



**THE CITY OF SMYRNA
2800 KING STREET
SMYRNA, GEORGIA 30080**

INVITATION TO SUBMIT PROPOSAL NO. RFP 23-016

REQUEST FOR PROPOSALS

MUNICIPAL BRANDING, PLACEMAKING & MARKETING STRATEGIC SERVICES

The City of Smyrna is seeking proposals from highly qualified branding and placemaking firms (Firms) to assist in the development of a citywide strategic branding, placemaking, and marketing plan (the Plan). The successful firm should have extensive experience in strategic branding, brand extension, and placemaking, with an especially high value placed on previous work with local governments.

The anticipated schedule for the RFP is as follows:

RFP Available	Friday, January 13, 2023
Deadline for Questions	12:00 PM (noon) - Tuesday, January 31, 2023
Answers Posted by the City (Addendum Issued)	Monday, February 6, 2023
Proposals Due	2:00 PM - Wednesday, February 15, 2023
Award	March / April 2023

Offerors must complete the following (Return this Cover Sheet with RFP Response)	
Company Name / Address:	Authorized Signature:
Phone Number: Fax Number:	Print Name:
Federal I.D. Number:	Email Address:



THE CITY OF SMYRNA
2800 KING STREET
SMYRNA, GEORGIA 30080

ADVERTISEMENT

REQUEST FOR PROPOSALS – RFP # 23-016

MUNICIPAL BRANDING, PLACEMAKING & MARKETING STRATEGIC SERVICES

The City of Smyrna is seeking proposals from highly qualified branding and placemaking firms to assist in the development of a citywide strategic branding, placemaking, and marketing plan. The successful firm should have extensive experience in strategic branding, brand extension, and placemaking, with an especially high value placed on previous work with local governments.

Sealed proposals will be received at the City of Smyrna Purchasing Division, 2800 King Street, Smyrna, GA 30080, no later than 2:00 PM on Wednesday, February 15, 2023.

The City of Smyrna uses an e-procurement system for electronic solicitation through BidNet's Georgia Purchasing Group. The Proposal Documents are available on BidNet's Georgia Purchasing Group website via the City of Smyrna Purchasing Department's Web Portal for Sealed Bids at <https://www.bidnetdirect.com/georgia/cityofsmyrna>. Proposal documents may also be obtained by sending an email to kbrown@smyrnaga.gov. Please include company name and contact information.

QUESTIONS: All questions or requests for information not included in RFP 23-016 must be submitted via email no later than 12 noon, Tuesday, January 31, 2023, to Kelly Brown, City of Smyrna Purchasing Manager at kbrown@smyrnaga.gov. Addenda will be posted on the City of Smyrna website and BidNet Direct. **After the proposal is advertised and submission deadline, no contact will be permitted between bidders and any other City staff members or elected officials except the Purchasing Manager.** The Purchasing Department office hours for questions are 8:00 AM to 5:00 PM, Monday through Friday. The phone number is 678-631-5406.

The City of Smyrna reserves the right to accept or reject any or all proposals and award in the best interest of the City.

City of Smyrna Purchasing Department
Kelly Brown, CPPB, NIGP-CPP
Purchasing Manager
678-631-5406
kbrown@smyrnaga.gov

