitted to the City are subject to Florida's public records laws (i.e., Chapter 119, Florida Statutes), which requires disclosure of public records, unless exempt, if a public records request is made. Proposals (including all documentation and materials attached to proposals or provided in connection with this RFP (even if in a separate envelope)) submitted to the City cannot be returned. The City will not consider proposals if the entire proposal is labeled a Trade Secret and/or Confidential and/or Proprietary.

If Offeror believes that its proposal contains information that is a trade secret (as defined by Florida law) and/or information that is confidential and/or proprietary and therefore exempt from disclosure then such information must be submitted in a separate envelope and comply with the following requirements. In addition to submitting the information in a separate envelope, Offeror must include a general description of the information designated as a trade secret and/or confidential and/or proprietary and provide reference to the Florida statute or other law which exempts such designated information from disclosure in the event a public records request.

The City does not warrant or guarantee that information designated by Offeror as a trade secret and/or confidential and/or proprietary is a trade secret and/or confidential and/or proprietary and exempt from disclosure. The City offers no opinion as to whether the reference to the Florida statute or other law by Offeror is/are correct and/or accurate. The City will notify Offeror if a public records request is received and Offeror, at its own expense, will have forty-eight (48) hours after receipt of such notice (email notice is acceptable notice) to file the necessary court documents to obtain a protective order.

Please be aware that the designation of information as a trade secret and/or confidential and/or proprietary may be challenged in court by any person or entity. By designation of information as a trade secret and/or confidential and/or proprietary Offeror agrees to defend the City, its employees, agents and elected and appointed officials ("Indemnified Parties") against all claims and actions (whether or not a lawsuit is commenced) related to its designation of information as a trade secret and/or confidential and/or proprietary and to hold harmless the Indemnified Parties for any award to a plaintiff for damages, costs and attorneys' fees, and for costs and attorneys' fees (including those of the City Attorney's office) incurred by the City by reason of any claim or action arising out of or related to Offeror's designation of information as a trade secret and/or confidential and/or proprietary.

Failure to comply with the requirements above shall be deemed as a waiver by Offeror to claim that all additional information in its proposal is a trade secret and/or confidential and/or proprietary regardless if such information is labeled trade secret and/or

confidential and/or proprietary. Offeror acknowledges and agrees that all information in Offeror's proposal (not including information in section G) will be disclosed, without any notice to Offeror, if a public records request is made for such information.

Please be advised that Offeror's proposal, including the information submitted in a separate envelope in accordance with the requirements set forth in this Section G, will be distributed to the Evaluation Committee members, City staff and City Consultants to allow Offeror's entire proposal, including the information submitted in a separate envelope, to be evaluated and considered for award of this Contract. The entire contents of Offeror's proposal, including the information submitted in a separate envelope, may be discussed at meetings that are open to the public, subject to the requirements set forth in Chapter 286, Florida Statutes. In the event a public records request is received the City will notify Offeror and Offeror, at its own expense, will have forty-eight (48) hours after receipt of such notice (e-mail notice is acceptable notice) to file the necessary court documents to obtain a protective order.

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Part D
Agreement

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BASE AGREEMENT SETTING FORTH THE MINIMUM REQUIREMENTS FOR THE PROJECT

The following document is the base agreement (“Base Agreement”) which when combined with Other Documents as defined in the Base Agreement will constitute the agreement between the Contractor and the City.

The City reserves the right to add or modify the terms and conditions at any time prior to the final execution of an agreement. The Contractor will be given the opportunity to take exception to any additional or modified term or condition in the same manner as set forth in the Proposal Requirements.

AGREEMENT

THIS AGREEMENT, (“Agreement”) is made and entered into on the ____ day of _____, 20__, by and between _____ (“Contractor”) and the City of St. Petersburg, Florida, (“City”) (collectively, “Parties”).

