



REQUEST FOR PROPOSALS (RFP)

THE CITY OF FAIRFIELD IS REQUESTING PROPOSALS FROM FIRMS TO EXECUTE THE MARKETING AND BRANDING STRATEGIES LISTED IN THE RECENTLY ADOPTED ECONOMIC DEVELOPMENT STRATEGIC PLAN

**PROPOSALS WILL BE RECEIVED UNTIL THE HOUR OF
5:00 P.M. WEDNESDAY, AUGUST 11, 2021,
IN THE OFFICE OF ECONOMIC DEVELOPMENT,
SECOND FLOOR, CITY HALL, 1000 WEBSTER STREET,
FAIRFIELD, CALIFORNIA 94533**



TABLE OF CONTENTS

NOTICE INVITING PROPOSALS	1
1. BACKGROUND INTRODUCTION.....	2
2. SCOPE OF WORK	3 - 4
3. PROPOSAL SUBMISSION INSTRUCTIONS & EVALUATION.....	5 - 7
APPENDIX A: SAMPLE CONSULTANT SERVICES AGREEMENT	8



NOTICE INVITING PROPOSALS

NOTICE IS HEREBY GIVEN that Requests for Proposals (RFP) are invited by the City of Fairfield, California for implementation of the branding and marketing strategies outlined in the recently adopted Economic Development Strategic Plan.

The City of Fairfield is seeking a firm with branding, marketing and social media experience to implement the strategies outlined in the Economic Development Strategic Plan.

Proposal forms and requirements are available on the City's web site at <http://www.fairfield.ca.gov> and must be delivered to the Office of Economic Development, City Hall, 1000 Webster Street, Second Floor, Fairfield, California up to but not later than, Wednesday, August 11, 2021, at 5:00 p.m.

The City reserves the right to reject any and/or all proposal received.

Contact Information

Dwayne Dalman
Economic Development Division Manager
(707) 428-7649
E-mail: ddalman@fairfield.ca.gov

DISCLAIMER: The City does not assume any liability of responsibility for errors/omissions in any document transmitted electronically.

Dated: July 19, 2021



1. BACKGROUND INTRODUCTION

The City of Fairfield recently adopted an Economic Development Strategic Plan Roadmap that focuses on three key areas:

1. Transformation of the Heart of Fairfield (downtown) into a Food & Arts District
2. Position Fairfield as North Bay's Emerging Business & Industry Hub by recruiting businesses to the existing industrial parks
3. Tell the Fairfield Story by managing Fairfield's marketing and messaging as a brand

Many of these efforts are going to be completed by existing Economic Development staff as well from the City's Marketing & Outreach team. However, the City is looking to hire an outside firm to assist with the core marketing, branding and social media efforts listed in the Strategic Plan.

In order to allow a better understanding of the tasks needed to be complete, the following information is available on the City website:

- Strategic Plan Executive Summary
- Strategic Plan Roadmaps
- Best Practices Outline – The Strategic Plan provided an outline to follow for best practices in brand management. It should be noted that the website section of the best practices outline is not applicable at this time, as an outside firm is responsible for completing a new business attraction website. However, the City may request for the consultant to perform additional work in the future that relates to the website.
- HubSpot – The City is currently utilizing HubSpot as a CRM tool and will employ an advanced marketing component of HubSpot as part of the branding management. Information about HubSpot can be found at www.HubSpot.com and familiarity with the program will be considered a plus.



2. SCOPE OF WORK

The scope of work is divided into three broad categories, based on the focus of the strategic roadmaps. It is anticipated that this work will be completed over a two-year time period. The contract and work will be managed by the Economic Development Manager and will require close coordination with Economic Development staff as well as the two-person City Marketing and Outreach team.

Fairfield Business Parks

TASK 1: Begin to reposition Fairfield from “half-way between...” to the North Bay’s Emerging Business and Industry Hub.

STRATEGY 1: Create a broader awareness of Fairfield’s market position and proximity to the San Francisco Bay Area, East Bay, and Napa as the “emerging” place to be locating your business.

- Create and market a repositioning theme to North Bay’s Emerging Hub for Business and Industry.
- Create awareness ad in East Bay Business Journal, push press releases and stories, sponsor multi-page insert, use billboards.
 - Placements in East Bay Journal schedule, min 6x per year (quarter page)
 - Multi-page insert in Business Journal annually
- Initiate consistent messaging to external brokers and site selectors (list provided).
- Launch and schedule of external messaging to brokers and site selectors, min 6x per year.

TASK 2: Build strong partner relationships with local industrial, commercial and office brokers.

STRATEGY 1: Leverage asset by rebuilding a strong partnership with existing brokers.

- Provide value-added services to brokers - Offer video tours of buildings, sites and business parks.
- Work closely with office market brokers to identify target businesses and launch joint marketing campaign(s).

TASK 3: Build a pipeline of leads and prospects.

STRATEGY 1: A more focused marketing and sales effort directed to specific decision-maker influencers, such as site selectors, corporate brokers, and directly to targeted businesses.



- Maintain and update new brand deck highlighting Fairfield location, business parks and featured properties.
- Create Ice Breaker packages for targeted outreach calls to the 70+ target businesses identified.
- Move business leads to potential prospects.
- Refresh target leads.