GENERAL INSTRUCTIONS

1. Sealed Proposals may be delivered to the City of Smyrna Purchasing Division, 2800 King Street, Smyrna, Georgia 30080 or submitted electronically on BidNet Direct. Proposals must be received no later than the date and time indicated. Any proposal received after that time will not be considered for award.
2. A “Sealed Bid Label” has been enclosed to affix to your proposal. This label **MUST** be affixed to the outside of the envelope or package if hand delivering or mailing to the City. Failure to attach the label may result in your proposal being opened in error or not routed to the Purchasing department. Proposals may be submitted electronically on BidNet Direct - <https://www.bidnetdirect.com/georgia/cityofsmyrna>.
3. All proposals submitted shall be all inclusive.
4. The City of Smyrna is a tax-exempt Municipal Corporation. No sales tax will be charged on any products or services. Any sales tax paid on materials for the project shall be incorporated into the price of materials for the project. Our FEI number is 58-6000664.
5. The City of Smyrna reserves the right to waive any and all technicalities, formalities or irregularities. The City may also accept or reject any or all proposals and award the bid to the responsive and responsible bidder in the best interest of the City. The City may reject the proposal of any Consultant that has previously failed to perform properly or complete on time, contracts of a similar nature. Proposals by a Consultant that, in the sole opinion and discretion of the City of Smyrna, is not in the position to fulfill the contract may also be rejected.
6. All proposals must be submitted using the bid pricing and other forms provided. All information regarding bidder name, address, telephone number and contact person must be provided. Bidders must fill in bid prices and other information as indicated.
7. All bidders shall provide appropriate proof of a current and valid occupational license issued by an agency from within the State of Georgia. Any bidder owing fees, taxes or other monies to the City of Smyrna will be automatically disqualified.
8. Proposals may be withdrawn by written or faxed request, provided such withdrawals are received prior to the time and date of the opening of bid proposals.
9. If a bidder chooses to not submit a proposal, it is requested that a “NO BID” form be submitted stating the reason for the “no bid”. For our records, it is important that we know why bidders chose to not submit. A No Bid form is attached for the Consultant’s use. Any bidder submitting a “no bid” will be recorded as such.

SPECIAL INSTRUCTIONS

1. **Scope Reduction Clause**

The City of Smyrna (the “City”) reserves the right to reduce or increase the scope of the project if the responsible and responsive Consultant’s proposal is higher or lower than our budgeted amount for the project. The City of Smyrna, at its sole discretion, reserves the right to increase or decrease the scope of work to facilitate an award. This scope reduction clause will be enacted only if it is in the best interest of the City and constitutes no guarantee of scope.

2. **Additional Work**

The City of Smyrna reserves the right to add to the contract any future work, with the agreement of the Consultant, at unit prices offered in this proposal. This option will be enacted during the contract or within twelve months of the end of the contract, if in the best interest of the City, and with agreement of the Consultant (“Consultant”).

3. **Insurance Requirements**

All Proposals submitted must be accompanied by a Certificate of Insurance in compliance with the minimum requirements of the State of Georgia to include worker’s compensation. Upon Bid Award, Contractor shall present a Certificate naming the City of Smyrna as Additional Insured. Contractor shall be responsible for all injuries or damages of any kind resulting from his work to persons or property. The minimum insurance requirements are as follows:

- a. Commercial General Liability Coverage for personal injury and/or property damage with a minimum limit of \$1,000,000 per occurrence.
- b. Commercial Excess Umbrella for liability for bodily injury and/or property damage and in excess over other coverage in an amount of at least \$2,000,000 combined single limit.
- c. Worker’s Compensation and Employers Liability – Statutory coverage at a minimum of \$100,000 per accident.

Each policy shall contain an endorsement that, in the event of change or cancellation, a thirty (30) day prior written notice must be sent by mail to the City.

4. **Indemnification**

Consultant shall assume the obligation to indemnify and hold harmless the City, its officers, employees, engineers, associates, agents, sub Consultants and representatives from and against any and all claims, damages, suits, fees, judgments, costs, expenses (including attorneys’ fees), liability or payment arising out of, or through, injury to any person or persons including death and loss of services, or damage to property, suffered through any cause whatsoever in the work involved in the contract and to defend on their behalf any suit brought against them arising from such cause.

5. **Georgia Security and Immigration Compliance**

In compliance with the Georgia Security and Immigration Compliance act of 2006 Act 457, Section 2 of Senate Bill 529, Chapter 300-10-1 (O.C.G.A. 13-10-91) and further updated in House Bill 87 and Senate Bill 160, all Contractors must comply with the above mentioned State of Georgia regulations by completing the provided affidavits relative to Contractor and Sub-Contractor stating affirmatively that the Contractor and any Sub-Contractors are registered and participating in a federal work authorization program. All applicable affidavits

have been included with this RFP and must be signed and provided with the Quotation submission. An individual, or company with no employees, should complete the SAVE documentation and include a copy of a principal's drivers' license or passport to verify U.S. citizenship.

