



Mississippi Development Authority  
501 North West Street  
Jackson, MS 39201

Request for Proposal to Provide  
Tourism Advertising Agency Services

RFP#: TOUR07242013

Date: July 2, 2013

Mississippi Development Authority  
501 North West Street  
Jackson, MS 39201-1001

**1. INVITATION:** Written proposals subject to the conditions therein stated and attached hereto, will be received at 501 N. West Street, Woolfolk Building, Suite 1500, Jackson, MS 39201 until Wednesday, July 24, 2013 at 2:00 P.M., Central Time for providing the services as described below for the Mississippi Development Authority (MDA).

**2. DESCRIPTION:** The MDA is seeking a professional services contractor to serve as the agency of record for Tourism marketing and advertising. The nature of the services is that customarily performed by an advertising, public relations and marketing company.

**3. EVALUATION PROCEDURE AND FACTORS TO BE CONSIDERED IN THE EVALUATION PROCESS**

**A. General Description of Evaluation Process**

MDA seeks to make award to the Offeror that demonstrates the most advantageous combination of capability, qualifications, experience, and price. The evaluation process and factors set forth herein reflect MDA's determination of the evaluation method, information, and criteria that will best assist MDA in making this selection. Generally, Step I is to determine the responsiveness of the proposal. Steps II and III are numerically scored to evaluate non-Price evaluation factors. Price is not numerically scored. Price will be evaluated after all non-Price evaluations are complete and will be used in making the final determination of the most advantageous Offeror.

- Step I is not scored and does not result in a ranking of Proposers. Rather, Step I is used to determine the responsiveness of the Proposer to the minimum information required for their proposal to continue on to Step II. Written proposals that include the minimum information required in this Solicitation will move on to Step II of the evaluation. Those written proposals that do not include the minimum information required in this Solicitation will be rejected immediately and will receive no further consideration. The minimum information required for Step I is set forth in Section 3.B below.
- Step II is an evaluation of the Proposer's written proposal. Written proposals will be scored using the evaluation criteria set forth in Section 3.C below. Those Proposers whose written proposal receives a score that is among the most highly-rated proposals based on the Step II evaluation factors will be deemed Offerors eligible for inclusion in Step III of the evaluation. The MDA is not required to include all Proposers in Step III, and the MDA reserves the right to determine which proposals are considered the most-highly rated proposals eligible for Step III based on the range of scores and number of written proposals submitted.
- Step III consists of each Offeror's Oral Presentation. Scores for the Oral Presentation will be determined using the evaluation criteria set forth in Section 3. D below.
- Relative to each other, Step II is Important compared to Step III, which is Critical. The total available points under Step II (80 pts.) are significantly less than the total available points

under Step III (120 pts.). Thus, Step III scores account for significantly more points in the evaluation process than the Step II scores. Each Offeror's Total Step II score and Total Step III score will be added together to determine the relative ranking of Offerors on the non-Price evaluation factors.

- Price is evaluated but not scored. The proposed Price of each Offeror along with the total points from Steps II and III will be used to determine which Offeror has presented the most advantageous combination of capability, qualifications, experience (as determined in Steps II and III), and price, and is therefore the Awardee. In making this determination, the combined score from Steps II and III is Critical compared to Price, which is Important. However, Price may become a controlling award factor as set forth in Section 3.E below.
- MDA will make every reasonable effort to ensure consistency of the evaluation panel throughout the evaluation process. However, the MDA reserves the right to make substitutions and/or changes to the evaluation panel as contingencies, availability of personnel, or the needs of the MDA may require. Proposers and Offerors are on notice that the evaluation committee used to evaluate the oral presentations may or may not be comprised of the same committee members that evaluated written proposals.

MDA reserves the right, but is not required, to conduct discussions with responsible Offerors whose proposals are determined to be reasonably susceptible to being selected for award. The discussion shall be for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Revision of proposals may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. All Offerors who are determined to be reasonably susceptible to being selected for award may be contacted for a best and final offer. Based on total points received in Steps II and III, all Offerors who advance to Step III may not be contacted for a best and final offer if they are not reasonably susceptible of being selected. **As discussions and/or requests for best and final offers are not required, Proposers must take care to ensure that their initial written submissions respond fully to the requirements of the solicitation, are competitively priced and provide all information Proposers want to submit for consideration.**

Notwithstanding the determination of the Offerors and/or Awardee as set forth herein, MDA reserves the right prior to execution of any contract to require the Offeror and/or Awardee to provide any and all such information as the MDA deems necessary or proper to determine that the Offeror and/or Awardee is sufficiently responsible and has and can maintain all the necessary facilities, management capability, personnel, technical capability, financial resources, and integrity to ensure successful performance of any resulting contract. MDA may make such investigations deemed necessary and proper. MDA reserves the right to reject any offer if the evidence submitted by, or investigation of the Offeror and/or Awardee fails to satisfy MDA that the Offeror and/or Awardee is responsible and properly qualified to carry out the obligations of the contract.

#### **B. Step I Minimum Information Required**

Each Proposer shall include the following as part of its written proposal:

- (1.) the name of the Offeror, the location of the Offeror's principal place of business and, if different, the place of performance of the proposed contract;

- (2.) the age of the Offeror's business and average number of employees over the past 3 years;
- (3.) the abilities, qualifications, and experience of all persons who would be assigned to provide the required services;
- (4.) a listing of other contracts under which services similar in scope, size, or discipline to the required services were performed or undertaken within the past 3 years;
- (5.) a plan giving as much details as is practical explaining how the services will be performed.

Any proposal that fails to include any of the above information will be rejected immediately and shall receive no further consideration by MDA.