WITNESSETH:

NOW, THEREFORE, in consideration of the promises and covenants contained herein, and other good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. **Contractor Duties.** Contractor shall perform the services and provide the Deliverables (as defined herein) set forth in Appendix A, which is attached to this Agreement and made a part hereof for the City in full and complete accordance with this Agreement (“Scope of Work”). Where not clearly specified in the Scope of Work, the format and level of detail for Deliverables shall be mutually agreed upon by the Parties. Without limiting the generality of the foregoing, Contractor shall furnish all labor, materials, transportation and equipment to provide professional marketing, advertising and public relations services for a 2015 campaign with a goal of telling St. Petersburg’s unique story as a place to live, work and play.
2. **Deliverables.** For purposes of this Agreement, “Deliverables” shall mean all data, documents, brochures, project plan and all other materials produced and prepared by the Contractor pursuant to this Agreement.
3. **Ownership of Deliverables.** The City shall solely own all right, title and interest in and to the Deliverables provided pursuant to this Agreement, including but not limited to patent, copyright, trademark and other intellectual property rights therein. Contractor shall take all actions necessary to assure that such title vests in the City.
4. **Acceptance.** The City shall accept Deliverables which conform to the requirements of this Agreement. The City shall notify the Contractor in writing of acceptance of each Deliverable. The City will give Contractor notification within thirty (30) calendar days of receipt of a Deliverable of any discovery by the City of non-conformance of the Deliverable with the requirements of this Agreement (“Non-Conformance”) and Contractor shall have a reasonable period of time based on the severity and complexity of the Non-Conformance to correct such Non-Conformance; provided, however, that in no event shall the period to correct the Non-Conformance exceed thirty (30) calendar days from the date the City provides notice of Non-Conformance to Contractor.

5. **Agreement Components.**

A. This Agreement consists of this document and its appendices (“Base Agreement”) and the following documents, which are attached hereto and made a part hereof by reference (“Other Documents”):

- 1) DOCUMENT 1
- 2) DOCUMENT 2
- 3) DOCUMENT 3
- 4) DOCUMENT 4
- 5) DOCUMENT 5

B. In the event of an inconsistency or conflict between or among the documents referenced in this Base Agreement, the following order of precedence shall govern: (i) this Base Agreement, exclusive of its appendices, (ii) the appendices to this Base Agreement; and (iii) the Other Documents. In the event of an inconsistency or conflict between or among the Other Documents, the order of precedence shall be the order the documents are listed above (e.g., Document 1 shall govern over Document 2, Document 2 shall govern over Document 3, etc.).

6. **Term.** The term of this Agreement shall commence on _____, 20__, and terminate on _____, 20__, unless this Agreement is earlier terminated as provided for herein. The City reserves the right to extend this Agreement under the same terms and conditions for an additional one year period at the end of the initial term, provided such extension is mutually agreed upon by both Parties in writing. References in this Agreement to “Term” shall include the initial term of this Agreement and all renewal terms.

7. **Payment.** Provided that Contractor is in compliance with the terms and conditions of this Agreement, the City shall pay Contractor in accordance with this Agreement an amount not to exceed _____ dollars (\$XX,XXX) (“Payment”). The Payment shall be inclusive of all out-of-pocket expenses, including but not limited to transportation, lodging, materials, phone, postage, and mileage. Contractor shall invoice the City on a monthly basis and the City shall pay Contractor within thirty (30) days of receipt of such invoice (provided Contractor is in compliance with the terms and conditions of this Agreement). The Payment may only be increased in strict accordance with this Agreement.

8. **Indemnification.**

A. Contractor shall defend at its expense, pay on behalf of, hold harmless and indemnify

the City, its officers, employees, agents, elected and appointed officials and volunteers (collectively, "Indemnified Parties") from and against any and all claims, demands, liens, liabilities, penalties, fines, fees, judgments, losses and damages (collectively, "Claims"), whether or not a lawsuit is filed, including but not limited to Claims for damage to property or bodily or personal injuries, including death at any time resulting therefrom, sustained by any persons or entities; and costs, expenses and attorney's and experts' fees at trial and on appeal, which Claims are alleged or claimed to have arisen out of or in connection with, in whole or in part, directly or indirectly:

- 1) The performance of this Agreement (including any amendments thereto) by Contractor, its employees, agents, representatives or subcontractors; or
 - 2) The failure of Contractor, its employees, agents, representatives or subcontractors to comply and conform with applicable Laws, as hereinafter defined; or
 - 3) Any negligent act or omission of the Contractor, its employees, agents, representatives, or subcontractors, whether or not such negligence is claimed to be either solely that of the Contractor, its employees, agents, representatives or subcontractors, or to be in conjunction with the claimed negligence of others, including that of any of the Indemnified Parties; or
 - 4) Any reckless or intentional wrongful act or omission of the Contractor, its employees, agents, representatives, or subcontractors; or
 - 5) The infringement of any copyright, protected patent or trademark by Contractor and/or its subcontractors, employees, and agents in connection with Contractor's performance pursuant to this Agreement.
- B. The provisions of this paragraph are independent of, and will not be limited by, any insurance required to be obtained by Contractor pursuant to this Agreement or otherwise obtained by Contractor, and shall survive the expiration or earlier termination of this Agreement with respect to any claims or liability arising in connection with any event occurring prior to such expiration or termination.

