

City of Lowell
Purchasing Department
City Hall
375 Merrimack Street, Room 60
Lowell, Massachusetts 01852

Project Name: **LOWELL REBRANDING**

RFP No.: **24-82**

Date: **February 5, 2024**

Buyer: **P. Michael Vaughn**

Tel. No.: **978-970-4110**

Fax No.: **978-970-4114**

Email: **pmvaughn@lowellma.gov**

The City of Lowell is seeking proposals for a strategic, highly creative firm to lead a rebranding and marketing effort for Lowell. The goal of this process is to identify a firm to create a plan for the City and community partners to implement a multi-channel, integrated destination and economic development marketing and advertising campaign. The ideal candidate will provide a detailed implementation plan that defines strategic partners and their roles; guides brand creation; supports community, event, and economic development marketing and advertising; and outlines campaign implementation in detail.

DUE DATE

Sealed proposals are due and will not be publicly opened on: **February 21, 2024** at City Hall in the Purchasing Department, Room 60, 375 Merrimack Street, Lowell, MA 01852, at **11:00 AM, EST/EDST**, for the work described herein. **BIDDERS ARE REQUIRED TO SUBMIT A BID INCLUDING ALL BID FORMS CONTAINED IN THIS PACKAGE. DO NOT REMOVE PAGES.**

DURATION

April 1, 2024 to March 30, 2026 with an one year option

CLARIFICATIONS OF SPECIFICATIONS

Any request for clarification to, or relief from, the specifications, must be submitted in writing to the attention of the assigned Buyer at the Purchasing Department's office no later than **five (5) business days prior to the Due Date.**

Should the City make changes to any specification, stipulation, requirement, or procedure, notification will be made to all Bidders in the form of written Addenda. No officer, agent, or employee of the City is authorized to amend any provision contained in this IFB, including the specifications, unless such amendment is issued as an Addendum and sent to all Bidders in accordance with this Section (Clarification of Specifications). Bidder is required to acknowledge all addenda. (**attached – form B**).

APPROPRIATION CONTINGENCY

If the City fails to appropriate operating funds, or if funds are not otherwise made available for the continued performance for any fiscal period of this Contract succeeding the first fiscal period, this Contract shall be cancelled automatically as of the beginning of the fiscal year for which funds were not appropriated. The City's fiscal year begins July 1st.

CONDITIONS, REQUIREMENTS AND COVENANTS PROJECT DOCUMENTS

Article 1. Acceptance or Rejection of Bids

The Purchasing Agent reserves the right to reject any or all bids and to accept any bid, in whole or in part which it considers to serve the best interest of the City of Lowell.

Any bid which is not according to prescribed form, not properly signed, or otherwise contrary to instructions may be rejected by the Purchasing Department.

All bids received by the Purchasing Department will be stamped in when received and said stamp shall indicate the time and date of receipt. All bids received will be publicly opened and read in the Purchasing Department at date and time shown above.

NO BID WILL BE ACCEPTED AFTER TIME AND DATE SPECIFIED.

Article 2. Identification of Sealed Envelopes

Bids shall be placed in sealed envelopes that are marked on the outside with the name and address of the bidder, the title of the project and the scheduled date for the opening of bids. No responsibility will be attached to the City of Lowell or the Purchasing Department for the premature opening of any bid that is not properly identified.

Article 3. Certified Check and/or Performance/Payment Bond

A certified check made payable to the "City of Lowell" in the amount of 5% must accompany this bid. **Bid bonds** are acceptable.

A **performance bond** in the amount of 0% of the total dollar award is required prior to contract execution.

A **payment bond** in the amount of 50% of the total dollar award is required prior to contract execution.

Article 4. Mailing of Bids

Bids which are mailed should be addressed to the Purchasing Department at 375 Merrimack St., Lowell, MA. 01852.

Article 5. Bid Forms

It is advisable that bids be submitted on appropriate Bid Forms prepared by the Purchasing Department in order to avoid errors, misconception or ambiguities in reference to the Project Documents.

Article 6. Possible Discrepancies in Specifications

Any inadvertent errors, omissions or discrepancies in the applicable specifications should be brought to the attention of the Purchasing Agent who shall then send written instructions to all bidders in order to effect the correction and clarification of the Project Documents. Failure of any bidder to receive any such addendum shall NOT relieve the bidder from any obligation under his bid as submitted.

Article 7. Waiver Of Informalities, Deviations, Mistakes, And Matters Of Form

The City reserves the right to waive any informalities, deviations, mistakes, and matters of form rather than substance of the bid documents, which can be waived or corrected without prejudice to the Bidder. No officer or agent of the City is authorized to waive this reservation.

Article 8. General Bidding Instructions

Within any context of specifications wherein the item required is defined by using a particular trade name, or by the designation of a specific manufacturer, or by reference to a Dealer's catalogue, the phrase "or approved equal" is not intended to exclude the consideration of other products. Any consideration of an "approved equal", however, will be predicted on the basis that such an item is of equal value in terms of physical attributes, durability, and functional use. The final decision concerning the acceptability of any equipment item shall rest with the Purchasing Agent.

- (a) Any clarification of specifications requested by bidders must be in writing addressed to the Purchasing Agent and received no later than ten (10) working days prior to the bid opening in order to be acknowledged.
- (b) Bidders must state the name of the manufacturer and the material model of each item for which they submit a bid.
- (c) All prices to be firm.
- (d) Bid offerings must be based on INSIDE DELIVERY F.O.B. DESTINATION unless otherwise indicated by the city.
- (e) All bidders must clearly state their terms of sale and maximum delivery time after receipt of order (ARO).
- (f) All bidders must clearly state the terms and conditions of the manufacturer's and/or dealer's warrantee and guarantee.
- (g) Any deviations from specifications must be clearly listed on bid sheet.
- (h) Quantities are for bidding purposes only; the exact quantities to be determined by purchase orders.
- (i) Bidders must submit brochures with their bid.
- (j) All bids must be totaled and where indicated, please list unit cost and the total price of each item. Awards will be made to the lowest responsible bidder who submits a responsive bid which is most advantageous to the City.
- (k) Proposals shall be type-written or written in ink. Erasures on bids will not be considered.
- (l) Conditional bids will not be accepted by the Purchasing Agent.

