



City of Lewiston
Finance Department
Allen Ward, Purchasing Agent
27 Pine Street, Lewiston ME
207-513-3040

RFP 2019-010
City Marketing Consultant
January 15, 2019

Sir/Madam:

Sealed proposals will be received in the office of the Purchasing Agent on **Friday, February 15, 2019 until 2:00 p.m.** from firms interested in providing professional services related to a General Consulting Services Contract with the City of Lewiston for **City Marketing Consultant**.

The Finance Committee reserves the right to accept or reject any and all proposals.

Please submit Eight (8) copies of the Qualification Packages. The proposals, if mailed should be clearly marked on the front "**City Marketing Consultant**". **Only sealed bids will be accepted. Faxed bids will not be considered.**

Respectfully,

Allen Ward
Purchasing Agent

**REQUEST FOR PROPOSAL
RFP 2019-010
City Marketing Consultant**

Introduction

The City of Lewiston is seeking the expertise of qualified design and branding firms to provide specific professional services related to the implementation of an improved logo, brand identity, messaging, marketing strategy, and certain marketing services over a three (3) year period.

The City is seeking a consultant that is willing to competitively price and negotiate the final scope of this project. Proposals should include pricing for the initial Scope of Services which will include, updated messaging, strategy, logo, and identity guidelines, and also include pricing for an ongoing relationship.

The assignments will be task related to the Scope of Services as outlined in the RFP.

Scope of Services

The City of Lewiston is committed to the following goals around this initiative:

- Updated logos and marks to be used by the City and its various constituents including Police, Public Works, Fire, and School departments
- Updated brand strategy and messaging outlines
- A newly created style guide to ensure consistent branding throughout the various levels of the organization and its departments
- Ongoing design and marketing assistance
- Creation of new taglines, brand statements, marketing copy, and more

The City hopes to establish an ongoing relationship with the consultant for three (3) years to accomplish these goals, but primary strategy and identity work should be complete by June 30, 2019.

SCHEDULE:

A tentative proposal selection schedule is as follows:

Receive proposals from consultants	February 15, 2019
Recommendation of Selection Review Committee	February 28, 2019
Finance Committee approval	March 11, 2019
Execute Contract*	March 12, 2019
Updated messaging, brand strategy, and initial city logos due	June 30, 2019

*Contract will begin March 15, 2019

The remainder of the schedule will be determined during negotiations with the selected consultant on a task/project basis. It is the intent of the City to set the duration of the contract for three (3) years beginning on March 15, 2019.

Selection

A Selection Review Committee (SRC) shall evaluate proposals. The SRC will rank the firms according to its evaluation of the proposal, qualifications based on experience, and other information. The SRC reserves the right to solicit additional information from the consultant or their references and to refuse any or all proposals. The SRC may request presentations of consultant proposals for consideration, the cost of which will be at the consultant's expense.

The fee statement of the highest rated firm will be opened, reviewed, and evaluated for reasonability. The SRC may negotiate with the top ranked firm and make a recommendation for the Finance Committee to consider. The Finance Committee will award the final contract.

The SRC will use the following criteria in evaluating the proposals:

1. A successful record of completing similar projects to that described in this RFP
2. The quality and depth of the consultant's applicable experience and expertise, especially with development of similar projects
3. The ability of the consultant to complete the work as outlined in the proposal based on current and projected workload
4. The firm's ability to maintain an appropriate relationship with the City staff
5. Resumes of the personnel who will be assigned to this project identifying their specific role, including relevant experience
6. Other factors that would be helpful to the SRC in evaluating the consultant for this project
7. Qualifications of any sub-consultants similar to that described in item numbers one (1) through six (6) above
8. Quality of references provided by prior clients

Each responding consultant will be ranked according to the City's evaluation of his/her qualifications based on experience and other information furnished as follows:

Qualifications	30 points
Relevant Experience	25 points
References	25 points
Quality of proposal	20 points

Schedule of Costs

The proposal package shall include a detailed estimate (**under separate cover**) of all costs to complete the following Scope of Service items:

- Updated messaging, brand strategy, and initial city logos
- Multiple logo design iterations
- Assistance in launching the brand identity to the general public

The quote should be inclusive. If the estimate excludes certain fees or charges, the consultant will provide a detailed list of excluded fees.

In addition, the consultant must include a schedule of hourly rates for personnel and their capacity, expected to be billed to any of the potential task assignments. Overtime rates **will not** be allowed on the contract, all hours authorized will be paid for at base rates. A schedule of other charges (if any) shall be included along with the hourly rates.

Requirement RFP Submission Contents

Consultants' response to this RFP shall include:

1. Letter of Transmittal: Briefly describe your firm, its history, size, and its areas of expertise;
2. Project Specifications: Describe in detail the services your firm will provide and the methodology that you will use, specifically addressing how the schedule and deliverables outlined in the scope of services will be met;
3. Statement of Qualifications (SOQ): Include the following information:
 - Resumes of key personnel and sub-contractors who will participate in the project including educational background and employment history, not to exceed two pages per person;
 - Past experience with similar projects for other clients, particularly in Maine, for the past five (5) years with references, contact names, and telephone numbers;
 - A complete copy of the final report from the project your firm has completed within the past five (5) years that is most similar to this project to be used as a work sample.
 - Statement of availability and location of key personnel to work on the City of Lewiston assignment
 - Qualifications statement must **NOT** include cost information.
4. Timeline: Provide a timeline that shows the estimated time of completion for the deliverables in the scope of services and schedule;
5. Subcontractors: If you propose subcontracting any portion of the work, clearly identify all the subcontractors, the responsibilities of each party, and the assurances of performance you offer;
6. Fee Proposal: The price you propose to charge for this project should be **submitted in a SEALED AND SEPARATE ENVELOPE**. Proposer shall include payment terms. Payments shall be based on the completion of specific tasks within the proposal and shall reasonably relate to the percentage of the work that has been completed at the time of payment. While price will be a factor in the final award, it will only be considered once the most qualified firms have been identified. See additional information below. The fee statement will not be opened until the consultant has been rated. The fee and scope of work shall be subject to negotiation.
7. Additional Materials are welcome and may be submitted; however, the City reserves the right to make a decision without regard to any additional information submitted by any firm. The City reserves the right to require additional supplemental materials to determine which proposal best

meets the needs of the City. If such materials are requested from any one firm, all firms remaining under consideration will be given the opportunity to provide similar materials but will not be required to do so. Any firm may withdraw a proposal at any time prior to execution of a contract without prejudice and without any reimbursement from the City for any expenses that may be incurred at any time.

Note: Unnecessarily elaborate responses are discouraged

Payment

The consultant shall be paid based on hourly rates agreed to, with a “Not to Exceed” amount negotiated for each task as determined at the time of the task assignment.

Conclusion

Proposals will be received in the office of the Purchasing Agent, City Hall, 27 Pine Street, Lewiston, Maine 04240 on Friday, February 15, 2019 until 2:00 p.m.

The consultant shall submit:

- **Eight (8) copies** of their proposals
Seven (7) Bound Copies for use by the Selection Review Committee
One (1) Unbound Copy (clipped together) to facilitate document reproduction
- **One (1) Schedule of Costs statement (under separate cover) including:**
A detailed estimate of all costs to complete the Scope of Services
A schedule of all hourly rates and charges to be charged to task orders

Not to be opened until after the SRC ranking process.*

The assignments will be task related to the Scope of Services as outlined in the RFP.

Questions regarding this request should be directed to Allen Ward, Purchasing Agent via email at award@lewistonmaine.gov or by telephone at (207) 513-3040.