9. Insurance.

- A. Contractor shall carry the following minimum types and amounts of insurance at its own expense:
- 1) Commercial general liability insurance in an amount of at least One Million Dollars (\$1,000,000) per occurrence, Two Million Dollars (\$2,000,000) aggregate in occurrences form. This policy shall include coverage for (i) personal injury or death or property damage or destruction; (ii) business

interruption; (iii) fire legal liability in the minimum amount of One Hundred Thousand Dollars (\$100,000); and (iv) contractual liability under this Agreement.

- 2) Automobile liability insurance of \$1,000,000 combined single limit covering all owned, hired and non-owned vehicles.
 - 3) Workers' Compensation insurance as required by Florida law and Employers' Liability Insurance in an amount of at least \$100,000 each accident, \$100,000 per employee, and \$500,000 for all diseases.
 - 4) Professional liability Insurance. Errors and omissions liability insurance appropriate to Contractor's profession with a minimum limit of \$1,000,000 per occurrence. If coverage is on a "Claims Made" basis, it must include the Retro date of coverage.
- B. All of Contractor's insurance policies, except Workers' Compensation, shall name the Indemnified Parties as additional insureds.
 - C. All policies shall provide that the City will be provided notice at least thirty (30) days prior to any cancellation, reduction or material change in coverage.
 - D. Contractor shall provide the City with Certificates of Insurance on a standard ACORD form reflecting all required coverage. At the City's request, Contractor shall provide copies of current policies with all applicable endorsements.
 - E. All insurance required shall be provided by responsible insurers licensed in the State of Florida and rated at least A- in the then current edition of Best's Insurance Guide.
 - F. Contractor hereby waives all subrogation rights of its insurance carriers in favor of the Indemnified Parties. This provision is intended to waive fully, and for the benefit of the Indemnified Parties, any rights or claims which might give rise to a right of subrogation in favor of any insurance carrier.
 - G. The City shall have the right to reasonably increase the amount or expand the scope of insurance to be maintained by Contractor hereunder from time to time.
10. **Notices.** Unless and to the extent otherwise provided in this Agreement, all notices, demands, requests for approvals and other communications which are required to be given by either party to the other shall be in writing and shall be deemed given and delivered on the date delivered in person, upon the expiration of five (5) days following the date mailed by registered or certified mail, postage prepaid, return receipt requested to the address provided below, or upon the date delivered by overnight courier (signature required) to the address provided below.

CITY:

City of St. Petersburg, Florida
Procurement and Supply Management Department
P. O. Box 2842
St. Petersburg, FL 33731

CONTRACTOR:

11. **Severability.** Should any paragraph or portion of any paragraph of this Agreement be rendered void, invalid or unenforceable by any court of law for any reason, such determination shall not render void, invalid or unenforceable any other paragraph or portion of this Agreement.
12. **Due Authority.** Each party to this Agreement that is not an individual represents and warrants to the other party that (i) it is a duly organized, qualified and existing entity authorized to do business under the laws of the State of Florida, and (ii) all appropriate authority exists so as to duly authorize the person executing this Agreement to so execute the same and fully bind the party on whose behalf he or she is executing.
13. **Assignment.** Contractor shall make no assignment of any of its rights, duties, or obligations under this Agreement without the City's prior written consent, which consent may be withheld by the City in its sole and absolute discretion.
14. **Termination.**
 - A. This Agreement may be terminated at any time by the City for convenience upon thirty (30) days written notice to Contractor. If this Agreement is terminated by the City for convenience, the City shall pay the Contractor costs and fees for work performed and services provided up to the effective date of termination, provided such costs and fees are owed to the Contractor pursuant to this Agreement. Contractor shall provide the City all completed or partially completed Deliverables prior to the receipt of payment for work performed and services provided up to the effective date of termination.

