



## TOWN OF OLD SAYBROOK Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475  
Telephone (860) 395-3139 • FAX (860) 395-3125

David Prendergast, Chair  
Vacant, Vice Chair  
Sandra Roberts, Secretary/Treasurer

Judy Ganswindt  
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Norman “Nick” Prevost  
Elizabeth Swenson  
Susan Quish  
Erica Cosenza, Alternate  
Michael Bender, Alternate

### REQUEST FOR PROPOSAL FOR MARKETING SERVICES

#### Project Overview

The Town of Old Saybrook Economic Development Commission (EDC) is accepting proposals to provide marketing services in support of its activities and interests. The EDC seeks to have ongoing promotion throughout the four seasons to keep people interested in visiting the Town of Old Saybrook and patronizing its businesses year-round and to promote Old Saybrook as a desirable location to live, work and play for businesses and young families in particular. Old Saybrook has been proactive in trying to extend the tourist season, attract new businesses to diversify the economy and recruit businesses with employment opportunities to attract workers with a wide range of skills, ages and income needs. The challenges of the pandemic have reinforced the Town’s need to continue these efforts to create a strong year-round economy.

#### Organization Overview

The EDC is made up of seven members and two alternate members and is supported by a part-time staff person. The EDC is tasked with: 1) attracting new businesses and providing resources to existing and new businesses, including publicizing economic and other resources; 2) partnering with the Old Saybrook Chamber of Commerce and other businesses and organizations to draw people to town to support businesses and special events; 3) supporting and promoting sound, intelligent economic development initiatives that are consistent with the Town Plan of Conservation & Development.

Old Saybrook’s population is 10,481 residents and has remained relatively unchanged since 2000 while its population has continued to age. Key demographics:

- Median age 51.8 years;
- Median income \$83,132;
- Poverty Rate 3.9%;
- Affordable Housing Stock 155 (2.77%).

Old Saybrook is centrally located between New York and Boston at the mouth of the Connecticut River and Long Island Sound which makes it a destination by boat, car and train. It has a train station that supports rail transportation through Shoreline East and Amtrak. Old Saybrook is the commercial hub for the region and especially flourishes in the summer months when visitors flock to the shoreline. Retail, restaurants, recreation, services and attractions rely on summer tourism to offset the population and workforce decline during the offseason. The town is home to The Kate (a performing arts center and concert venue offering live music, concerts, comedy shows, theater, musicals and children's programs), eight marinas, Saybrook Point Resort & Marina, Tantor Media, From You Flowers, Iterum Therapeutics, and Sound Manufacturing as well as a variety of unique and distinct shops and dining options.

The EDC currently has two electronic newsletter lists, one for events and one for business as well as a Facebook following of 831 and an Instagram following of 711. The electronic newsletters are maintained by the EDC staff person and the Facebook and Instagram posts are maintained by a marketing vendor. Our social media can be found at [@saybrookbiz](#) and our webpages can be found at <https://www.oldsaybrookct.gov/economic-development>. In the past, the vendor has also provided targeted digital advertising campaigns using videos and Facebook postings. Vendor has also coordinated video footage of special events in town to use for future promotions.

## **Scope of Work**

The EDC seeks proposals that include the following services to use as appropriate to promote the aspects highlighted in the project overview:

- Marketing strategy development with annual calendars;
- Digital advertising services including content creation, media purchase, media placement and reporting on social media, streaming audio, streaming video, and display platforms;
- Social Media management for Facebook, Instagram and additional platforms as may be advantageous;
- Print media content creation and media purchase/placement;
- Content creation options: graphic design, photography, video production, copywriting.
- Potential creation of a website designed for outside visitors that is targeted and focused in a way that our town-sponsored site is not, or help with improving our town-sponsored site to meet our goals and objectives more effectively.
- Potential branding of our downtown and/or shopping areas.

## **Budget**

The EDC has up to \$17,500 to spend on marketing services in the current fiscal year. In addition, we recently received a grant through the American Rescue Plan Act funds allocated to our town to help with business revitalization that could add up to \$25,000 annually to this budget for the next four years.

## **Selection Criteria**

Proposals will be judged on:

- Vendor’s ability to provide the services requested;
- Experience of staff members servicing our account; experience working with municipalities a plus.

The EDC reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of the Town of Old Saybrook, including:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered

## **Project Timetable**

<b>Date</b>	<b>Action</b>
January 17, 2023	RFP Posted
February 7, 2023	Requests for interpretation or clarification due
February 13, 2023	Addendum with answers to interpretations and clarifications posted
February 27, 2023 – 4:30 pm	RFPs due
February 27 – March 27, 2023	EDC reviews RFP submittals and interviews select consultants
April 14, 2023	Contract awarded

Inquiries for Clarification: The EDC will not respond to individual requests for oral or written interpretation and/or clarification of the RFP specifications for any reason. The EDC will respond to a respondent’s written request(s) for interpretation and/or clarification by an addendum to the RFP documents made available to all respondents. Every request for such information shall be made in writing via email to: [Jennifer.donahue@oldsaybrookct.gov](mailto:Jennifer.donahue@oldsaybrookct.gov) .