**C. Step II – Evaluation of Written Proposals - Evaluation Factors and Their Relative Importance (Total of 80 points available)**

MDA shall evaluate those written proposals determined in Step I to be eligible for consideration in Step II. Written proposals shall be reviewed and scored in accordance with the following criteria, the relative significance of which is stated, for how well the proposals demonstrate the following in Step II:

1. The overall quality of the proposed plan for performing the required services (CRITICAL 25 pts.).
2. Proposer's ability to provide the required services as reflected/evidenced by qualifications (education, experience, minority participation, etc.) This includes the ability of the Proposer to provide a work product that is legally defensible (CRITICAL 25 pts.).
3. The degree of completeness of response to the specific requirements of the Solicitation (VERY IMPORTANT 15 pts.).
4. The personnel, equipment, and financial resources to perform the services currently available or demonstrated to be made available at the time of contracting (VERY IMPORTANT 15 pts.).

**D. Step III - Oral Presentations - Evaluation Factors and Their Relative Importance (Total of 120 points available)**

The Proposers whose written proposals receive among the most highly rated scores in Step II will be deemed Offerors invited to advance to Step III of the evaluation process. Step III is evaluated based solely on the information, both oral and written, presented in the Step III Oral Presentation process. Each Offeror will receive notice of the date and time at which it shall make an Oral Presentation. Offerors advancing to Step III must make their Oral Presentations at the date and time established by the MDA. Presently, the MDA anticipates that Oral Presentations will take place the week of August 5, 2013, but the MDA reserves the right to set Oral Presentations, including the specific dates and times for each Offeror's presentation, at its discretion. Each Offeror participating in Step III will be allowed up to 50 minutes for their presentation and the presentation will be followed by a 15 minute question and answer period. *Failure of an Offeror to attend its Oral Presentation as scheduled by the MDA shall result in rejection of the Offeror's proposal and continued participation in the procurement.*

Oral Presentations shall be evaluated, along with Offeror's responses to questions posed during and as part of the Oral Presentation process, and scored in accordance with the following criteria, the relative significance of which is stated:

1. Demonstrate how your agency will tell the Mississippi story, grow Mississippi Tourism and generate significant ROI. (Critical 30 points)
2. Show us how your agency is competent to market Mississippi as a travel/vacation destination. (Critical 30 points)
3. Using a prior campaign as an example, describe and show your most successful media campaign and your method to completion. (Critical 30 points)
4. Show us how your agency is cross functional, media buying, account management, writing, design, production (print and electronic), social media, web design, web programming, mobile marketing, content management, all across a fully integrated marketing program. (Critical 30 points)

Any additional examples or insights of your choice may be included in your presentation provided the Offeror does not exceed the time allotted for the presentation.

Each Offeror may receive, in advance of the Oral Presentations, statements of the areas of information and/or demonstration to be presented at Oral Presentations in addition to the above stated criteria. Also, at Oral Presentations, Offerors may be required to answer questions by some or all members of the Evaluation Panel. Questions by members of the Evaluation Panel may be directed at the content of the Offeror's presentation or to other information deemed necessary to evaluate the Offeror in accordance with the four criteria set forth in this Section 3.D. Each Offeror's Oral Presentation and responses to questions from the Evaluation Panel shall be used to score each Offeror in Step III under the above criteria.

Once Step III scores are determined, the MDA will add each Offeror's Step II and Step III score to determine the relative ranking of Offerors on the non-Price factors.

**E. Price**

Price is not numerically scored but will be considered in the award decision. Compared to the combined score for Steps II and Step III, which is Critical, the relative significance of Price is Important. The relative significance of Price to the combined scores for Steps II and III becomes greater the narrower the gap between Offerors' combined scores for Steps II and III. The MDA is not required to make award to the Offeror whose combined score for Steps II and III is the highest.

**F. Award Decision**

The total non-Price scores (the sum of the Step II and Step III scores) for all Offerors will be compared to their respective Price and a determination made as to which Offeror should be the Awardee based upon offering the most advantageous combination of capability, qualifications, experience, and price as evaluated in accordance with the terms of this solicitation.

*Notwithstanding the relative weight of the evaluation factors as stated, price may be the controlling award factor when Offerors' are considered approximately equal in their Step II and Step III combined score for non-Price factors; or an Offeror that scores among the highest in Step II and Step III combined scores is unaffordable; or the advantages of a higher-rated, higher-priced proposal are not considered to be worth the price premium.*

**G. Step IV – Contract Negotiations**

The MDA Procurement Officer will contact the Offeror determined to be the Awardee and attempt to negotiate an agreement that is acceptable to both parties.

**4. ALL PROPOSALS SUBMITTED IN RESPONSE TO THIS REQUEST SHALL BE IN WRITING.**

**5. OFFERORS MAY DESIGNATE THOSE PORTIONS OF THE PROPOSALS WHICH CONTAIN TRADE SECRETS OR OTHER PROPRIETARY DATA WHICH MAY REMAIN CONFIDENTIAL IN ACCORDANCE WITH SECTION 25-61-9 AND 79-23-1 OF THE MISSISSIPPI CODE.**

Inquiries regarding this Request for Proposal may be mailed to:

Attn: Mike McCollough/Lynn J. Burris  
Mississippi Development Authority  
P O Box 849  
Jackson, MS 39205-0849

Or

501 N. West Street, Woolfolk Bldg, Suite 1500  
Jackson, MS 39201

Or

Email: [procurement@mississippi.org](mailto:procurement@mississippi.org)

Proposals and attachments must be submitted to:

Attn: Mike McCollough/Lynn J. Burris  
Mississippi Development Authority  
501 N. West Street, Woolfolk Bldg, Suite 1500  
Jackson, MS 39201 USA

**6. SPECIFICATIONS / SCOPE OF WORK**

The services will include, but not be limited to:

- A. Successful promotion of MDA-Tourism's Mission: Tourism's mission is to create economic growth and opportunity through the promotion and development of Mississippi as a tourism destination. MDA Tourism mission also provides leadership and direction for the Mississippi Tourism Industry by fostering awareness of the industry's significance to enhance the image of Mississippi and the quality of life for Mississippians.
- B. Identifying Mississippi as a choice location for tourism and recreation in order to increase visitation. Tourism Program Areas and Core Areas of Focus: Consumer (Heritage, Culture, Music, Trails, Outdoor, and Sports), Trade (Group Travel, Meeting & Convention), International, Film and other ongoing initiatives as opportunities emerge.