6. **Default and Termination**

a. **Default**

The City may on thirty (30) days notice to the Consultant terminate the service contract, and without prejudice to any other remedy it may have, when the Consultant materially defaults in the performance of any provision of this specification, or materially fails to carry out the work in accordance with the provisions of the service contract. Default by the Consultant will include, but is not limited to, the following:

- i. Failure by the selected firm to provide service in accordance with the specifications.
- ii. Insolvency or filing of a voluntary or involuntary petition in bankruptcy court by the Consultant.
- iii. Consultant fails to cure any other breach of default in the performance of its duties or obligations set forth in the contract within five (5) days of receipt by Consultant of written notice of such breach or default.

b. **Termination**

The City may terminate the contract, for convenience purposes, upon sixty (60) days written notice. Upon any termination of the contract, the Consultant shall, unless notified in writing otherwise, take all reasonable precautions to complete the work in progress and to minimize the expenses of the City incident to such termination and the completion of the work. Thereafter, the Consultant shall promptly discontinue the work. The City will pay the Consultant all monies owed for work completed.

7. **Confidentiality**

Consultant acknowledges that it may receive confidential information from the City and that it will protect the confidentiality of such confidential information and will require any of its subcontractors, consultants, and/or staff to likewise protect such information. Consultant agrees that confidential information it learns or receives or such reports, information, opinions or conclusions that Consultant creates under this Agreement shall not be made available to, or discussed with, any individual or organization without prior written approval of the City. Consultant shall exercise reasonable precautions to prevent the unauthorized disclosure and use of City information whether specifically deemed confidential or not.

Consultant acknowledges that the City's disclosure of documentation is governed by Georgia's Open Records Act, and Consultant further acknowledges that if Consultant submits records containing trade secret or proprietary information, and if the Consultant wishes to keep such records confidential, Consultant must submit and attach to such records an affidavit affirmatively declaring the specific information in the records constitutes trade secrets pursuant to Article 27 of Chapter 1 of Title 10, and the Parties shall follow the requirements of O.C.G.A. 50-18-72(a)(34) related thereto.



MUNICIPAL BRANDING, PLACEMAKING & MARKETING STRATEGIC SERVICES

SECTION 1: PROJECT OVERVIEW AND INSTRUCTIONS

1.0 STATEMENT OF INTENT

The City of Smyrna (City) is seeking proposals from highly qualified branding firms (Firms) to assist in the development of a citywide strategic branding and marketing plan (the Plan). The successful Firm should have extensive experience in strategic branding and marketing, with an especially high value placed on previous work with local governments. The Firm should demonstrate the ability to conduct all necessary research; solicit and incorporate City leaders, staff, and community input; understand what makes Smyrna unique and ways to keep it that way; emphasize the positive characteristics and attributes of Smyrna as a place; devise a manageable, effective strategy that shapes and communicates a cohesive, distinct public identity for Smyrna that visitors, businesses, and community members understand and embrace; develop workable strategies to share this messaging and smartly market the city; potentially propose visual options for logos, seals, color palettes and other graphic elements consistent with Smyrna's brand; and create a strategic Plan suitable for public review, public presentation and ultimately implementation in partnership with City staff. The Firm is expected to develop extensive, intimate knowledge of Smyrna and work in close partnership with City staff to develop the strategic Plan and articulate the next steps for staff to execute.

1.1 SINGLE POINT OF CONTACT

From the date that the Request for Proposal (RFP) is issued until a Firm is selected, firms are not allowed to communicate with any City staff or elected officials regarding this procurement, except at the direction of the Purchasing Department. Any unauthorized contact can disqualify the firm from further consideration.