Article 9. Requirements of City Departments

The actual requirements of the City Departments shall govern the actual amount delivered under a contract to be drawn and entered into between bidder and the City of Lowell, Purchasing Agent and approved by the City Auditor as to the availability of appropriation to pay for the materials and supplies to be furnished under the Contract aforesaid, shall be made a part of said Contract.

Article 10. Discount

In determining the amount of any bid, a discount is in the amount of 1% or more City pay day.

Article 11. Taxes

The City of Lowell is exempt from payments of Federal Excise Taxes and Mass. Sales Tax, and the attention of all bidders is invited to this fact. The City will furnish to successful bidders properly executed tax exemption certificates upon request. Such taxes should not be included in bid prices.

Article 12. Contractor's Responsibility for Specifications

Any measurements, calculations or estimates included herein are believed to be correct, but each bidder should conduct a thorough examination of the project himself, since no allowance will be made because of any inaccuracy that inadvertently appears within the context of the Bid Documents. The failure of any bidder to acquaint himself with conditions as they actually exist shall not relieve him from any obligations and responsibilities inherent within Bid Documents.

Article 13. Unloading, Assembling and Installing of Equipment

The Contractor is responsible for the unloading of any trucking units or vans involved in the delivery of project items, and for overseeing the assembly, placement and installation of all such equipment in areas specified by the Purchasing Agent.

Article 14. Cleaning Up

Following the delivery or installation of any equipment items, the Contractor shall remove from the site all rubbish, waste and surplus materials and the premises shall be left in neat, orderly and broom-clean conditions.

Article 15. Contractor's Liability Insurance

- (a) Workmen's Compensation Insurance: The Contractor shall take out and maintain during the life of this Contract adequate Workmen's Compensation Insurance for all his employees assigned to the project in the manner and to the extent provided for in Chapter 152 of the General Laws and the amendments thereto.

In the event that any employees of the Contractor are engaged in hazardous work at the site of the project and are not protected under Workmen's Compensation Insurance, the Contractor shall be responsible for providing sufficient insurance to cover such employees.

(b) Public Liability Insurance: The Contractor shall take out and maintain during the life of this Contract (1) Bodily Injury Insurance which includes coverage for accidental death and (2) Property Damage Insurance.

The Contractor further agrees to indemnify and save the Owner harmless from any responsibility arising under the context of the aforesaid paragraphs.

(c) Approval of Certificate and Evidence of Compliances: A true copy of a properly endorsed Insurance Certificate, issued by a company or companies duly licensed and authorized by the Commonwealth of Massachusetts to write the various types of insurance as specified above, shall be submitted to the Purchasing Agent as evidence of compliance with the requirements of the preceding paragraphs prior to the commencement of any work herein specified.

Article 16. Breach of Contract

If at any time the Contractor is unable to furnish material or services as ordered by the City, the City may order such material or services from such places as are available, and the Contractor shall pay to the City all expense incurred above the contract price.

Article 17. Signatures on the Bid Forms

If a bid is submitted by an individual, the full name and post address of this person shall be designated.

If a bid is submitted by a firm, partnership or corporation, it shall be signed by the person having the legal authority to execute such a document in behalf of the bidder, the individual signing the bid form shall then indicate his title or position in addition to the Full name and address of the firm, partnership or corporation (**certification attached – form D**).

Article 18. Guarantee

The bidder to whom a contract is awarded guarantees to the City of Lowell all equipment, materials and/or workmanship for a period of one (1) year after final inspection and acceptance and shall replace promptly any defective equipment, materials and/or workmanship required without additional cost to the City.

Article 19. Withholding of Contract Award

The Purchasing Agent reserves the right to withhold the awarding of any contract under its jurisdiction when the bidder is unable to furnish satisfactory evidence of adequate ability, experience and/or capital to execute the completion of a project in accordance with the prescribed requirements and specifications.

Article 20. Modifications

This Agreement can only be modified by a written agreement duly signed by persons authorized to sign agreements on behalf of the Contractor and of the City. Any variance from the terms and conditions of this Agreement or any order or other written notification given by either Party to the other that is not duly authorized shall have no force or effect.

Article 21. Change Order

The City may, at any time throughout the Term of the Agreement or any extensions thereof, issue a written Change Order requiring the Contractor to make changes within the general scope of the Agreement that may include additions, modifications, and improvements to the services. A Change Order shall not modify the overall purpose of this Agreement. No change order can exceed twenty-five (25) percent of the total price.

The Contractor may, at any time, propose in writing to the City for acceptance or denial, modifications to the Contract documents, which will benefit the City. The City shall review the Contractor's proposal and may request such modifications. Denial of a proposed modification shall neither provide the Contractor with any basis for a claim for damages nor release the Contractor from contractual responsibilities.

If the Change Order issued by the City causes an increase or decrease in the Contractor's cost to provide the services and/or requires a change to the schedule that, in the City's reasonable discretion, is determined to be necessary, an equitable adjustment will be made and incorporated into this Agreement.

Change Order Notice. Upon receipt of a Change Order issued by the City, the Contractor shall within ten (10) business days of receipt of the Order give written notice (including preliminary cost and time estimates) to the City stating the Change Order to be either an alteration to, deviation from, addition to, or deletion from the Contract. Within thirty (30) days of receipt of the Order or other time period mutually agreed to by the City and the Contractor, the Contractor shall submit a detailed Change Order proposal, which includes the following information:

Description of change and details of work to be done. Detailed cost and pricing data, the cost detail should be comprehensive and readily traceable into the Contractor's accounting records and underlying supporting documentation. The Contractor's statement of additional time shall include a detailed schedule analysis identifying which schedule activities and key milestones are impacted.