- C. Implements and develops annual multidisciplinary strategic marketing and communications plan which includes traditional communications and advertising, digital and social marketing, publication development, cooperative promotions, consumer fulfillment, public relations, international marketing, tourism product development, offering capabilities and expertise in every communication discipline.
- D. Both print and digital platforms, including website development, social media strategies and implementation, video work for key branding and special projects, translation needs for foreign languages, marketing brochures for current and new initiatives, booklets and reports, trade show display design and assistance, other promotional and advertising collateral materials, other emerging needs or opportunities which arises from market driven factors.
- E. Performing digital services such as social media and web design and providing account management liaison, coordination and supervision throughout. Current website: [www.visitMississippi.org](http://www.visitMississippi.org).
- F. Advertising support for additional initiatives which may arise during the terms of the Contract. MDA-Tourism is the State of Mississippi tourism agency thus advertising agency support to proactively pursue emerging opportunities is required. The overall scope of work can also change depending upon market shifts with State, product, or industry needs which may occur during the terms of the Contract. MDA-Tourism requires the proposer to be responsive and adaptable in increasing visitation and in addressing shifts in market conditions.
- G. Additional marketing services which may include the preparation of collateral materials, services for the planning of merchandising programs, direct response advertising services, sales promotion and research services.
- H. Developing and recommending marketing objectives and strategies.
- I. Preparing and presenting comprehensive advertising media plans.
- J. Implementing approved plans through the creation of copy, artwork and scripts.
- K. Supervising the production of finished advertising materials and the placement of such materials in the media.
- L. Development and implementation of direct marketing programs.

#### **7. TYPE OF CONTRACT:**

The MDA is requesting proposals for a firm fixed price contract for services.

#### **8. TERM AND RENEWAL OF CONTRACT:**

The MDA anticipates awarding a contract for services in mid-September 2013 with a duration of 3 years. MDA shall have the option to renew the Contract two additional, 1-year terms for a possible total of 5 years. If the contract is renewed at the discretion of MDA, the MDA will give the Contractor 30 days' written notice prior to the contract ending date. The renewal would be under the same fixed unit prices, terms and conditions as the original Contract.

#### **9. REJECTION OF PROPOSALS:**

Proposals, which do not conform to the requirements set forth in this RFP, may be rejected by MDA. Proposals may be rejected for reasons that include, but are not limited to, the following:

- A. The proposal contains unauthorized amendments to the requirements of the RFP;
- B. The proposal is conditional;

- C. The proposal is incomplete or contains irregularities which make the proposal indefinite or ambiguous;
- D. The proposal is not received by the deadline;
- E. The proposal is not signed by an authorized representative of the party;
- F. The proposal contains false or misleading statements or references.

**10. ACCEPTANCE OF PROPOSALS:**

MDA reserves the right, in its sole discretion, to waive minor irregularities in proposals. A minor irregularity is a variation of the RFP, which does not affect the funding request, or give one party an advantage or benefit not enjoyed by other parties, or adversely impact the interest of MDA. Waivers, when granted, shall in no way modify the RFP requirements or excuse the party from full compliance with the RFP specifications and other contract requirements, if the party is awarded the contract.

**11. DISPOSITION OF PROPOSALS:**

All submitted proposals become the property of MDA.

**12. COMPETITIVE NEGOTIATION:**

The bidding method to be used is a competitive negotiation from which MDA is seeking the best combination of price, experience and quality of service. Discussions may be conducted with Proposers who submit proposals determined to be reasonably susceptible of being selected for award. Likewise, MDA also reserves the right to accept any proposal as submitted to contract award, without substantive negotiation of offered terms, services or prices. Therefore, all parties are advised to propose their most favorable terms initially.

**13. RFP DOES NOT CONSTITUTE ACCEPTANCE OF OFFER:**

The release of the RFP does not constitute an acceptance of any offer, nor does such release in any way obligate MDA to award funds. MDA reserves the rights to accept, reject, or negotiate any or all offers on the basis of the evaluation criteria contained within this RFP. The final decision to award funds to any party rests solely with MDA.

**14. EXCEPTIONS AND DEVIATIONS:**

Proposers taking exception to any part or section of the solicitation shall indicate such exceptions on the proposal and shall be fully described. Failure to indicate any exception will be interpreted as the Proposer's intent to comply fully with the requirements as written. Conditional or qualified Proposers, unless specifically allowed, shall be subject to rejection in whole or in part.

**15. NONCONFORMING TERMS AND CONDITIONS:**

A proposal, which includes terms and conditions not conforming to the terms and conditions in the RFP, is subject to rejection as non-responsive. MDA reserves the right to permit the Proposer to withdraw nonconforming terms and conditions from its proposal prior to a determination by MDA of non-responsiveness based on the submission of nonconforming terms and conditions.

**16. PROPOSAL ACCEPTANCE PERIOD:**

The original and six (6) copies (7 copies total) of the proposal and all attachments shall be signed and submitted in a **sealed envelope or package** to Mississippi Development Authority, Attn: Mike McCollough/Lynn J. Burris, 501 N. West Street, Woolfolk Building, Suite 1500, Jackson, MS 39201 no later than 2:00 P.M. Central Time on Wednesday, July 24, 2013. Timely submission of the proposal is



the responsibility of the Proposer. Offers received after the specified time shall be rejected and returned to the Proposer unopened. **The envelope or package shall be marked "Tourism Ad Agency" in the lower left hand corner.** Each page of the proposal and all attachments shall be identified with the name of the Proposer.