1.2 GOALS

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

- a) Uniformity – The brand should convey a common message and image to audiences both within and outside the City of Smyrna. A defined message that will market the City of Smyrna locally, statewide, and nationally as a great place to live, work, shop, and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community. All City asset/venue/service brands must work together more cohesively but should not lose all individual identity and character in the process.
- b) Community Identity/Pride – Identify and promote what makes the City of Smyrna distinct and appealing in a regionally-competitive environment for investors, businesses, retailers, visitors, and residents. City asset/services may have their own identity but clearly be related back to a master City of Smyrna Brand.
- c) Community and Economic Development Promotion – Promote a healthy economy, attract private investment for redevelopment, and retain key businesses and creative talent.
- d) Flexibility – The brand must be flexible and adaptable in order to meet the needs of a variety of departments

and municipal functions within the City, as well as groups and businesses within the City in their specific marketing initiatives, while maintaining consistency with their overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.

- e) Endorsement – The brand must be authentic and resonate with the Smyrna community and businesses.

1.3 SUBMITTING PROPOSALS

Offerors must organize their proposal into sections that follow the format below. This RFP is for one proposal that includes all potential phases of this project.

A. Submittal Requirements.

Proposals should be as thorough and as detailed as possible, so the City may properly evaluate the Offeror's capabilities to provide the required services. Offerors are required to submit the following information/items as a complete proposal:

1. **Cover Page:** City of Smyrna request for proposal cover page (information entered and signed: Page 1)
2. **City of Smyrna Disclosure Form** (Page 17)
3. **Technical Proposal:**
 - a. No more than twenty-five (25) pages
 1. Cover page(s), table of contents, tabs, and required forms do not count toward the page limit
 - b. Minimum of 11-point font

Each Technical Proposal Shall Contain:

4. **(1) Letter of Transmittal (*in no particular order*):**
 - a. Brief history of the Firm, including date founded, corporate structure, and type of ownership;
 - b. A summary of qualifications and related experience;
 - c. Statement of understanding of the work to be done; and
 - d. Explanation of why the Firm believes itself to be the best qualified to perform the work.
- (2) Methodology.** Provide a clear articulation of the Firm's proposed methodology in managing and implementing this project as specified in the Scope of Work, project plan, and approach to engaging community input.
- (3) Project Management.** Identify who will serve as the City's project representative and the contact information for whom all contract related correspondence shall be forwarded. For each key team member that will be dedicated to the contract, provide a brief resume that indicates how long they have been with the Firm, their current position, and a brief summary of their job description and relevant experience.
- (4) Schedule.** Include an implementation schedule with a final report delivery date and note key project milestones and timelines for deliverables. Identify any assumptions used in developing the schedule.

(5) Expertise. Include a list of three (3) examples of a relevant work project related to branding and marketing, at least one such example (and preferably more) of which should have been prepared on behalf of a local government organization or comparable entity.

(6) References. List five (5) of the most recent relevant professional references and include their contact information

5. **Pricing (See Section 4.0)** – Offerors should use the Proposal Pricing Form and itemized pricing information in a separate file/envelope. The pricing information should be separate from the technical proposal.

6. **Acknowledgements (Page 13) and Applicable Addenda** (if necessary)

7. **Contractor and Subcontractor Affidavits**

Offerors must organize their proposal into sections that follow the format of Section 1.3 and Section 4.0.

Failure to Comply with Instructions.

Offerors failing to comply with these instructions may be subject to point deductions. The City may also choose to not evaluate, may deem non-responsive, and/or may disqualify from further consideration any qualifications that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

1.4 COST OF PREPARING PROPOSALS AND CONFIDENTIALITY

All expenses for preparing and submitting responses are the sole cost of the offeror submitting the response. The City is not obligated to any offeror to reimburse expenses. All submittals upon receipt become the property of the City. Subject to the provisions of the State of Georgia Open Records Act, the details of the proposal documents will remain confidential until final award.