- B. The City may terminate this Agreement upon written notice to the Contractor in the event the Contractor defaults on any of the terms and conditions of this Agreement and such failure continues for a period of thirty (30) days following notice from the City specifying the default; provided, however, that the City may immediately terminate this Agreement, without providing the Contractor with notice of default or an opportunity to cure, if the City determines that the Contractor has failed to comply with any of the terms and conditions of this Agreement related to safety, indemnification or insurance coverage.
 - C. Termination of this Agreement shall act as a termination of the Other Documents.
15. **Governing Law and Venue.** This Agreement shall be interpreted and construed in accordance with the laws of the State of Florida and shall inure to and be binding upon the Parties, their successors and assigns. Venue for any action brought in state court shall be in Pinellas County, St. Petersburg Division. Venue for any action brought in federal court shall be in the Middle District of Florida, Tampa Division, unless a division shall be created in St. Petersburg or Pinellas County, in which case the action shall be brought in that division. The Parties consent to the personal jurisdiction of the aforementioned courts and irrevocably waive any objections to said jurisdiction.
16. **Contract Adjustments.**
- A. Either party may propose additions, deletions or modifications to the Scope of Work (“Contract Adjustments”) in whatever manner such party determines to be reasonably necessary for the proper completion of the project. Proposals for Contract Adjustments shall be submitted to the non-requesting party on a form provided by the City. Contract Adjustments shall be effected through written amendments to this Agreement, signed by authorized representatives of the Parties (“Change Orders”).
 - B. Notwithstanding the foregoing, the City shall have the right to terminate this Agreement if Contractor and the City fail to reach an agreement on a Contract Adjustment proposed by the City, or a change in the Payment associated with such a Contract Adjustment, within thirty (30) days of the City’s proposal of such Contract Adjustment.
 - C. There shall be no modification of the Payment on account of any Contract Adjustment made necessary or appropriate as a result of the mismanagement, improper act, or other failure of Contractor or its employees, agents or subcontractors to properly perform their obligations and functions under this Agreement.
 - D. In the event the Contractor proposes a Contract Adjustment and the City does not approve such Contract Adjustment, the Contractor will continue to perform the original Scope of Work in accordance with the terms and conditions of this Agreement.

- E. Notwithstanding anything to the contrary contained in this Agreement, there shall be no change in the Payment except pursuant to a Change Order duly executed by both Parties.
17. **Amendment.** This Agreement may be amended only in writing executed by the Parties.
18. **Entire Agreement.** This Agreement constitutes the entire agreement between the Parties and supersedes all prior and contemporaneous agreements, whether oral or written, between them.
19. **Compliance with Laws.** Contractor shall comply with all applicable federal, state, and local laws, ordinances, rules and regulations, the federal and state constitutions, and orders and decrees of any lawful authorities having jurisdiction over the matter at issue (collectively, "Laws"), including but not limited to Florida Public Records Laws (e.g. Chapter 119, Florida Statute). Contractor shall also comply with City policies and procedures.
20. **Third Party Beneficiary.** No persons other than the Contractor and City and their successors and assigns shall have any rights whatsoever under this Agreement.
21. **No Liens.** Contractor shall not suffer any liens to be filed against any City property by reason of any work, labor, services or materials performed at or furnished to City property, to Contractor, or to anyone using City property through or under Contractor. Nothing contained in this Agreement shall be construed as a consent on the part of the City to subject City property or any part thereof to any lien or liability under any Laws.
22. **No Construction Against Preparer of Agreement.** This Agreement has been prepared by the City and reviewed by the Contractor and its professional advisors. The City, Contractor and Contractor's professional advisors believe that this Agreement expresses their agreement and that it should not be interpreted in favor of either the City or the Contractor or against the City or the Contractor merely because of their efforts in preparing it.
23. **Use of Name.** Subject to the requirements of applicable Laws, including but not limited to Florida Laws regarding public records, neither party shall use the other party's name in conjunction with any endorsement, sponsorship, assurance, marketing, advertisement, or client list, or any external reference, publication, or disclosure (e.g., outside the City, its departments or agencies or City Council), without the written consent of the named party.
24. **Non-appropriation.** The obligations of the City as to any funding required pursuant to this Agreement shall be limited to an obligation in any given year to budget, appropriate and pay from legally available funds, after monies for essential City services have been budgeted and appropriated, sufficient monies for the funding that is required during that year. Notwithstanding the foregoing, the City shall not be prohibited from pledging any legally

available non-ad valorem revenues for any obligations heretofore or hereafter incurred, which pledge shall be prior and superior to any obligation of the City pursuant to this Agreement.