**17. EXPENSES INCURRED IN PREPARING OFFERS:**

MDA accepts no responsibility for any expense incurred by the Proposer in the preparation and presentation of an offer. Such expenses shall be borne exclusively by the Proposer.

**18. ADDITIONAL INFORMATION:**

Questions concerning the RFP document must be submitted in writing to Mississippi Development Authority, Attn: Mike McCollough/Lynn J. Burris, 501 N. West Street, Woolfolk Building, Suite 1500, Jackson, MS 39201 or via email to [procurement@mississippi.org](mailto:procurement@mississippi.org). Questions will be received through Monday July 15, 2013, at 2:00 P.M. Central Time. Responses to all questions will be distributed in writing, as an amendment to the RFP, via email or fax to all known Proposers by Wednesday, July 17, 2013, at 2:00 P.M. Central Time. Proposers are cautioned that any statements made by the contact person that materially change any portion of the RFP shall not be relied upon unless subsequently ratified by a formal written amendment to this RFP.

**19. ACKNOWLEDGMENT OF AMENDMENTS:**

Proposers shall acknowledge receipt of any amendment to the solicitation by signing and returning the amendment with the proposal, by identifying the amendment number and date in the space provided for this purpose on the proposal form, or by letter. The acknowledgment must be received by MDA by the time and at the place specified for receipt of proposals.

**20. DEBARMENT:**

By submitting a proposal, the Proposer certifies that it is not currently debarred from submitting proposals for contracts issued by any political subdivision or agency of the State of Mississippi or the U.S. Federal government and that it is not a person or entity which is currently debarred from submitting proposals for contracts issued by any political subdivision or agency of the State of Mississippi or the Federal government.

**21. BID PROTEST PROCEDURES:**

**Mississippi Development Authority  
Policy and Procedures for Protest of RFP, IFB, RFQ or  
any other Competitive Procurement Process**

**(A) Right to Protest**

Any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Executive Director of the agency. The protest shall be submitted in writing within ten (10) calendar days after such aggrieved person knows or should have known of the facts giving rise thereto. If the tenth (10th) day falls on a weekend or State holiday the deadline shall be extended to the next business day.

**(B) Authority to Resolve Protests**

The Executive Director or a designee shall have the authority to settle and resolve a protest of an aggrieved bidder, offeror, or contractor, actual or prospective, concerning the solicitation or award of a contract.

**(C) Decision**

The agency shall have ten (10) business days to conduct an investigation into the claims made by the aggrieved and shall issue a written response to the aggrieved. The agency, at its discretion, may solicit an outside entity to assist with or conduct the investigation if it is determined by the agency such action is necessary. In the event the agency solicits an outside entity to assist or conduct the investigation the agency shall have an additional five (5) business days to conduct the investigation.

**(D) Notice of Decision**

A copy of the decision under Section (C) of this policy shall be mailed or otherwise furnished to the protestant within the defined time period.

**(E) Finality of Decision**

A decision under Section (C) of this policy shall be final and conclusive.

**(F) Stay of Procurements During Protests**

The Executive Director or his designee shall have the right to suspend the process in the event of a timely protest under Section (A) of this document. Suspension of the process is at the discretion of the agency and will be considered upon receipt by the agency of a protest.

**Filing of Protest**

**(A) When Filed**

Protests shall be made in writing to the Executive Director, and shall be filed in duplicate within ten (10) calendar days after the protestor knows or should have known of the facts giving rise thereto. A protest is considered filed when received by the Executive Director. Protests filed after the ten (10) day period shall not be considered.

**(B) Subject to Protest**

A protest must state all grounds upon which the protesting party asserts that the solicitation or award was improper. Issues not raised by the protesting party in the protest are deemed waived. Protests may be filed on the basis of the following:

1. Failure to follow established policies and/or procedures regarding procurement as outlined in (i) MDA policies or procedures, (ii) MDA rules for procurement, (iii) PSCRB Rules and Regulations, and/or (iv) competitive bid documents (i.e. RFP, IFB, RFQ, etc.) as applicable;
2. Errors in computing scores which contributed to the selection of an Offeror other than the lowest and best bidder; or
3. Documented conflict of interest on the part of an evaluator.

**(C) Not Subject to Protest**

Protests shall not be accepted by the agency where the subject of the protest is:

1. Evaluation Committee members (unless the protest is based on a documented conflict of interest);
2. The professional judgment of the Evaluation Committee including, but not limited to, the scoring by an evaluator;

3. Location of oral presentations (when required);
4. Time of oral presentations (when required);
5. Late submission of proposal;
6. Modification of any portion of the RFP when done in accordance with policy and process as outlined in (i) MDA policies or procedures, (ii) MDA rules for procurement, (iii) PSCRB Rules and Regulations, and/or (iv) competitive bid documents (i.e. RFP, IFB, RFQ, etc.) as applicable;
7. MDA's assessment of its own needs/requirements regarding the subject of the procurement.

**(D) Form**

Protest should be hand-delivered or mailed to the Executive Director's Office. The envelope should be labeled "Protest." The written protest shall include as a minimum the following:

1. The name and address of the protestor;
2. Appropriate identification of the procurement;
3. A statement of reasons for the protest; and,
4. Supporting exhibits, evidence, or documents to substantiate any claims unless not available within the filing time in which case the expected availability date shall be indicated.

**(E) Requested Information; Time for Filing**

Any additional information requested by the agency from the protestor shall be submitted within the time period established by the agency. Failure to comply expeditiously with a request for information by the agency may result in resolution of the protest without consideration of any information which is untimely filed pursuant to such request.