## **Proposal Requirements**

All proposals must be submitted in sealed envelopes or packages addressed to:

Office of the First Selectman  
ATT: Jennifer Donahue  
302 Main Street Old Saybrook, CT 06475  
RFP 2023 – Economic Development Marketing

Proposals transmitted by fax or email will not be accepted or reviewed.

Proposals must contain the following items:

- List of employees who will provide services and their qualifications.
- List of services provided by your company.
- List of additional services that your company can provide through subcontracting with alternate vendors.
- Two professional references.

Proposals must be received no later than February 27, 2023 at 4:30 p.m. The contractor agrees this proposal will remain valid for a period of 90 days after the deadline for submission and may be extended beyond that time by mutual agreement.

OLD SAYBROOK IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER. MBE'S, WBE'S AND SBE'S ARE ENCOURAGED TO SUBMIT BIDS. REQUEST FOR PROPOSAL CONDITIONS:

- All submittals in response to this RFP are to be the sole property of the Town of Old Saybrook. Proposers are encouraged not to include in their submittals any information that is proprietary. All materials associated with this process are subject to the terms of state laws defining freedom of information and privacy and all rules, regulations and interpretations resulting from those laws.
- Any product, whether acceptable or unacceptable, developed as a result of this RFP is to be the sole property of the Town of Old Saybrook.
- Any costs and expenses incurred by Proposers in preparing or submitting submittals are the sole responsibility of the Proposer.
- In some cases, Proposers may be asked to give demonstrations, interviews, presentations or further explanation to the RFP Committee.

ADDENDA  
TO  
ROUTE 1 AND ELM STREET SIDEWALKS  
TOWN OF OLD SAYBROOK, CONNECTICUT

ADDENDUM NO. 1 AND  
PRE-BID MEETING MINUTES  
JANUARY 18, 2023

Nathan L. Jacobson & Associates, Inc.  
Consulting Engineers  
Chester, Connecticut

Prospective Bidders and all concerned are hereby informed that the following changes are made as part of the Bidding Documents and Contract Documents. All documents should be amended accordingly.

### CONTRACT ADDENDA ITEMS

- 1) Section 00 11 16 – Invitation to Bid (pg. 1). Delete the first sentence and replace with the following: *"Sealed Bids for Route 1 and Elm Street Sidewalks will be received by the Town of Old Saybrook electronically via the internet bidding service or by hard copy via mail at the Issuing Office until **10:00 AM** local time on **Tuesday, February 14, 2023.**"*
- 2) Section 00 52 13 – Agreement Between Owner and Contractor for Construction Contract (Stipulated Price) (pg. 45) Delete Article 4.02.A. and replace with the following: *"4. The Work will be substantially completed within **120** days after the date when the Contract Times commence to run as provided in Paragraph 4.01 of the General Conditions, and completed and ready for final payment in accordance with Paragraph 15.06 of the General Conditions within **150** days after the date when the Contract Times commence to run."*
- 3) Section 01 11 00 – Summary of Work, Article 1.04.C. (pg. 247) Delete this sentence and replace with the following: *"Hours for construction operations within the State Rights-of-way are limited to 8:30am to 4:00pm Monday through Friday."*
- 4) Section 31 23 23 – Backfilling, Article 1.06.B.2. (pg. 370) Add the following sentence after the first sentence: *"Test date shall be within one (1) year of the submittal date."*
- 5) Section 32 11 00 – Base Courses, Article 1.06.B.2. (pg. 394). Add the following sentence after the first sentence: *"Test date shall be within one (1) year of the submittal date."*

END OF ADDENDUM NO. 1

### PRE-BID MEETING MINUTES

The pre-bid meeting was held 9:00 AM, January 18, 2022, at the Town Hall in Old Saybrook, CT. The following were in attendance:

NAME	COMPANY	TELEPHONE
Aaron L. Mortensen, P.E.	Nathan L. Jacobson & Associates, Inc.	860-526-9591
William Laydon	William Laydon Construction Co.	203-497-8344
Paul Ferreira	Eleuthera Assoc. LLC	860-886-3419
Justin Rocco	Colossale Siteworks	860-223-8179
Alex Ionita	William Laydon Construction Co.	203-842-4410

Aaron L. Mortensen, from Nathan L. Jacobson & Associates, Inc. discussed the following prior to opening the meeting up for questions:

- 1) Attending the pre-bid meeting is not mandatory.
- 2) Minutes of the pre-bid meeting will be provided in an addendum to bidding document holders. Information provided in this addendum will govern over any information provided verbally in the meeting.