Change Order Authorization. The Contractor shall not proceed with any Change Order work until the City gives written authorization. The City shall not accept any responsibility whatsoever for Change Order work performed by the Contractor without proper authorization by the City. All Change Orders shall be executed in accordance with the terms and conditions of the Contract. All executed Change Orders shall constitute the entire agreement between the City and the Contractor with regard to any and all costs and time extensions related to Change Order work.

Article 22. Samples

The Purchasing Agent may require the submission of samples either before or after the award of a contract, at no charge to the City, in order to ascertain whether or not a product will be suitable for the purpose for which it is intended. If it is specifically stated elsewhere in the bid documents that samples are required, full size samples must be submitted not later than the official BID OPENING. Failure to submit said samples may be regarded as a basis for rejecting a bid. Samples may be impounded until satisfactory completion of the contract. Otherwise all samples must be called for by the bidder within thirty (30) days of the award of contracts or said samples will be presumed abandoned and the Purchasing Agent will dispose of them as he sees fit.

Article 23. Compliance with Laws, By-Laws and Regulations

The Contractor shall keep fully informed and shall comply with the provisions of applicable federal, state, and municipal laws, rules, and regulations that in any manner regulate the Contractor's performance of this Contract and those engaged or employed with the services herein described, other than any such laws, rules and regulations that relate to City's own operations. The Contractor shall indemnify, protect, defend, and save harmless the City and its officers, agents and employees harmless from all fines, penalties, and liabilities imposed upon the City under any such laws, rules, and regulations by any public agency, authority or court having jurisdiction over the parties hereto when the imposition of same is attributable to the failure of the Contractor to keep fully informed and to comply with its obligations in this regard, provided that if any public agency, authority or court seeks to impose such fine, penalty or liability on the City, the City shall promptly notify the Contractor and allow the Contractor, in consultation with the City, to object to and defend such imposition.

Article 24. Permits and Licenses

The Contractor shall secure at his own expense all permits and licenses, pay all necessary charges and provide all notices that are due in connection with the lawful prosecution of the work.

Article 25. Liens

The final payment on any project may be deferred until the Contractor has delivered to the Owner a complete release from all liens arising out of the applicable contract, or receipts covering all labors and materials for which liens could be filed, or a bond that satisfactorily indemnifies the Owner against all possible liens.

Article 26. Contractor's Expenses

Unless otherwise stipulated, the Contractor shall provide and pay for all materials, labor, water, tools, equipment, light, power, transportation, incidental services and other facilities necessary for the execution and completion of the project. The contractor shall be responsible for royalties and costs associated with

patents, trademarks, and copyrights in any way involved in the project. All Garland Roofing products will be purchased separately by the City of Lowell directly from Garland Roofing Products through FAC-27.

Article 27. Payment Schedule

Bills in triplicate for the amount of Materials and Supplies furnished by the successful bidder under the contract to be entered into should be submitted before the first day of the month in which payment is to be made to insure payment on the twentieth day of the month, except that where the time conditioned in the bid for the allowance of discount differs from the above successful bidder agrees to submit bill to the Purchasing Agent in sufficient time for such discount to be taken advantage of by the City which, in any event, shall not be less than ten days from the submission to the Purchasing Agent of such bills.

Article 28. Assignment

Neither the Contract nor any interest herein shall be assigned, pledged or otherwise transferred by the Contractor without the written consent of the City, except in the case of a transfer of all or substantially all of the Contractor's assets provided that all obligations of this Contract are assumed by the controlling entity. If the Contractor makes any such assignment, pledge or other transfer without the written consent of the City, the Contract shall be voidable at the election of the City. The City's consent to any such assignment, pledge or other transfer may impose such additional conditions thereon as may be deemed necessary to ensure the performance of the terms of the Contract by the assignee. Moreover, unless otherwise agreed to in writing by the City, any transfer by the Contractor shall not release the Contractor of its liability under the Contract.

Article 29. No Waiver

None of the provisions of this Agreement, unless otherwise specified, shall be considered waived by either party hereto unless such waiver is in writing and signed by both parties. No such waiver shall be construed as a modification of any of the provisions of this Agreement or as a waiver of any past or future default or breach hereof, except as expressly stated in such waiver.

Article 30. Limitation Of Liability

Notwithstanding anything herein to the contrary, the Contractor's maximum aggregate liability for any loss or damages (other than death or personal injury) incurred by the City as a result of or in consequence of the acts or omissions of the Contractor, its employees, subcontractors or agents in the performance of services covered by this Agreement shall not exceed one hundred percent (100%) of the Contract value plus any adjusted value per executed change order; provided, however, that if the Contractor's applicable insurance coverage is greater than this amount, the limit of liability for the Contract shall be the total insurance coverage.

IT IS AGREED AND UNDERSTOOD THAT THE CITY SHALL BE ENTITLED TO RECOVER DIRECT DAMAGES INCLUDING "BENEFIT-OF-THE-BARGAIN" EXPECTATION DAMAGES AND DAMAGES FOR BREACH OF WARRANTY SUBJECT TO THE LIMITATION OF LIABILITY, AND THAT IN NO EVENT SHALL CONTRACTOR BE LIABLE FOR ANY LOSS OF PROFITS, LOSS OF REVENUES OR LOSS OR FAILURE TO REALIZE ANTICIPATED SAVINGS OR EFFICIENCIES ARISING IN CONNECTION WITH THIS AGREEMENT.

Article 31. Indemnification of the City

The Contractor agrees to indemnify, save harmless, and defend the City and all of its officers, agents, and employees from and against any and all third party suits, claims, or proceedings ("Claims"), and any losses, damages, charges or expenses, whether direct or indirect, and liability of every name and nature related to such Claims ("Liabilities") for or due to any loss or injury to persons or damages to real or tangible property to the extent caused by the Contractor or its employees, subcontractors or agents.