**(F) Making Information on Protests Available**

The agency shall upon written request make available to any interested party information submitted that bears on the substance of the protest except where information is proprietary, confidential, or otherwise permitted or required to be withheld by law or regulation. Persons who wish to keep such information submitted by them confidential should so request by specifically identifying such information within documents submitted, and indicating on the front page of each document that it contains such information. The availability of such information to third parties shall be in compliance with Mississippi Public Records Act, Miss. Code Ann. 25-61-1, *et seq.*

**Effect of Judicial or Administrative Proceedings**

In the event an ongoing protest becomes the subject of a legal proceeding, the agency shall suspend its investigation pending the outcome of any proceeding. The Executive Director or his designee shall not act on the protest, but refer the protest to the agency's legal counsel.

**22. RELEASE OF BIDDING DOCUMENTS:**

To improve the efficiency of the evaluation and award process, the contracting agency shall restrict the availability of proposals, scoring information, evaluation documents, emails or any other documentation related to the review and/or evaluation of proposals prior to contract award.

**23. TERMS AND CONDITIONS:**

By submitting a proposal in response to this RFP, the Proposer agrees to be bound by the 33 General Terms and Conditions contained in this RFP.

## GENERAL TERMS AND CONDITIONS:

1. Notices--All notices required or permitted to be given under this Contract must be in writing and personally delivered or sent by certified United States mail, postage prepaid, return receipt requested, to the party to whom the notice should be given at the address set forth below. Notice shall be deemed given when actually received or when refused. The parties agree to promptly notify each other in writing of any changes of address.

For the Contractor: \_\_\_\_\_

Name, Title, Contractor, and Address

For the MDA: Manning McPhillips, Chief Administrative Officer, Mississippi  
Development Authority, 501 N. West Street, 15th Floor, Jackson, MS  
39201-1001.

2. Termination for Default Clause--If, through any cause, the Contractor fails to fulfill in a timely and proper manner its obligations under this Contract, or if the Contractor violates any of the covenants, agreements, or stipulations of this Contract, the MDA will thereupon have the right to terminate this Contract by giving written notice to the Contractor of such termination. In that event, any furnished or unfurnished documents, data, studies, surveys, drawings, maps, models, photographs, reports, or other materials prepared by the Contractor under this Contract will, at the option of the MDA, become the MDA's property. The Contractor will be entitled to receive just and equitable compensation for any satisfactory work completed and delivered under the terms of this Contract.

Notwithstanding the above paragraph, the Contractor will not be relieved of liability to the MDA for damages sustained by the MDA by virtue of any breach of this Contract by the Contractor, and the MDA may withhold any payments due to the Contractor for the purpose of set-off until such time as the exact amount of damages due to the MDA from the Contractor is determined.

3. Termination for Convenience Clause—

1. *Termination.* The Procurement Officer of the MDA may, when the interests of the MDA so require, terminate this Contract in whole or in part, for the convenience of the MDA. The Procurement Officer shall give written notice of the termination to the Contractor specifying the part of the Contract terminated and when termination becomes effective.
2. *Contractor's Obligations.* The Contractor shall incur no further obligations in connection with the terminated work, and on the date set in the notice of termination the Contractor will stop work to the extent specified. The Contractor shall also terminate outstanding orders and subcontracts as they relate to the terminated work. The Contractor shall settle the liabilities and claims arising out of the termination of subcontracts and orders connected with the terminated work. The Procurement Officer may direct the Contractor to assign the Contractor's right, title, and interest under terminated orders or subcontracts to the MDA. The Contractor must still complete the

work not terminated by the notice of termination and may incur obligations as are necessary to do so. The Contractor shall be entitled to compensation for services performed up to the date of termination, and authorized and accepted by the MDA.

4. Modification or Renegotiation--This Contract may be modified only by written agreement signed by the parties hereto. The parties agree to renegotiate the agreement if federal and/or State revisions of any applicable laws or regulations make changes in this Contract necessary.
5. Change in Scope of Work--The MDA may order changes in the work consisting of additions, deletions, or other revisions within the general scope of the Contract. No claims may be made by the Contractor that the scope of the project or of the Contractor's services has been changed, requiring changes to the amount of compensation to the Contractor, or other adjustments to the Contract, unless such changes or adjustments have been made by written amendment to the Contract signed by the MDA and the Contractor.

If the Contractor believes that any particular work is not within the scope of the project, is a material change, or will otherwise require more compensation to the Contractor, the Contractor must immediately notify the MDA in writing of this belief. If the MDA believes that the particular work is within the scope of the Contract as written, the Contractor will be ordered to and shall continue with the work as changed and at the cost stated for the work within the Scope of Services

6. Anti-Assignment/Subcontracting--The Contractor acknowledges that it was selected by the MDA to perform the services required hereunder based, in part, upon the Contractor's special skills and expertise. The Contractor shall not assign, subcontract or otherwise transfer this Contract in whole or in part without the prior written consent of the MDA, which the MDA may, in its sole discretion, approve or deny without reason. Any attempted assignment or transfer of its obligations without such consent shall be null and void. No such approval by the MDA of any subcontract shall be deemed in any way to provide for the incurrence of any obligation of the MDA in addition to the total fixed price agreed upon in this Contract. Subcontracts shall be subject to the terms and conditions of this Contract and to any conditions of approval that the MDA may deem necessary. Subject to the foregoing, this Contract shall be binding upon the respective successors and assigns of the parties.
7. Interest of the Contractor and the Contractor's Employees--The Contractor covenants that neither it nor its employees presently have any interest and will not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract. The Contractor further covenants that in the performance of this Contract, no person having such interest will be employed.
8. Confidential Information--"Confidential Information" shall mean (a) those materials, documents, data, and other information which the Contractor has designated in writing as proprietary and confidential, and (b) all data and information which the Contractor acquires as a result of its contact with and efforts on behalf of the MDA and any other information designated in writing as confidential by the MDA. Each party to this Contract agrees to protect all confidential information provided by one party to the other; to treat all such confidential information as confidential to the extent that confidential treatment is allowed

under State and/or federal law and, except as otherwise required by law, not to publish or disclose such information to any third party without the other party's written permission, and to do so by using those methods and procedures normally used to protect the party's own confidential information. Any liability resulting from the wrongful disclosure of confidential information on the part of the Contractor or its Subcontractor shall rest with Contractor. Disclosure of any confidential information by the Contractor or its Subcontractor without the express written approval of the MDA shall result in the immediate termination of this Contract.