- 3) Project primarily consists of sidewalk and driveway apron construction with minor storm drainage. There are two Add Alternates proposed in the Contract.
- 4) Estimated cost for the base bid (not including Add Alternate) is approximately \$300,000.
- 5) Bid Period is from January 14, 2023 to **February 14, 2023**.
  - a) Bids must be submitted through the internet bidding service or received by the Town by 10:00 AM on February 14, 2023.
  - b) Bids to be read aloud immediately thereafter. Public may access the reading via teleconference at the following number:
    - i) Phone: 929-352-3485
    - ii) Access code to listen: 822 703 08#
    - iii) If you would like to attend the meeting by video conference, request a video conference link from [amortensen@nlja.com](mailto:amortensen@nlja.com).
  - c) Results of bids will be delivered via the internet bidding service to project plan holders as soon as possible after reading bids aloud.
- 6) Complete bid submission includes Bid (Proposal) Form submitted via the online form or hard copy bid; Bid Bond in the amount of 5% of the Bid; Non-Collusion Affidavit of Bidder; Statement of Bidder's Qualifications; CHRO Bidder Contract Compliance Monitoring Report; Evidence of Authority to do business in CT; and Certificate of Compliance with Connecticut General Statute Section 31-57b; and, if required, Evidence of Authority to Sign. If bid exceeds \$500,000, please submit DAS Prequalification Certificate and Updated (Bid) Statement with your bid.
- 7) This project is bid as a lump sum project with 12-unit price items and two add alternates. All Work in the Contract Documents will be paid for in bid item 1. The unit price items include Rock Excavation, a Municipal Officer Traffic Protection allowance, and other additional As Ordered By Engineer (A.O.B.E) items. The A.O.B.E. items are included in the contract to establish contract costs for work that may be required but unforeseen during design.
- 8) The Town will decide whether to proceed Add Alternate No. 1 and/or Add Alternate No. 2 within 14 days of awarding the contract.
- 9) Owner has 90 days to award the project (May 15, 2023) after the bid opening. Due to the funding program requirements, the State must provide the Town with authorization to Award prior to the Town awarding the project.
- 10) Payment and Performance bonds are required.
- 11) 5% retainage will be held through substantial completion. 1% retainage may be held after substantial completion until final completion.
- 12) Full insurance policies and bonds to be approved prior to the issuance of the Notice to Proceed.
- 13) Work is anticipated to start in April 2023.
- 14) After the issuance of the Notice to Proceed, construction time is **120** days to substantial completion and **150** days to be ready for final payment. Liquidated Damages are \$500/day and \$100/day, respectively.
- 15) The Work is considered substantially complete when all final pavement surfaces are installed.

- 16) This project is funded by the State of Connecticut Community Connectivity Grant Program
- 17) CHRO requirements apply to this Contract. Direct attention to the 25% minimum set-aside goals required by state-funded projects. 25% set-aside for Small and Minority owned businesses certified by the DAS and 25% of that work set-aside for Minority, Women, and/or disabled owned businesses. Please familiarize yourself with these requirements prior to bidding on this project.
- 18) This is a prevailing wage rate project. State labor laws will be strictly enforced, or otherwise submitted to the Labor Dept.; certified payroll forms will be properly filled-out or returned to Contractor for correction.
- 19) A CTDOT encroachment permit is required. The CTDOT District 2 reviewed the plans prior to bidding. See page 17 for encroachment permit contractor requirements. The Town of Old Saybrook does not plan to submit an application for the contractor.
- 20) The permanent easement shown on the plans has been obtained by the Town.
- 21) No relocation of aerial utilities is anticipated.
- 22) Submittals for select materials will require soundness and abrasion tests completed within one year of submittal date prior to approval.
- 23) Work times were discussed in the meeting but have been revised per Addendum #1.
- 24) Contractor is responsible for obtaining their own staging area for the project.
- 25) Contractors shall be respectful of the business owners. Maintain access to their properties throughout construction and coordinate with them when work access may be limited.
- 26) Concrete sidewalks will include a colored and stenciled soldier course edge like existing sidewalks near the project area. Also, horizontal dowels are required at sidewalk expansion joints.
- 27) Take note that the State Roadway Pavement Repair limits extend 13" beyond the face of curb and driveway pavement per the State Roadway Pavement Repair Detail.
- 28) Concrete curbing is proposed as extruded concrete curbing. Using cast-in-place concrete curbing as an alternative was discussed but not approved at this meeting. A. Mortensen said this alternative can be evaluated with selected bidder once project is awarded.
- 29) The Contractor is responsible for providing quality control testing and providing work to meet the specification. The Owner may retain and pay for services from an independent testing laboratory to perform testing on in-place materials.
- 30) There are no concerns with traffic signal loops as the pavement work is limited to 2 feet from the edge of roadway.
- 31) Underground utilities exist within the project limits. While no relocation is proposed (other than with Storm), curb boxes may be encountered and shall be adjusted to grade with the work.



The meeting in the Town Hall ended approximately 9:45 AM.

END OF MEETING MINUTES