25. **City Consent and Action.**

A. For purposes of this Agreement, any required written permission, consent, acceptance, approval, or agreement (“Approval”) by the City means the Approval of the Mayor or his authorized designee, unless otherwise set forth in this Agreement or unless otherwise required to be exercised by City Council pursuant to the City Charter or applicable Laws.

B. For purposes of this Agreement, any right of the City to take any action permitted, allowed, or required by this Agreement may be exercised by the Mayor or his authorized designee, unless otherwise set forth in this Agreement or unless otherwise required to be exercised by City Council pursuant to the City Charter or applicable Laws.

26. **Captions.** Captions are for convenience only and shall not control or affect the meaning or construction of any of the provisions of this Agreement.

27. **Books and Records.** Contractor shall prepare in accordance with generally accepted accounting practice and shall keep, at the address for delivery of notices set forth in this Agreement, accurate books of account. All books and records, including tax returns, with respect to this Agreement shall be kept by Contractor and shall be open to examination or audit by the City for a period of five (5) years following expiration or earlier termination of this Agreement. Nothing herein shall be construed to allow destruction of records that may be required to be retained longer by the statutes of the State of Florida.

28. **Survival.** All obligations and rights of any party arising during or attributable to the period prior to expiration or earlier termination of this Agreement, including but not limited to those obligations and rights related to indemnification, shall survive such expiration or earlier termination.

29. **Force Majeure.** In the event that either party hereto shall be delayed or hindered in or prevented from the performance required hereunder by reason of strikes, lockouts, labor troubles, failure of power, riots, insurrection, war, acts of God, or other reason of like nature not the fault of the party delayed in performing work or doing acts (“Permitted Delay”), such party shall be excused for the period of time equivalent to the delay caused by such Permitted Delay. Notwithstanding the foregoing, any extension of time for a Permitted Delay shall be conditioned upon the party seeking an extension of time delivering written notice of such Permitted Delay to the other party within ten (10) days of the event causing the Permitted Delay.

30. **No Waiver.** No provision of this Agreement will be deemed waived by either party unless expressly waived in writing signed by the waiving party. No waiver shall be implied by delay or any other act or omission of either party. No waiver by either party of any provision of this Agreement shall be deemed a waiver of such provision with respect to any subsequent matter relating to such provision, and the City's consent respecting any action by Contractor shall not constitute a waiver of the requirement for obtaining the City's consent respecting any subsequent action.
31. **Permits and Licenses.** Contractor shall be responsible for obtaining any and all necessary permits, licenses, certifications and approvals which may be required by any government agency in connection with Contractor's performance of this Agreement. Upon request of the City, the Contractor shall provide the City with written evidence of such permits, licenses, certifications and approvals.
32. **Successors and Assigns.** This Agreement shall inure to the benefit of and be enforceable by and against the Parties, their heirs, personal representatives, successors, and assigns, including successors by way of reorganization.
33. **Subcontract.** The hiring or use of outside services or subcontractors in connection with the performance of Contractor's obligations under this Agreement shall not be permitted without the prior written approval of the City, which approval may be withheld by the City in its sole and absolute discretion. Contractor shall promptly pay all subcontractors and suppliers.
34. **Relationship of Parties.** Nothing contained herein shall be deemed or construed by the Parties, or by any third party, as creating the relationship of principal and agent or of partnership or of joint venture between the Parties, it being understood and agreed that nothing contained herein, nor any acts of the Parties, shall be deemed to create any relationship between the Parties other than the relationship of independent contractors and principals of their own accounts.
35. **City Data.** All data, documents and other City property shall remain the exclusive property of the City. Contractor agrees that such City property shall be used solely for the purpose of performing the Scope of Work. Contractor shall be responsible for the safekeeping of such property and, if the city so requests, Contractor shall sign and deliver a written, itemized receipt therefore. Upon conclusion of the Scope of Work, all such property shall be returned to the City.
36. **Contractor's Personnel.**
- A. To the extent that specific personnel have been named and identified in the Scope of Work, Contractor shall not remove such personnel from the services contemplated by this Agreement; provided, however, that removal of such personnel due to their incapacity, voluntary termination or termination due to just cause shall not constitute

a violation of this paragraph. If any such personnel are incapacitated, voluntarily terminate their employment, or are terminated for just cause, Contractor shall, within forty-eight (48) hours, replace such personnel with other equally qualified personnel approved by the City.