9. Officials Not to Benefit--No member of or delegate to the Congress of the United States of America, and no Resident Commission will be admitted to any share or part thereof or to any benefit to arise here from.
10. Ownership of Documents and Work Papers--The MDA shall own all documents, files, reports, work papers and working documentation, electronic or otherwise, created in connection with the project which is the subject of this Contract, except for the Contractor's internal administrative and quality assurance files and internal project correspondence. The Contractor shall deliver such documents and work papers to MDA upon termination or completion of this Contract. The foregoing notwithstanding, the Contractor shall be entitled to retain a set of such work papers for its files. Contractor shall be entitled to use such work papers only after receiving written permission from MDA and subject to any copyright protections.
11. Record Retention and Access to Records--Provided the Contractor is given reasonable advance written notice and such inspection is made during normal business hours of the Contractor, the MDA or any duly authorized representatives, shall have unimpeded, prompt access to any of the Contractor's books, documents, papers, and/or records which are maintained or produced as a result of the project for the purpose of making audits, examinations, excerpts, and transcriptions. The Contractor shall retain all records related to this Contract for three (3) years after final payment is made under this Contract and all pending matters are closed. However, if any audit, litigation or other action arising out of or related in any way to this project is commenced before the end of the three (3) year period, the records shall be retained for one (1) year after all issues arising out of the action are finally resolved or until the end of the three (3) year period, whichever is later.
12. Personnel--The Contractor represents that it has, or will secure, at its own expense, all personnel required in performing the services under this Contract. Such personnel will not be employees of, or have any contractual relationship with the MDA. All of the services required hereunder will be performed by the Contractor under its supervision, and all personnel engaged in the work will be fully qualified and will be authorized or permitted under State and local law to perform such services.
13. Right to Inspect Facility--The MDA may at reasonable times, inspect the place of business of a Contractor or any Subcontractor, which is related to the performance of any contract awarded by the MDA.

14. Disputes--Any dispute concerning a question of fact under this Contract, which is not disposed of by agreement of the parties, shall be decided by the Executive Director of the MDA or his designee. This decision shall be reduced to writing and a copy thereof mailed or furnished to the parties. Disagreement with such decision by either party shall not constitute breach under the terms of this Contract. Such disagreeing party shall be entitled to seek such other rights and remedies it may have at law or in equity.
15. Waiver--No delay or omission by either party to this Contract in exercising any right, power, or remedy hereunder or otherwise afforded by contract, at law, or in equity shall constitute an acquiescence therein, impair any other right, power or remedy hereunder or otherwise afforded by any means, or operate as a waiver of such right, power, or remedy. No waiver by either party to this Contract shall be valid unless set forth in writing by the party making said waiver. No waiver of or modification to any term or condition of this Contract will void, waive, or change any other term or condition. No waiver by one party to this Contract of a default by the other party will imply, be construed as or require waiver of future or other defaults.
16. Severability--If any part of this Contract is declared to be invalid or unenforceable, such invalidity or unenforceability shall not affect any other provision of the Contract that can be given effect without the invalid or unenforceable provision, and to this end, the provisions hereof are severable. In such event, the parties shall amend the Contract as necessary to reflect the original intent of the parties, and to bring any invalid or unenforceable provisions in compliance with applicable law.
17. Applicable Law--The Contract shall be governed by and construed in accordance with the laws of the State of Mississippi, excluding its conflicts of laws provisions and, any litigation with respect thereto shall be brought in the courts of the State. The Contractor shall comply with applicable federal, State and local laws and regulations.
18. Compliance with Laws--The Contractor understands that the MDA is an equal opportunity employer and therefore maintains a policy which prohibits unlawful discrimination based on race, color, creed, sex, age, national origin, physical handicap, disability, or any other consideration made unlawful by federal, State or local laws. All such discrimination is unlawful and the Contractor agrees during the term of this Contract that the Contractor will strictly adhere to this policy in its employment practices and provision of services. The Contractor shall comply with, and all activities under this Contract shall be subject to, all applicable federal, State of Mississippi, and local laws and regulations, as now exists and as may be amended or modified.
19. Representation Regarding Gratuities--The bidder, offeror, or Contractor represents that it has not violated, is not violating, and promises that it will not violate the prohibition against gratuities set forth in Section 6-204 (Gratuities) of the Mississippi Personal Service Contract Procurement Regulations.
20. Procurement Regulations--The Contract shall be governed by the applicable provisions of the Personal Service Contract Review Board Regulations, a copy of which is available at 210 E.

Capitol Street, Suite 800, Jackson, Mississippi, for inspection or downloadable at [www.mspb.ms.gov](http://www.mspb.ms.gov).