Article 32. Termination Of Contract Default Termination.

The City may, without prejudice to or waiver of any other right or remedy available to it, terminate or suspend this Agreement, in whole or in part, either immediately upon receipt of such notice by the

Contractor or upon written notice to the Contractor seven (7) days prior to the effective date of such termination or suspension for an "Event of Default" as defined hereunder.

Termination for Convenience.

The City may, in its sole discretion, terminate all or any portion of this Agreement or the work required hereunder, at any time for its convenience and/or for any reason by giving written notice to the Contractor thirty (30) calendar days prior to the effective date of termination or such other period as is mutually agreed upon in advance by the parties. If the Contractor is not in default or in breach of any material term or condition of this Agreement, the Contractor shall be paid its reasonable, proper and verifiable . Such payment shall be the Contractor's sole and exclusive remedy for any Termination for Convenience, and upon such payment by the City to the Contractor, the City shall have no further obligation to the Contractor. The City shall not be responsible for the Contractor's anticipatory profits or overhead costs attributable to unperformed work.

Article 33. Force Majeure

Neither party hereto shall be in default in the performance of its obligations to the extent that the performance of any such obligation is prevented or delayed by a Force Majeure Event. Should Contractor's services be delayed by a Force Majeure Event, the Agreement and Contractor's schedule for completion of tasks affected by such delay shall be extended. "Force Majeure" or a "Force Majeure Event" is an event beyond the control of a party and not due to the act or omission of such party, which materially and adversely affects the party's ability to meet its obligations under the Agreement and which event or the effects of the event would not have been anticipated and avoided by a prudent party acting commercially reasonably. Force Majeure Events may include, but are not limited to, Acts of God; acts or failures to act of government agencies and delays related to the City in either their contractual, sovereign or regulatory capacities; fires, floods, earthquakes, epidemics quarantines, strikes, wars, riots, terrorism, interruptions of energy supply or civil disturbances. Within thirty (30) calendar days after the last day of delay, the Contractor shall furnish the City with detailed information concerning the circumstances of the delay, the number of days actually delayed, the appropriate Agreement references, and the measures taken to prevent or minimize the delay. Upon review of the detailed information concerning the delay, the City shall assess the impact the delay may have on price and schedule of the work and modify the Contract as needed.

Article 34. Mutual General Representation and Warranties

Corporate Power. Each party represents (a) that it is duly incorporated, validly existing and in good standing under the laws of the state of its incorporation and (b) that it has full corporate power to own, lease, and operate its properties and assets, to conduct its business as such business is currently being conducted, and to consummate the transactions contemplated by this Agreement.

Authority. Each party represents that this Agreement has been duly authorized, executed and delivered and constitutes a valid and binding Agreement, enforceable against such party in accordance with this Agreement's terms, subject to the effect of bankruptcy, insolvency, moratorium and other laws now or hereafter in effect relating to and affecting the rights of creditors generally and to equitable principles of general application.

No Breaches. Each party represents that neither the execution nor delivery of this Agreement, nor the consummation of any of the transactions contemplated herein, will result in the breach of any term or provision of, or constitute a default under, any charter provision or bylaw, or material agreement (subject to any applicable required consent), order, law, rule or regulation to which it is a party or which is otherwise applicable to it.

Article 35. Conflict of Interest

Massachusetts Conflict of Interest Law, G.L. c. 268A, governs the conduct of all public officials and employees, including all dealings with potential contractors. Therefore, it is the responsibility of Contractor to ensure compliance with the Commonwealth's Conflict of Interest Laws and avoid any conduct which might result in or give the appearance of creating for Board members, officers or employees of the Authority in their relationship with the Contractor any conflicts of interest or favoritism and/or the appearance thereof or any conduct which might result in a Board member, officer or employee

failing to comply with G.L., c. 268A. Non-compliance with these Conflict of Interest terms shall constitute a material breach of this Contract.

For purposes of this solicitation, it is understood and agreed that no gift, loan or other thing has been or will be given to any employee, agent or officer of the City by the Bidder, Bidder's employees, subcontractors, or agents in connection with the award or performance of this Contract. It is further understood and agreed that no Board member, officer, or employee of the City; no officer or employee of any independent authority or political subdivision of the Commonwealth of Massachusetts, no officer, employee, or elected official of the Commonwealth of Massachusetts, executive or legislative of the City; and no member or delegate to the Congress of the United States, during his/her tenure shall have any financial interest, direct or indirect, in this Contract or the proceeds thereof.

If, during the performance of this Contract and any extension thereof, the Contractor becomes aware of any relationship, financial interest, or other activity in which it or an affiliated person or company is involved which is not in compliance with these provisions, the Contractor shall promptly notify the City's Chief Procurement Officer in writing and fully disclose all circumstances thereof. The City reserves the right to grant an exception to the requirements of this Section, if so allowed by law, and notify the Contractor thereof. If the City does not grant an exception, the Contractor shall, within ten (10) days of written notice from the City, take all action necessary to comply with the terms stated herein.

The Bidder shall certify compliance with these terms and the Massachusetts Conflict of Interest Laws (**certification attached – form A**).

Article 36. Collusion

The Bidder shall sign an affidavit stating that Bidder understands that any bid submitted to the City is made without collusion with any other Bidder submitting a bid on the same commodity/service, and is in all respects fair and without fraud (**certification attached – form C**).

Article 37. Award or Rejection of Bids

The contract will be awarded to the lowest responsible and responsive bidder complying with the provision of the invitation provided the bid price is reasonable and it is to the interest of the city to accept it. The Purchasing Agent reserves the right to reject any or all bids and to waive any informality in bids received whenever such rejection or waiver is in the interest of the City. The Purchasing Agent also reserves the right to reject the bid of bidder who has previously failed to perform properly or complete on time contracts of similar nature or a bid of a bidder who investigation shows is not in a position to perform the contract.

