



REQUEST FOR PROPOSALS

City of Amsterdam

**For the purpose of attaining marketing services for
the Department of Community & Economic Development**

October 2020
RFP #01-2020

The City of Amsterdam is requesting proposals from qualified firms to attain marketing services for the City's Community & Economic Development Department. Minority Business Enterprises and Women's Business Enterprises are highly encouraged to submit proposals. The City of Amsterdam received funding for this project through the Department of State to prepare a strategic marketing and economic development vision for the municipality.

PROJECT DESCRIPTION

The City of Amsterdam Department of Community & Economic Development has a multitude of planning, revitalization, and economic development initiatives occurring. The Department's goal is to keep the general public, stakeholders, and potential site selectors informed on the progress of the variety of projects taking place within the City of Amsterdam.

The City of Amsterdam is requesting proposals from qualified marketing firms who:

- Have experience working with municipalities on economic development marketing initiatives;
- Have experience dealing with New York State Economic Development grants;
- Have experience working with not-for-profit organizations; and
- Is a small business.
- Preference may be given to highly qualified MWBE firms.

SCOPE OF PROJECT

Proposals should include:

- Examples of websites, collateral, marketing campaigns including digital and social media, and any other relevant work;
- Website examples must include content management tools/software for end user(s) and be responsive in nature;
- Project management tools used. i.e.: Asana, Basecamp, etc.; and
- App development.

Submit five references from projects of similar scope and nature. Each reference should include a contact name and phone number along with a statement describing the project. The City of Amsterdam reserves the right to obtain information from other sources.

RECEIPT OF QUALIFICATIONS

Interested respondents must submit three (3) paper copies of their proposals and one (1) electronic versions of their proposals no later than **1:00pm on Thursday, November 5, 2020**. Proposals should be submitted to:

City of Amsterdam
Clerk's Office
61 Church Street
Amsterdam, NY 12010
Attention: Amanda Bearcroft

Proposals received after the scheduled time and date will not be accepted. Facsimile and E-mail proposals will not be accepted.

BUDGET

The maximum project budget, including all consultant fees, and other related costs is \$200,000 as the project reliant on grant funding.

Funding for this project is being provided through the New York State Department of State (DOS). Pursuant to New York State Executive Law Article 15-A, DOS contractors are required to make "Good Faith Efforts" to provide meaningful participation to Minority and Women-Owned Business Enterprises (M/WBE) as subcontractors or suppliers in the performance of their contracts. The DOS has established an overall M/WBE utilization goal of 30% with 15% from Minority-Owned Business Enterprises (MBE) and 15% from Women-Owned Business Enterprises (WBE). The overall M/WBE utilization goal for this project is \$40,500 (\$20,250 MBE and \$20,250 WBE). Respondents must demonstrate how they expect to achieve these M/WBE goals by including a description and/or budget detail in the proposal or by completing and providing Form D M/WBE Utilization Plan. The directory of New York State Certified M/WBEs can be accessed at the following internet address: <https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp>.

CONTENT AND CONDITIONS

Each firm must submit complete proposals which addresses each component of the RFP.

- A full description of how the Scope of Work will be completed along with a schedule detailing when the items will be completed.
- A description of each staff member or sub-consultant who will be involved with this project and a description of their role in the project.
- A client list for similar projects in the last three years, including contact name and phone number, and a brief description of projects.
- Budget and expense information which details all costs including: Personnel expenses which state the name and title of each individual assigned to the project, their hourly rate and the number of estimated hours the individual will be working on the project. The same information should be submitted in detail for subcontractors.
- Administrative costs for travel, postage, photocopying, telephone, printing and other related expenses must be detailed. Also, estimates of expense for each of the tasks with assumptions.
- A MWBE Utilization Plan.

CONDITIONS GOVERNING PROPOSALS

Only those proposals which contain complete information and are responsive to the RFP will be considered.

Proprietary or patented information which may be included in the proposal must be clearly identified and brought to the City's attention.

The City of Amsterdam reserves the following rights:

- To accept or reject any or all proposals;
- To waive or modify minor irregularities in proposals received;
- To negotiate with proposers, within the proposal requirements, to best serve the interests of the community;
- To amend specifications after their release, with due notice given to all bidders to modify their proposals to reflect changed specifications;
- To consider every offer as firm and not revocable for a period of sixty (60) days unless withdrawn in writing or unless otherwise specified in the solicitation;

- To award a contract for any and all parts of a proposal including award of specific project components to individual proposer team members and to negotiate with the successful bidder(s)
- By submitting proposals, the firm agrees that it will not make any claim for or have any right to damages because of any lack of information or misinterpretation of the information provided in this RFP.
- The City of Amsterdam will not utilize any of the materials submitted in the RFP process included in unsuccessful proposals without permission.
- To not choose a firm based on their lack of MWBE Utilization Plan.

INQUIRIES

All inquiries regarding the RFP should be made in writing and sent either regular mail or e-mail, and must cite the RFP section in question. Answers to substantive questions will be provided to all proposers. Inquiries should be directed to:

Amanda Bearcroft, Director of Community & Economic Development
(518) 841-4304
abearcroft@amsterdamny.gov

PRESENTATION BY PROPOSERS

Presentations will be conducted for the three highest scoring proposals.

The presentations will be made to provide the City of Amsterdam with an opportunity to obtain an understanding of:

- The extent of the firm's depth of knowledge of the subject matter of the RFP;
- Whether the methods and resources that will be used by the firm in performing services to achieve the project goals and objectives are appropriate, and cost effective;
- The firm's ability to draw together specialists and professionals with the necessary skills and experience to contribute to the overall project;
- To allow proposers to further define the primary features and benefits of their qualifications;

Presentation format is left to the discretion of the proposers. Presentations will be limited to a one-hour period per respondent, which includes questions. All key managerial personnel, as well as key personnel working on the project, must be in attendance at the proposal presentation.

LIABILITY

The City of Amsterdam is not liable for any cost incurred by any individual or firm for work performed to prepare its proposal or for any travel and or other expenses incurred in the preparation and or submission of its proposal. Further, the City of Amsterdam is not liable for any costs incurred prior to approval of the contract.

EVALUATION PROCESS

The City will review submitted proposals with reference to the criteria as detailed in this Request for Proposal and the ability to meet established M/WBE goals. The intent is to select the consultant having the technical capability and necessary experience to perform the services as outlined in this RFP within the time frame required.

NOTIFICATION OF AWARD

The City of Amsterdam will notify the successful bidder by phone, followed by written confirmation. Each bidder whose proposal is not accepted will be notified in writing.

The City of Amsterdam will authorize the award of a contract to the successful proposer based upon the evaluations and recommendations of the Grant Coordinator. In the event that a contract cannot be finalized within thirty (30) days of the award, the City Council of the City of Amsterdam reserves the right to enter to enter negotiations with the consultant which received the second highest evaluation.

The City of Amsterdam and the New York State Department of State must approve all consultants and subcontractors.