21. Availability of Funds--It is expressly understood and agreed that the obligation of the MDA to proceed under this Contract agreement is conditioned upon the appropriation of funds by the Mississippi State Legislature and the receipt of state and/or federal funds. If the funds anticipated for the continuing fulfillment of the Contract are, at any time, not forthcoming or insufficient, either through the failure of the federal government to provide funds or of the State of Mississippi to appropriate funds or the discontinuance or material alteration of the program under which funds were provided or if funds are not otherwise available to the MDA, the MDA shall have the right upon ten (10) working days written notice to the Contractor, to terminate this Contract without damage, penalty, cost or expenses to the MDA of any kind whatsoever. The effective date of termination shall be as specified in the notice of termination.
22. Indemnification--To the fullest extent allowed by law, the Contractor will indemnify, defend, save and hold harmless, protect, and exonerate the State of Mississippi and the MDA from and against all claims, demands, liabilities, suits, actions damages, losses, and any costs related thereto, including, without limitation, court costs, investigative fees and expenses, and attorneys' fees resulting from any negligent acts or misconduct of the Contractor, its agents, or employees.
23. Integrated Agreement/Merger--This Contract, including all contract documents, represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, irrespective of whether written or oral. This Contract may be altered, amended, or modified only by a written document executed by the MDA and the Contractor. The Contractor acknowledges that it has thoroughly read all Contract documents and has had the opportunity to receive competent advice and counsel necessary for it to form a full and complete understanding of all rights and obligations herein. Accordingly, this Contract shall not be construed or interpreted in favor of or against the MDA or the Contractor on the basis of draftsmanship or preparation hereof.
24. Oral Statements--No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this Contract. The MDA must make all modifications to the Contract in writing.
25. Third Party Action Notification--Contractor shall give the MDA prompt notice in writing of any action or suit filed, and prompt notice of any claim against the Contractor by any entity that may result in litigation related in any way to this Contract.
26. Independent Contractor Status--The Contractor shall, at all times, be regarded as and shall be legally considered an independent Contractor and shall at no time act as an agent for the MDA. Nothing contained herein shall be deemed or construed by the MDA, the Contractor, or any third party as creating the relationship of principal and agent, master and servant, partners, joint venturers, employer and employee, or any similar such relationship between the MDA and the Contractor. Neither the method of computation of fees or other charges, nor any other provision contained herein, nor any acts of the MDA or the Contractor hereunder,



creates or shall be deemed to create a relationship other than the independent relationship of the MDA and the Contractor. Contractor's personnel shall not be deemed in any way, directly or indirectly, expressly or by implication, to be employees of the MDA. Neither the Contractor nor its employees shall, under any circumstances, be considered servants, agents, or employees of the MDA; and MDA shall be at no time legally responsible for any negligence or other wrongdoing by the Contractor, its servants, agents, or employees. The MDA shall not withhold from the contract payments to the Contractor any federal or Mississippi unemployment taxes, federal or Mississippi income taxes, Social Security tax, or any other amounts for benefits to the Contractor. Further, the MDA shall not provide to the Contractor any insurance coverage or other benefits, including Workers' Compensation, normally provided by the State of Mississippi for its employees.

27. Stop Work Order--

1. Order to Stop Work. The Procurement Officer of the Department, may, by written order to the Contractor at any time, and without notice to any surety, require the Contractor to stop all or any part of the work called for by this Contract. This order shall be for a specified period not exceeding 90 days after the order is delivered to the Contractor, unless the parties agree to any further period. Any such order shall be identified specifically as a stop work order issued pursuant to this clause. Upon receipt of such an order, the Contractor shall forthwith comply with its terms and take all reasonable steps to minimize the occurrence of costs allocable to the work covered by the order during the period of work stoppage. Before the stop work order expires, or within any further period to which the parties shall have agreed, the Procurement Officer shall either: (a) cancel the stop work order; or (b) terminate the work covered by such order as provided in the "Termination for Default Clause" or the "Termination for Convenience Clause" of this Contract.
2. Cancellation or Expiration of the Order. If a stop work order issued under this clause is cancelled at any time during the period specified in the order, or if the period of the order or any extension thereof expires, the Contractor shall have the right to resume work. An appropriate adjustment shall be made in the delivery schedule or Contractor price, or both, and the Contract shall be modified in writing accordingly, if: (a) the stop work order results in an increase in the time required for, or in the Contractor's cost properly allocable to, the performance of any part of this Contract; and (b) the Contractor asserts a claim for such an adjustment within 30 days after the end of the period of work stoppage; provided that, if the Procurement Officer decides that the facts justify such action, any such claim asserted may be received and acted upon at any time prior to final payment under this Contract.
3. Termination of Stopped Work. If a stop work order is not cancelled and the work covered by such order is terminated for default or convenience, the reasonable costs resulting from the stop work order shall be allowed by adjustment or otherwise.

4. Adjustments of Price. Any adjustment in Contract price made pursuant to this clause shall be determined by mutual consent of the parties.

28. Representation Regarding Contingent Fees--

The Contractor represents that it has not retained a person to solicit or secure a State contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fees, except as disclosed in the Contractor's bid or proposal.

29. Certification of Independent Price Determination--

The bidder certifies that the prices submitted in response to the solicitation have been arrived at independently and without - for the purpose of restricting competition - any consultation, communication, or agreement with any other bidder or competitor relating to those prices, the intention to submit a bid, or methods or factors used to calculate the prices bid.

30. PayMode by State of Mississippi agencies using the Statewide Automated Accounting System shall be made and remittance information provided electronically as directed by the State. These payments shall be deposited into the bank account of the Contractor's choice. The State may, at its sole discretion, require the Contractor to submit invoices and supporting documentation electronically at any time during the term of this Contract. The Contractor understands and agrees the State is exempt from the payment of taxes. All payments shall be in United States currency.