SECTION 2: SCOPE OF SERVICES

2.0 BACKGROUND

Incorporated in 1872, the City of Smyrna is located in the southeastern portion of Cobb County, just 10 miles from Downtown Atlanta. The city boasts access to I-75, I-285, and US 41/Cobb Parkway. A major metro Atlanta attraction, Truist Park – home of the Atlanta Braves – and its surrounding entertainment district, The Battery, are located just outside the city limits at the intersection of these three major highways. Other arterial roadways within the city include Atlanta Road, South Cobb Drive (GA 280), Windy Hill Road, and the East-West Connector.

The city covers approximately 15 square miles and is home to nearly 60,000 residents. It has enjoyed significant population growth over the past 20 years (specifically, 53.4% growth between 2000 – 2015) and is an attractive community for young adults, families, and baby boomers due to its walkability, proximity to Atlanta, and access to attractions.

Smyrna is known as the “Jonquil City” due to the thousands of jonquil flowers that bloom in gardens and along city streets during the spring. Among other events, the City hosts its bi-annual “Jonquil Festival” in the spring and fall,

which are popular community gatherings for residents and attract outside visitors from the larger metro Atlanta area.

The City provides a wide range of services, including police and fire protection, economic development, planning and zoning, the construction and maintenance of streets and other infrastructure, library services and parks as well as recreational programs and activities.

Smyrna was among the first in the Atlanta area to successfully plan, develop and sustain a mixed-use downtown district utilizing a public/private partnership. In 2022, the City began reinvesting in the downtown by creating additional greenspace and approving the sale of property to a new brewery.

Although the downtown area is the most recognizable part of the City's brand, the City is actually a diverse collection of neighborhoods and commercial areas built out over the last 60 years. One of the City's newest and largest developments is Riverview Landing, an 82-acre mixed use project along the Chattahoochee River.

During the recent five-year update to the 2040 Comprehensive Plan, many residents expressed a desire for a more cohesive branding, marketing and communication strategy that better binds Smyrna, effectively communicates a distinct identity with a single voice, stimulates shared pride among citizens, and helps support local business owners.

2.1 INTENT

This project will involve working closely with City staff to devise effective, suitable ways (through branding and marketing tools) to relate a positive, consistent, and unique brand for the City of Smyrna for current and potential residents, visitors, and businesses. The Firm should produce a detailed Plan that articulates a unique, cohesive Smyrna identity to be championed (in line with community wants and needs) paired with a workable, actionable, forward-thinking set of strategies for City staff to take in implementing this Plan.

2.2 SCOPE OF WORK

As envisioned, the scope of work for this proposal will primarily consist of, but not necessarily be limited to, the following tasks:

- A. **Conduct a brand audit and environmental scan.** This should include evaluating existing documents, the City's organization, communications outlets, budget information, and related documents available on the City's website to understand the current state of Smyrna as well as forward-looking strategies. The assessment should also include research to understand the totality of Smyrna beyond the City government to include things such as businesses, schools, and community groups as well as key features and attributes of cities near Smyrna. This research is important because it can place Smyrna within context, including its current processes, operations, "brand," and attributes. Here is a non-exhaustive list housed on the City's website that may be part of this review:
 - a. [Smyrna's 2040 Comprehensive Plan](#);
 - b. [Smyrna Downtown Master Plan Update](#);
 - c. [South Cobb Drive Corridor Study](#);
 - d. [Parks and Recreation Master Plan](#);