In determining responsibility the following qualifications, in addition to price will be considered by the Purchasing Agent

- (a) The ability, capacity and skill of the bidder to perform the service required within the specified time.
- (b) The character, integrity, reputation, judgment, experience and efficiency of the bidder.
- (c) The quality of performance of previous contracts or services.
- (d) The previous and existing compliance by the bidder with laws and ordinances relating to previous contracts with the City and to the bidders employment practices.
- (e) The sufficiency of the financial resources and ability of the bidder to perform the contract or provide the services.
- (f) The quality, availability and adaptability of the supplies, or contractual services to the particular use required.
- (g) The ability of the bidder to provide future maintenance and service for the use of the subject of the contract.
- (h) Whether the bidder is in arrears to the City in debt on contract or is a defaulter on surety to the City or whether the bidder's taxes or assessments are delinquent.
- (i) The resale value of the subject of the contract.
- (j) Such other information as may be secured by the Purchasing Agent having a bearing on the decision to make the award.

In determining a bidder's responsiveness, the Purchasing Agent shall consider material deviations from the advertised specifications which materially affect price, quantity, quality or limit the bidder's liability.

Article 38. Purchases of all Types of Vehicles

Good and clear title to each vehicle must be made to the City of Lowell at time of delivery of said vehicle.

Article 39. Transaction by Third Parties

The City of Lowell will reject any and all bids for the purchase or lease purchase of equipment if any third party has or intends to have a security interest in said equipment.

The City will further reject any and all bids which would require the City to sign any agreement or agreements concerning financing of the transaction by third parties.

Article 40. Pass Through Restrictions

The Contractor will not provide any good or service that was not specifically identified and defined in the scope of service contained within the contract. Any good or service provided by the Contractor to the City that would be considered a “pass-through” is strictly prohibited.

Article 41. Insurance

The Contractor will carry insurance in the amount of 10% of the total cost of the project or \$1 million, whatever is less.

CONFLICT OF INTEREST CERTIFICATION

The undersigned hereby certifies that the Bidder shall comply with Massachusetts Conflict of Interest Laws, G.L. c. 268A and with the City's Conflict of Interest terms stated in Article 33 of these Contract Documents.

BIDDER'S NAME: _____

AUTHORIZED SIGNATURE: _____

TITLE: _____

DATE: _____

ACKNOWLEDGEMENT OF ADDENDA

The Bidder acknowledges all addenda.

ADDENDA NUMBER

DATE ISSUED

AFFIDAVIT OF NON-COLLUSION

It shall be understood that any bid submitted to the City is made without collusion with any other bidder submitting a bid on the same commodity/service, and is in all respects fair and without fraud.

STATE OF: _____ Date: _____

COUNTY OF: _____ S.S.: _____

The undersigned being duly sworn, deposes and says that he/she is the

(Sole Owner; Partner, President, Treasurer,
or Other Duty Authorized Official of a Corporation)

of _____
(Name of Firm as Appearing in Submitted Proposal)

and works in _____
(City/Town)

and certifies under penalties of perjury that this proposal is in all respects bona fide, fair and made without collusion or fraud with any other person. As used in this paragraph the word "person" shall mean any natural person, joint venture, partnership, corporation or other business or legal entity.

(Signature and Title of Person Making Affidavit)

Sworn to before me this _____ day of _____, 20 ____

Notary Public: _____ My commission expires: _____

IN WITNESS WHEREOF, the undersigned certifies, under the pains and penalties of perjury that:

1. It is in compliance with all of the provisions, and shall remain in compliance with the provisions for the life of any Contract resulting from this solicitation. That the bidder is qualified to perform any such Contract and possess, or shall obtain, all requisite licenses and permits to complete performance; shall maintain all unemployment, workers' compensation, professional and personal liability insurance policies sufficient to cover its performance under any such Contract; and shall comply with relevant prevailing wage rates and unemployment laws.
2. To the best of its knowledge and belief has paid all local taxes, tax titles, utilities, motor vehicle excise taxes, water and wastewater bills to the City of Lowell as required by law.
3. To the best of its knowledge and belief has filed all State tax returns and paid all State taxes required by law, and has complied with reporting of employees and contractors, and withholding and remitting of child support (MGL c.62C, s.49A).
4. Pursuant to MGL c.30B s.10 (or c.30 s.39M), this bid or proposal has been made in good faith and without collusion or fraud with any other person. As used in this paragraph, "person" shall mean any natural person, business, partnership, corporation, union, committee, club or other organization, entity or group of individuals.

Signature of Person Signing Bid or Proposal

BY: Corporate Officer (Type/Print)

Corporate Name (Full Business Name)

BY: Corporate Officer (Sign)

Social Security or Federal Tax ID#
Business (DBA)

State of Incorporation/City of
Registration

Approval of a contract, or other agreement, will not be granted unless the applicant signs this certification form. You're Social Security number or Federal Tax Identification number will be furnished to the Massachusetts Department of Revenue (DOR) to determine weather you have met tax filing or tax payment obligations. The City of Lowell is required to furnish a list to the DOR at the end of its fiscal year, showing the vendors to whom more than \$5,000 is paid during the twelve months, ending June 30. Providers who fail to correct their non-filing or delinquency, will not have a contract or other agreement issued or extended. This request is made under the authority of Massachusetts General Laws, c.62C, s.49A.

CERTIFICATE OF AUTHORITY

At a duly authorized meeting of the Board of Directors of (insert name of corporation)

Held _____ at which all the Directors

Were _____

Present or waived notice, it was voted that _____
(name)

_____ Of this corporation, be it he or she, hereby is (corp. office)

authorized to execute bid documents, contracts and bonds in the name and on (corp. office)

behalf of said corporation, and affix its Corporate Seal thereto, and such execution of any bid

document or contract or obligation in this corporation's name on its behalf under seal of the

corporation, shall be valid and binding upon this corporation.