31. E-Verify The Contractor represents and warrants that it will ensure its compliance with the Mississippi Employment Protection Act, Section 71-11-1, et seq. of the Mississippi Code Annotated (Supp 2008), and will register and participate in the status verification system for all newly hired employees. The term "employee" as used herein means any person that is hired to perform work within the State of Mississippi. As used herein, "status verification system" means the Illegal Immigration Reform and Immigration Responsibility Act of 1996 that is operated by the United States Department of Homeland Security, also known as the E-Verify Program, or any other successor electronic verification system replacing the E-Verify Program. Contractor agrees to maintain records of such compliance and, upon request of the State and approval of the Social Security Administration or Department of Homeland Security, where required, to provide a copy of each such verification to the State. Contractor further represents and warrants that any person assigned to perform services hereunder meets the employment eligibility requirements of all immigration laws of the State of Mississippi. Contractor understands and agrees that any breach of these warranties may subject Contractor to the following: (a) termination of this Contract and ineligibility for any state or public contract in Mississippi for up to three (3) years, with notice of such cancellation/termination being made public, or (b) the loss of any license, permit, certification or other document granted to Contractor by an agency, department or government entity for the right to do business in Mississippi for up to one (1) year, or (c) both. In the event of such termination/cancellation, Contractor would also be liable for any additional costs incurred by the State due to contract cancellation or loss of license or permit.

32. E-Payments Contractor agrees to accept all payments in United States currency via the State of Mississippi's electronic payment and remittance vehicle. The MDA agrees to make payments in accordance with Mississippi law on "Timely Payments for Purchases by Public Bodies,"

Mississippi Code Annotated §31-7-301, which generally provides for payment of undisputed amounts by the agency within forty-five (45) days of receipt of invoice.

33. Transparency - This Contract, including any accompanying exhibits, attachments and appendices, is subject to the “Mississippi Public Records Act of 1983”, codified as Section 25-61-1 *et seq.*, Mississippi Code Annotated and exceptions found in Section 79-23-1 of the Mississippi Code Annotated (1972, as amended). In addition, this Contract is subject to the provisions of the Mississippi Accountability and Transparency Act of 2008 (MATA), codified as Section 31-7-13 of the Mississippi Code Annotated (1972, as amended). Unless exempted from disclosure due to a court-issued protective order, this Contract is required to be posted to the Mississippi Department of Finance and Administration’s independent agency contract website for public access. Prior to posting the contract to the website, any information identified by the Contractor as trade secrets, or other proprietary information including confidential vendor information, or any other information which is required confidential by state or federal law or outside the applicable freedom of information statutes, will be redacted.
34. Non-exclusivity – Nothing herein is intended to nor shall be construed as creating any exclusive arrangement with the Contractor. This Contract shall not restrict the MDA from acquiring other services for projects specific in scope.

**24. THE FOLLOWING RESPONSE FORMAT SHALL BE USED FOR ALL SUBMITTED PROPOSALS:**

- A. Completed and signed *Request for Proposal Submission Form* (is included in this RFP).
- B. Management Summary: Provide a statement indicating the underlying philosophy of the Proposer in providing the service.
- C. Proposal: Describe in detail how the service will be provided. Include a description of major tasks and subtasks. A timeline for execution shall be included in this section.
- D. Corporate experience and capacity.
- E. Personnel and resume(s) of those who will be involved in the service delivery.
- F. References and client information: Give at least three references for contracts of similar size and scope, including at least two references from current contracts or in the past three years. Include the name of the organization, the length of the contract, a brief summary of the work, and the name and telephone number of a responsible contact person.
- G. Acceptance of conditions: Indicate any exceptions to the General Terms and Conditions of the proposal document and any other requirements listed.
- H. Additional data: Provide any additional information that will aid in evaluation of the response.
- I. Cost data: Cost data submitted at this stage is not binding and is subject to negotiation if your proposal is chosen as a finalist. Include the number of personnel to be assigned to the contract and the hourly rates associated with those positions (include a sample staffing chart). For evaluation purposes, Proposals must also include a single blended hourly rate. Hourly rates shall include all overheads, direct, indirect, fringe and other miscellaneous expenses. Printing and production costs (inclusive of electronic production and retouching) will be billed by the ad agency as pass-through costs with no mark-up. All media placements will be paid by MDA at net cost. Do not include estimated travel expenses in the Proposal's Cost Data section. However, travel expenses must be preapproved by the MDA and will be reimbursed at actual cost not to exceed those limits set by the Mississippi Department of Finance & Administration for all State agencies. Lodging arrangements will be the responsibility of the successful Proposer.

MISSISSIPPI DEVELOPMENT AUTHORITY

REQUEST FOR PROPOSAL FOR

Tourism Advertising Agency Services

SUBMISSION FORM

RFP # TOUR07242013

Company \_\_\_\_\_

Address \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone Number \_\_\_\_\_

Email \_\_\_\_\_

**NOTE: It is the Proposer's responsibility to provide adequate information in their proposal package to enable MDA to ensure the proposal meets the required criteria. Items listed in the package shall be in the same order as listed in the specifications. Failure to do so could result in the rejection of the proposal.**

**EMPLOYEES NOT TO BENEFIT**

I (we) hereby certify that if the contract is awarded to our firm, partnership, or corporation, no employee of MDA, or members of his/her family, including spouse, parents or children has received or been promised, directly or indirectly, any financial benefit, by way of fee, commission, finder's fee, political contribution or any similar form of remuneration on account of the act of awarding and/or executing this Contract.

**CONFLICTS OF INTEREST**

The Proposer [ ] is [ ] is not aware (*mark one box*) of any information bearing on the existence of any potential organizational conflict of interest.

**PROSPECTIVE CONTRACTOR'S REPRESENTATION REGARDING CONTINGENT FEES**

The prospective contractor represents as a part of such contractor's proposal that such contractor has/has not (*circle the appropriate answer*) retained any person or agency on a percentage, commission, or other contingent arrangement to secure this Contract.

**COLLUSION**

I certify that this offer is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for the same services, materials, supplies, or equipment and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of State of Mississippi and U.S. Federal laws and can result in fines, prison sentences, and civil damage awards. I hereby certify that the responses to the above representations, certifications, and other statements are accurate and complete. I agree to abide by all conditions of the proposal and certify that I am authorized to sign for my company.

Signature Date: \_\_\_\_\_

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

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

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