Overall Marketing & Business Attraction

TASK 1: Increase New Positioning Identities

STRATEGY 1: Manage Fairfield Marketing and Messaging as a Brand.

- Expand and enhance the consistency and frequency of city messaging.
- Build strong awareness with external business audiences, Fairfield as a “place”.
- Collaborate with Solano EDC to launch Fairfield centric video campaign.

TASK 2: Create new identity for Heart of Fairfield

STRATEGY 1: Position Heart of Fairfield as a Food & Arts District to attract new investment & business.

- Build a messaging storyline of an entrepreneurial city with a vision for transformation.
- Develop entrepreneurial pipeline, leverage hero/ entrepreneur stories (Marketing Roadmap).
- Create a marketing and sales funnel by pushing out space opportunities to businesses.
- Form a *Marketing and Promotions Collaborative* for events and promotional activities in the Heart of Fairfield.

Additional

Minimum Social Media Engagement - Per Month (6 months)

- 2 Posts a Week
- Content Calendar
- Writing of Post Copy
- Designing Post
- Hashtags
- Scheduling and Posting
- Post Engagement



3. PROPOSAL SUBMISSION INSTRUCTIONS & EVALUATION

A. Required Content

To be deemed responsive and passed to the evaluation phase, all bidders must submit proposals containing the following elements.

A. Cover Letter

- The proposer must submit **one** original cover letter of no more than two (2) pages signed by an official authorized to solicit business and enter into contracts for the proposing firm. Transmittal letter must include name, title and phone number for authorized official. Transmittal letter must also include Federal Tax Payer Identification Number.

B. Firm Qualifications

- Provide a general description of the firm.
- Describe the firm's history and qualifications to conduct the services described in the scope of work.
- Identify any other firms, subconsultants and or individuals proposed to make up your team. Based on your understanding of the project, include an explanation of how this team will be organized and managed.
- Describe any potential conflicts of interest.

C. Key Project Personal and Qualifications

- Provide names of all key project personnel, including subconsultants, along with their job titles, duties, responsibilities, and estimated number of hours they will expend and a summary of their relevant experience.
- Provide an organizational plan and/or organizational chart to identify all key personnel and their respective working relationships.
- Provide brief biographies and resumes demonstrating the experience for all staff making up the proposed team.

D. Related Project Experience Highlights & References

- Describe any successful projects of a similar nature completed by your team members. Each project description shall include:
 - Client Name
 - Contact Person and information
 - Brief description of the services provided including dates
 - Include a description of how the projects are relevant to the scope of work.
- Describe any experience utilizing the HubSpot platform



E. Cost Proposal

- Provide a cost proposal to complete the work. Proposals to include a line-item cost per task and an hourly rate per assigned staff position. Proposal to also include a time schedule to complete each task.

B. Submission Instructions

Proposals may be emailed or submitted in writing. Proposals submitted in writing shall be delivered to the following address **on or before 5:00 P.M. PST on August 11, 2021**:

Dwayne Dalman
Economic Development Division Manager
City of Fairfield
1000 Webster Street, Second Floor
Fairfield, California 94533

All submissions become the property of the City of Fairfield.

C. Anticipated Selection Process

RFP Schedule of Events

The schedule of events set out herein represent the City of Fairfield's best estimate of the schedule that will be followed. The City of Fairfield reserves the right to amend the schedule below as necessary. All referenced times are in Pacific Standard Time (PST).

Schedule of Events	
Issuance of RFP	July 19, 2021
Deadline for submitting questions and requests for clarifications	July 30, 2021 at 5 PM PST
City Responses to RFP questions and requests for clarifications	August 4, 2021
RFP proposal due date	August 11, 2021 at 5 PM PST
Evaluation team review of proposals received	August 12 – 16, 2021
Oral Interviews/ Presentations	Week of August 23, 2021
Notification to selected firm of City of Fairfield's intent to award	August 30, 2021
Commencement of contract	October 1, 2020



Evaluation Criteria

Members of an evaluation team comprised of City staff will independently analyze each proposal. The evaluation team may choose to interview top firms. Proposals will be evaluated using the following technical criteria.

	Technical Criteria	Points
1	Demonstrated technical ability and knowledge to perform scope of work	50
2	Experience with similar kinds of projects, work & HubSpot	20
3	Quality of staff and the degree of participation in the project by the key personnel)	15
4	Degree of promptness and commitment with which the consultant can commence and complete the work	10
5	The responsiveness and overall quality of the technical proposal	5

Submission of Questions or Request for Clarification:

Written questions and requests for clarifications on this solicitation must be submitted via email to Dwayne Dalman at ddalman@fairfield.ca.gov on or before July 30, 2021 at 5:00 PM.

Consultant Services Agreement and Insurance Documentation Requirements

A sample Consultant Services Agreement is provided in Appendix A. Firm(s) shall comply with the insurance requirements listed in Appendix A - Services Agreement, Exhibit D – Insurance Requirements.

Cancellation of RFP

The City of Fairfield reserves the right to cancel the RFP at any time without prior notice and to adjust the RFP schedule. The City is not liable for any cost incurred in the preparation of the proposal.