ATTEST: _____
(Clerk or secretary)

Place of Business: _____

I hereby certify that I am the clerk/secretary of the _____
(Name of Corporation)

And that _____
(Name)

is the duly elected _____ of said corporation,

and _____
(Corp. office)

that the above vote has not been amended or rescinded and remains in full force and effect as of
the date set forth below.

ATTEST _____
(Clerk or secretary)

Date:*

* This date must be on or before the date of the Contract

BASIS OF AWARD

RFP 24-82

In accordance with the Specifications, and under the terms and conditions mentioned above, I (We) hereby offer to furnish and deliver to departments described above the following materials which shall in all respects meet the attached specifications, as required during the terms mentioned above for the following prices:

**PRICE PROPOSALS ARE TO BE SUBMITTED
IN A SEPERATE ENVELOPE
NOT TO EXCEED \$250,000**

Signature of Bidder _____

Print Name and Title _____

Company Name and Address _____

Telephone Number _____

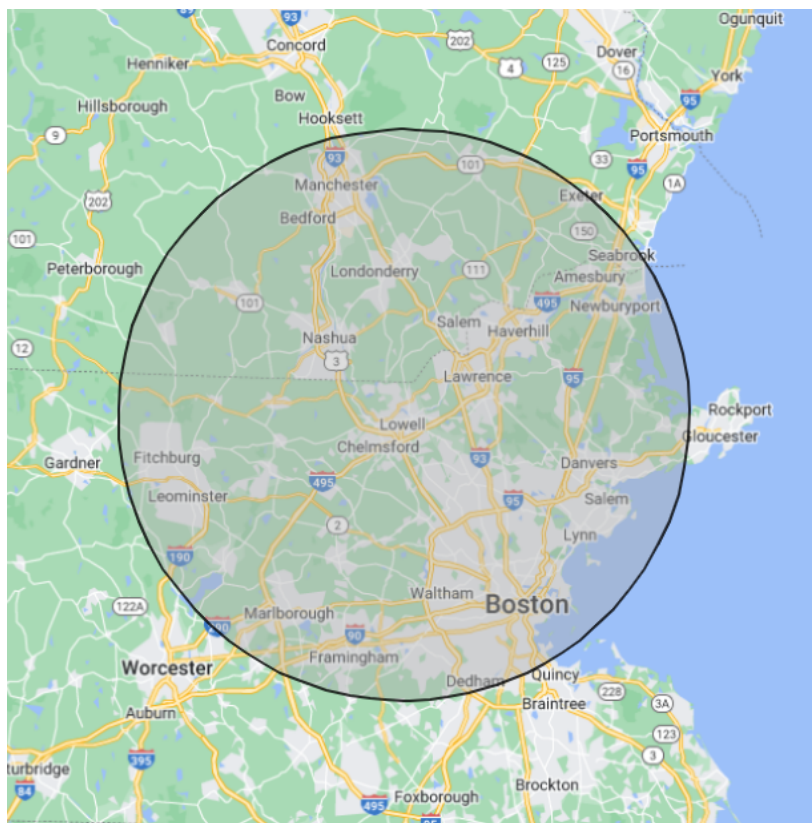
Email _____

City of Lowell Brand Development Task Force Place Branding Request for Proposals

The City of Lowell (City) is conducting a search for a strategic, highly creative firm to lead a rebranding and marketing effort for Lowell. The goal of this process is to identify a firm to create a plan for the City and community partners to implement a multi-channel, integrated destination and economic development marketing and advertising campaign. The ideal candidate will provide a detailed implementation plan that defines strategic partners and their roles; guides brand creation; supports community, event, and economic development marketing and advertising; and outlines campaign implementation in detail.

Located 27 miles northwest of Boston and 40 miles south of Manchester, New Hampshire, Lowell is the fifth largest city in Massachusetts. Founded as the nation's first planned manufacturing center for textiles, its strategic location at the intersections of routes 495, 93, and 3, along with its commuter rail link to Boston, makes Lowell an ideal location for businesses and residents alike. [The Lowell National Historical Park](#) was the country's first urban national park and a tribute to the Industrial Revolution and textile industry that boomed in New England in the 19th Century.

Lowell is a city that takes great pride in its history, celebrating its historic landscapes, diverse communities and neighborhoods, cultural resources and the arts. Promoting Lowell as a regional hub for arts, culture and history is an important goal. The City's Office of Cultural Affairs & Special Events (CASE), non-profit organizations such as the Lowell Plan, and Greater Lowell Community Foundation have placed a growing value on promoting and supporting arts and culture throughout the city through initiatives such as the "Like Lowell" campaign.



Lowell and surrounding region of greater Boston and southern New Hampshire (40-mile radius)

A consortium of organizations and municipal departments in the city of Lowell has established a Brand Development Task Force to develop a shared brand for the city and to identify a firm or agency with place-branding expertise to assist in creating a community brand. The task force consists of individuals representing the following organizations and institutions:

- City of Lowell (City Manager’s Office, Department of Planning and Development, Cultural Affairs and Special Events)
- University of Massachusetts Lowell
- Middlesex Community College
- Greater Lowell Chamber of Commerce
- Greater Merrimack Valley Convention and Visitors Bureau
- The Lowell Plan
- National Park Service
- Community Teamwork, Inc.
- Lowell Telemedia Center
- Mosaic of Lowell
- Western Ave Studios
- African Community Center
- LatinX Center for Empowerment
- African American Community Collaborative
- Massachusetts Alliance for Portuguese Speakers
- Cambodian Mutual Assistance Association

The City of Lowell is guiding the process on behalf of the task force and will issue the RFP, coordinate submitted responses, contract with the selected agency, and manage the brand development work that follows.