- e. [Smyrna Connects Transit Feasibility Study](#);
 - f. [Strategic Vision Plan](#);
- B. The Firm should work closely with City staff to further develop a defined purpose, goals, and objectives for the Plan (and, more generally, the branding and marketing of Smyrna), both in the short-term (1 to 2-year period) and long-term (as far out as 20 years). It is crucial to maintain a strong, consistent identity over time.
- C. **Creation of a verbal identity.** This is the messaging framework that articulates who we are, what we stand for and how we come across.
- D. **Creation of visual identity.** Create branding elements in line with the City's identity that can include a tag line, refreshed logo with enhanced color palette, brand statement, icon, and other forms of brand extension including marketing collateral.
- E. **Public engagement process.** Facilitate a public feedback process for brand identify that includes engagement with and input from citizens, businesses, elected officials, and City staff. This process should include a public engagement component (in person and/or online) that allow for both active and passive involvement.
- F. **Strategy/Implementation recommendations.** Provide an internal and external communications strategy that includes a plan for unveiling the new brand, as well as recommendations for the types of communication channels that would be effective for the various program areas (economic development, parks and recreation, etc.). The recommendations should also include guidelines for implementation and successful use of the new brand, including graphics and typography standards as necessary. The guidelines should also include cost estimates for roll-out and implementation for the various program areas. Recommendations should include both internal and external communications and marketing processes.

The selected Firm shall provide regular progress reporting with Economic Development/Community Relations and will closely coordinate its schedule (including planning services and public outreach) with the City and its designated project management team. The Firm shall be required to provide a primary point of contact to the City for the duration of the project and shall be expected to attend regular project status and management meetings.

2.3 MINIMUM QUALIFICATIONS

The Offeror must satisfy all the minimum qualifications. Failure to satisfy them at the time the proposal is submitted shall result in the immediate rejection of the proposal. The Offeror must continue to satisfy the minimum qualifications throughout the term of the contract. The minimum qualifications are:

- A. Professional experience and educational background in facilitating branding initiatives, government marketing plans, and/or similar endeavors;
- B. Experience in organizing and facilitating projects, working with multiple citizen focus groups, and creating strategic documents;
- C. Experience with government clients (especially local/municipal);
- D. Have been in existence as a business entity for a minimum of five (5) years performing services similar in nature to the services required in this RFP.

SECTION 3: COST PROPOSAL

Cost Proposal shall be submitted using the COST PROPOSAL FORM (Page 12) along with an itemized list of all costs. The form and additional information should be in a separate file or envelope with the Offeror's Name and RFP 23-016 Municipal Branding, Placemaking and Marketing Strategic Services Cost Proposal.

SECTION 4: EVALUATION**4.0 EVALUATION CRITERIA**

The evaluation committee will review and evaluate all proposals received according to the criteria listed below. Proposals not meeting the minimum technical requirements and those who are non-responsive will not be considered. Cost Proposals will be reviewed after the technical review process. The City may request short-listed Offerors to meet with the City's Evaluation Committee for evaluation purposes.

EVALUATION CRITERIA	Points
A. Background/history, organization, longevity of the firm	10
B. Qualifications of the assigned staff (education, position in firm, and years of experience in placemaking projects for local governments)	10
C. Firm's proven experience and ability to provide required services to implement a successful branding system. Experience working with prior clients on placemaking specifically. Experience working with clients to implement strategic branding strategies, in local governments or similar organizations, with proven success	25
D. Proven success and demonstrates ability to provide creative solutions through public engagement efforts to gain deep understanding and knowledge of local community	20
E. Proven ability and specific strategies to engage local businesses to visitors, residents, and community	10
F. Demonstrate process/communication plan and collaboration strategy for working with City staff leading the project with assigned staff of selected firm	10
G. Reporting methods on progress working with key City staff. Transparency in the process and structure of the project	5
H. Cost ~ submitted in separate file / envelope from the technical proposal	10

4.1 FINAL EVALUATION

Upon completion of evaluation process by the Evaluation Committee, the firms will be ranked in descending order of recommendation. The City will begin negotiations with the number one ranked firm. Should the City be unable to negotiate a satisfactory contract with the top-ranked firm at a price determined to be fair and reasonable, negotiations will be terminated with that firm and the City will initiate negotiations with the second ranked firm to arrive at an acceptable contract, and so on.

The final recommendation and contract will be presented to Mayor and Council for final approval.