- B. The City reserves the right to require Contractor to replace any persons providing services pursuant to this Agreement, including but not limited to Contractor's employees and any affiliates or subcontractors' employees, whom the City judges to be incompetent, careless, unsuitable or otherwise objectionable, or whose continued use is deemed contrary to the best interests of the City.
 - C. During the Term of this Agreement, and for a period of six (6) months following the expiration or termination hereof, neither party will employ any personnel of the other party involved directly with the Scope of Work.
37. **Warranty.** The Contractor warrants that the services required by this Agreement shall be performed by Contractor with reasonable care in a diligent, professional and competent manner.
38. **Public Records.**
- A. Contractor shall (i) keep and maintain public records (as defined in Florida's Public Records law) that ordinarily and necessarily would be required by the City in order to perform the services pursuant to this Agreement; (ii) subject to subsection B. below, provide the public with access to public records on the same terms and conditions that the City would provide the records and at a cost that does not exceed the cost provided under Florida's Public Records law; (iii) ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by applicable Laws; and (iv) meet all requirements for retaining public records and transfer, at no cost, to the City all public records in possession of the Contractor within ten (10) days following the expiration or earlier termination of this Agreement and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All public records stored electronically by Contractor shall be provided to the City in a format approved by the City.
 - B. Contractor shall immediately notify the City Clerk in writing after receiving a public records request. Contractor shall obtain written approval from the City Clerk prior to releasing or disclosing public records and shall comply with instructions of the City Clerk and all City policies and procedures regarding public records.
 - C. Nothing herein shall be construed to affect or limit Contractor's obligations including but not limited to Contractor's obligations to comply with all other applicable Laws

and to maintain books and records pursuant to this Agreement.

IN WITNESS WHEREOF the Parties have caused this Agreement to be executed by their duly authorized representatives on the day and date first above written.

_____ :

WITNESSES

By: _____
Print: _____
Title: _____

By: _____
Print: _____

By: _____
Print: _____

CITY OF ST. PETERSBURG, FLORIDA

By: _____
Louis Moore, CPPO, Director
Procurement & Supply Management

ATTEST:

(SEAL)

City Clerk (Designee)

Provisions of Contract Approved:

Approved as to Form and Content:

By: _____
Print: _____
Project Manager

City Attorney (Designee)

(Acknowledgment of Contractor)

State of _____)
County of _____) ss:
City of _____)

The foregoing Agreement was acknowledged before me this ____ day of _____, _____,
by _____

(Name and Title)

of _____ ("Company"), on behalf of the Company. He/She is personally
known to me or has produced _____, as identification and
appeared before me at the time of notarization.

_____ warrants that he/she is authorized by the Company to execute
the foregoing Agreement.

(SEAL)

NOTARY PUBLIC:

My commission expires: _____

Appendices

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City of St. Petersburg
Appendix A
Pricing Summary
 Procurement and Supply Management

Item No.	Description	Cost
1a	Execution of Campaign Concept 1	\$ _____
1b	Execution of Campaign Concept 2	\$ _____
1c	Execution of Campaign Concept 3	\$ _____
2	Other: _____	\$ _____
3	Other: _____	\$ _____
4	Other: _____	\$ _____
5	Other: _____	\$ _____

Hourly Rates for Services during Term of Agreement (enter Title):

6	_____	\$ _____
7	_____	\$ _____
8	_____	\$ _____
9	_____	\$ _____
10	_____	\$ _____
11	_____	\$ _____
12	_____	\$ _____
13	_____	\$ _____
14	_____	\$ _____
15	_____	\$ _____
16	_____	\$ _____
17	_____	\$ _____
18	_____	\$ _____
19	_____	\$ _____
20	_____	\$ _____

Notes:

Fees for campaign concepts shall include all costs related expenses and any travel costs.

Hourly rates should include salary (including burden costs such as taxes & benefits) amount only.