Project Goals

The goals of this project include:

- **Uniformity:** The brand should convey a common message and image to audiences both within and outside of Lowell.
- **Community Identity/Pride:** The brand should identify and promote what makes Lowell distinct and appealing in a competitive environment for a diverse and inclusive blend of investors, businesses, retailers, visitors, students, talent, faculty, and residents.
- **Community and Economic Development Promotion:** The brand must promote a healthy economy, entice private investment, attract/retain new residents and young professionals, and support key businesses by creating a defined message that markets Lowell locally, statewide, nationally, and internationally as a recognized leader in innovation and as a community that organically combines being a great place to live, work, play, learn, and do business.
- **Endorsement:** The brand must be authentic and resonate with citizens, businesses, employees, and community groups within Lowell. It must be relevant to and honor the neighborhoods and diversity of the area as a component of moving forward. It must be able to win the endorsement of the community at large.
- **Flexibility:** The brand must be flexible to meet the needs of a variety of organizations, businesses, and municipal functions within Lowell as well as groups and businesses within the overall brand. It must also be adaptable enough to grow and evolve with any changes in the market.
- **Diversity:** The brand must represent the diverse group of citizens, neighborhood, and community groups across Lowell. It should easily and holistically identify how the overall brand will help tell the story of the entire area to different audiences.

Scope of Work

The purpose of this initiative is to develop a brand to market Lowell to recruit and retain investors, businesses, retailers, visitors, students, talent, faculty, and residents across a diverse and inclusive variety of market segments.

The chosen firm shall provide Lowell with an in-depth market analysis to determine how to tell the area's story to both residents and visitors. The firm must create a brand story that can be utilized easily and effectively across multiple platforms and mediums, including signage, print collateral, digital marketing materials and websites.

The firm is expected to facilitate the research process to determine or confirm the image of Lowell or at minimum test the brand promise concepts through a detailed community engagement process. The consultant must employ creative means of public involvement to ensure that all segments of the community are aware of and involved in final delivery of the brand.

Research: Lowell expects that research will be the basis for developing the brand concept, creative elements, and the overall brand initiative. The firm will create and implement a brand research plan, which may include qualitative and quantitative research to identify the following:

- Key stakeholders, both groups and influential individuals, including a cross-section of community members and business owners in Lowell and those outside of the area that have a vested interest in the branding initiative and need to be involved in the process
- Defining characteristics of Lowell
- Analysis of competitor communities' marketing or branding strategies
- Measures to determine if the branding effort is successful

Development of Brand: The firm will develop creative elements that tie to the identified brand promise. These creative elements will be finalized following agreement on the brand direction and potentially include design concepts, logos, messages, tagline, flag, fonts, and other elements to support the overall brand initiative. Regardless of the derived elements, this process is first and foremost focused on a truly definitive and evocatively moving brand promise.

The firm will be expected to provide up to two rounds of revisions to any concepts developed to ensure community support. The selected creative elements must be placed into a final style manual that is adaptable to use in the following areas:

- Print and electronic advertising
- Media placement
- Public relations
- Events
- Templates
- Websites

It is desired that the style manual provide guidelines that are rigid enough to ensure consistency yet flexible enough to ensure widespread adoption.

Brand Activation: The firm will develop strategic objectives that will include implementation, management, and ongoing promotion of the community brand to include, but not be limited to the following:

- Launch of the community brand

- Promotion of the brand among Lowell community agencies, groups, and businesses while maintaining brand integrity
- Maintaining the consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies
- Recommendations of ways to articulate the brand, define markets and promotional avenues and strategies to better promote and create brand awareness
- Recommendations of ways to customize community brand into sub-brands for the area
- Utilization of the brand across multiple target audiences within several formats including advertising, media relations, out-of-home, digital outreach, and others
- Applicant demonstrates a commitment to community via both the methodological practices of their research and the composition of their team. The applicant provides a clear vision of, and prior experience with, engaging community voice as part of the process, including through surveys, qualitative interviews, available community-driven plans, and other community-engaged research methods. The applying individual, team, or organization also demonstrates a clear commitment to diversity and equity through the composition of the research team assembled for the project.
- Provides a detailed project schedule with timeline and dates for drafts, revisions, and deliverables.

The overall project timeline is estimated to be between 8-12 months from vendor selection.

Qualifications

The ideal firm will have a successful track record of: (1) developing holistic, highly innovative and fully integrated, cross-channel communications plans where creative strategy and media strategy/communications planning are aligned from the beginning, and messaging leverages the inherent value of each specific medium; (2) experience developing and executing highly innovative plans using the latest digital technologies and cross-media integration ideas/opportunities; (3) best-in-class media research and data analytics; (4) and, finally, tactical planning across all channels / media including print (newspaper and trade print), OOH, digital and SEM/SEO. Beyond this, the City would like their agency partner to think broadly about media in a way that can garner them recognition and awareness beyond paid media.

Measurement & Analytics: Data-driven decision-making is becoming a critical aspect of all work today, as well as the use of performance analytics that help in optimizing solutions that address specific goals. The City is looking for the agency to provide analytics expertise that will allow them to analyze and continue to build on their existing foundation of data, which will provide support the City to engage with their targets in meaningful ways and helps promote the Lowell brand and allow tracking of measurable goals.

Exemplary competency in the following areas is also expected:

- Creative: concept development for all channels including social, broadcast, digital, website, radio, print, outdoor, activations, and non-traditional marketing programs.
- Digital and social media: develop strategic plans for social media channels and recommend innovative tools and applications for integrating into the way people consume content. Create an implementation program for the execution, performance analysis and optimizations of each social and digital channel including websites and email programs via online and mobile devices. Social influencer programming,

which includes the development of an influencer strategy, coordination and implementation plan for social influencer contracts, itineraries, in-market trips and reporting.

- Proven success of brand implementation: development of integrated marketing plan for first year of brand launch; strategic planning; consultation and development of presentations to various audiences including government agencies, industry analysts, tourism executives and media.
- Research: management and execution of primary and secondary research; event research; analysis and recommendations related to travel, tourism and entertainment trends; research report development and execution. Secure outside partners as needed.
- Website: planning and design of web interface and other digital creative elements.