COST PROPOSAL FORM
RFP 23-016
MUNICIPAL BRANDING, PLACEMAKING & MARKETING STRATEGIC SERVICES

*Please provide cost information in a separate file / envelope from the technical proposal.

COMPANY _____

ADDRESS: _____

CONTACT: _____ PHONE _____

EMAIL: _____

The _____ Company submits the following bid for
RFP 23-016 Municipal Branding, Placemaking & Marketing Strategic Services

1. All Inclusive Price for All Consulting and Deliverables

\$ _____ TOTAL PRICE (in numbers)

\$ _____ (written cost)

2. Itemized List of all Costs and Potential Additional Costs: Please summarize all costs and any additional costs below and attach an itemized list.

3. Proposed Schedule of Compensation

Please attach your anticipated Compensation Schedule, indicating specific Milestones for payment, retention, final payment, etc. Example: Any deposits, payments for percentage of completion, etc.

Submitted By: _____

Printed Name: _____

Title: _____

Date: _____

ACKNOWLEDGEMENTS

_____ We acknowledge that we take no exceptions to the specifications.

OR

_____ We acknowledge that we do take exceptions to the RFP requirements and specifications and an itemized list of exceptions is attached.

_____ We acknowledge we have signed and attached the Contractors and/or Sub Contractors Affidavits.

COMPANY NAME: _____

SIGNATURE: _____

PRINTED NAME: _____

TITLE: _____

DATE: _____



City of Smyrna, Georgia
CONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. §13-10-91 (b) (1), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of the City of Smyrna has registered with and is participating in a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91 (b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

_____/_____/_____
EEV/ Federal Work Authorization User Identification Number Date of Authorization

Name of Contractor _____

Name of Project _____ Public Employer _____

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Printed Name and Title of Authorized Office or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE
____ DAY OF _____/_____

Notary Public
My Commission Expires:



City of Smyrna, Georgia
SUBCONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. §13-10-91 (b) (1), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of the City of Smyrna has registered with and is participating in a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91 (b). Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

_____/_____/_____
EEV/ Federal Work Authorization User Identification Number Date of Authorization

Name of SubContractor _____

Name of Project _____ Public Employer _____

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Printed Name and Title of Authorized Office or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE
____ DAY OF _____ / _____

Notary Public
My Commission Expires:



"NO RESPONSE" REPLY FORM
City of Smyrna
RFP 23-016

If you do not wish to respond to this RFP, please complete this form and mail/fax/email it to: Kelly Brown, City of Smyrna Purchasing Department, 2800 King Street, Smyrna, GA 30080, kbrown@smyrnaga.gov or fax to 770-431-2814.

I do not wish to submit a response to this RFP.

I wish to be retained on the Consultants' list: Yes _____ No _____

Company

Representative

You are invited to list reasons for your decision not to propose:



CITY OF SMYRNA DISCLOSURE FORM
(MUST BE RETURNED WITH PROPOSAL)

This form is for the disclosure of campaign contributions and family member relations with City of Smyrna officials/employees.

Please complete this form and return as part of your RFP response when it is submitted.

Name of Offeror _____

Name and the official position of the City of Smyrna Official to whom the campaign contribution was made (Please use a separate form for each official to whom a contribution has been made in the past two (2) years).

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named City of Smyrna Official.

Amount/Value

Description

Please list any family member that is currently (or has been employed within the last 12 months) by the City of Smyrna and your relation:

Sealed Proposal Label

This label **MUST** be affixed to the outside of the envelope or package. Failure to attach the label may result in your proposal being opened in error or not routed to the Purchasing department.

SEALED PROPOSAL

DO NOT OPEN

Deliver to: City of Smyrna, Purchasing Department
2800 King Street
Smyrna, GA 30080

Vendor: _____

RFP 23-016 MUNICIPAL BRANDING, PLACEMAKING & MARKETING STRATEGIC SERVICES

Proposal Due Date: 2:00 PM – Wednesday, February 15, 2023