Proposal Components

The submitted proposals must include the following sections and details:

- Cover Letter: The cover letter should include the name and contact information of the individual who will serve as project manager, as well as a summary of the firm's qualifications.
- Firm Overview and Background: This section should include a brief overview of the firm's origin, background and size, an organizational chart, the overall capabilities of the organization, appropriate credentials, licenses, certifications, and proximity of company's resources to Lowell.

The following information must be included in this section:

- Name of proposer
 - Proposer address
 - Proposer telephone number
 - Proposer federal tax identification number
 - Name, title address, telephone number, fax number and email address of contact person authorized to contractually obligate the proposer
 - Name of the person assigned and accountable for the delivery of this brand
- Proven brand building expertise, implementation, and results: Proposals should include a description of the company's expertise related to the services described and examples of the last three completed, similar projects demonstrating the firm's current brand development and implementation experience working with municipalities and other public agencies similar in size, scope, and purpose. Special emphasis should be given to those examples that developed a meaningful brand promise that worked to bring disparate community partnerships together under a unified emotionally compelling appeal.
 - Approach to research, development and vetting the brand promise: Explain the proposed methodology that will be used and demonstrate a clear understanding of the project's objectives. The Lowell task force wants to understand the firm's creative process and approach to branding, how the project would be managed, and how the firm would produce the most impactful results. A detailed description of both the research process planned to develop the brand and the testing process to confirm the brand direction is required as part of this section.
 - Project Team: Profile the individual team members that will be assigned to research and develop the brand. Present how each member is relevant to the Lowell brand opportunity and their individual understanding and commitment to this brand development engagement. Establish and communicate their experience and qualification for developing this type of brand promise. Please only include in the profile team members who will be assigned to work on the project.

- **Lowell Integration:** Lowell’s Brand Development Task Force is committed to understanding and building its brand promise. This brand development process must deeply connect to the essence of the community pride that defines this community. The agency must be able to convey a knowledge of Lowell, an adherence to being focused on brand promise, and a system for successfully involving the community in the adoption and use of the developed promise.
- **Project Schedule:** Outline the anticipated schedule of the project, ideally broken down by each major step of the process. Suggestions for how to keep the project on track and efficient are welcome.
- **Projected Costs:** The proposal should contain all pricing information relative to performing project expectations as described in this RFP, including but not limited to the number of meetings with stakeholders, travel expenses and document production costs. If the price excludes certain fees or charges, please provide a complete explanation of the nature of those fees.

COMPARATIVE CRITERIA

1. Branding and Marketing Expertise

- **Highly Advantageous:** Extensive experience (5+ years) in city or destination branding with proven results in enhancing city image and economic development. Include case studies or portfolios showing previous successful projects.
- **Advantageous:** Moderate experience (3-5 years) in city or destination branding with satisfactory outcomes. Include relevant examples.
- **Not Advantageous:** Less than 3 years of experience or lack of relevant city or destination branding projects.

2. Understanding of Lowell's Unique Characteristics

- **Highly Advantageous:** Clear demonstration of understanding Lowell's history, culture, and community dynamics. The proposal shows tailored approaches respecting the city's diversity and heritage.
- **Advantageous:** General understanding of Lowell's attributes with some customized strategies.
- **Not Advantageous:** Generic approach with little to no customization for Lowell's specific needs.

3. Creativity and Innovation in Brand Development

- **Highly Advantageous:** Exceptionally creative and innovative ideas for branding, evidenced by unique and fresh concepts in the proposal.
- **Advantageous:** Solid creative ideas that are above average but may lack some uniqueness.
- **Not Advantageous:** Common or clichéd branding concepts with little innovation.

4. Stakeholder Engagement and Community Involvement Plan

- **Highly Advantageous:** Comprehensive plan for engaging diverse community groups, stakeholders, and organizations in Lowell, with detailed strategies for inclusion and feedback.
- **Advantageous:** Adequate engagement plan with some community involvement strategies.
- **Not Advantageous:** Minimal or no clear plan for stakeholder and community engagement.

5. Proposed Project Timeline and Efficiency

- **Highly Advantageous:** Efficient timeline with clear milestones, showing capability to deliver the project within a desired timeframe (e.g., 6-12 months).
- **Advantageous:** Reasonable timeline with some flexibility, slightly longer duration acceptable.
- **Not Advantageous:** Vague or overly extended timeline without clear milestones.

6. Budget and Cost-Effectiveness

- **Highly Advantageous:** Competitive pricing with clear justification of costs and high cost-effectiveness. Demonstrates maximization of value for the City of Lowell.
- **Advantageous:** Reasonable pricing with adequate cost breakdown.
- **Not Advantageous:** Unclear, unjustified, or excessive pricing.

7. Measurable Outcomes and Analytics

- **Highly Advantageous:** Proposal includes detailed plans for measuring the impact of the branding initiative, using advanced analytics and clear metrics.
- **Advantageous:** Some measures for tracking success but may lack depth or advanced analytics.
- **Not Advantageous:** No clear plan for measuring outcomes or tracking success.



February 7, 2024

**ADDENDUM #1
RFP 24-82
LOWELL REBRANDING MARKETING**

The number of this Addendum, Addendum No. 1, must be entered in the space provided on the Bid Form.

REPLACE:

Article 3. Certified Check and/or Performance/Payment Bond – none required

A certified check made payable to the “City of Lowell” in the amount of 0% must accompany this bid. Bid bonds are acceptable.

A performance bond in the amount of 0% of the total dollar award is required prior to contract execution.

A payment bond in the amount of 0% of the total dollar award is required prior to contract execution.

I also want to confirm that the total budget for this work is \$250k for the services provided. The reason I ask is that the stated timeframe in the scope is listed as 8-12 months and in the RFP it states the end date as March 30, 2026. Just want to make sure we are tracking with the expected duration as that would impact costs.

Answer - The duration of this project will end March 30, 2025 for a budget of \$250,000

Sincerely
[PMVaughn](#)
P. Michael Vaughn
Chief Procurement Officer