

Department of Finance
515 North Avenue
New Rochelle, NY 10801

Mark Zulli
Commissioner



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City of New Rochelle
New York

**Consulting Services
Specification No.5406**

**Request for Proposal:
Economic Development Marketing, Website and Creative Services**

Qualified Service Provider List

1) OVERVIEW

The City of New Rochelle (“City”) is pleased to release this Request for Proposal (“RFP”) which seeks proposals from qualified consultants (“Consultants”), interested in being included on a Qualified Service Provider List, capable of providing marketing, brand-building and professional economic development services to develop multi-disciplinary branding strategies. It is acknowledged that the way messages are delivered has evolved, and we welcome specialty firms as well as multi-disciplinary firms to submit proposals.

Interested firms should demonstrate both traditional marketing skills and/or outside the box approaches to marketing. Qualified firms should show proficiency of knowledge in urban revitalization and development, and should have experience working with municipal economic development offices, site selectors and other entities that facilitate large entity relocations and establishment. Qualified firms should have demonstrable experience in placemaking as well as building municipal brand awareness and generating organic buzz through social media and other channels beyond print media and television.

It is expected that successful firms will have researched New Rochelle’s journey from 2015 to present day paying particular attention to the various efforts related to development.

The services should cover the creation of a marketing campaign, as well as website hosting, maintenance and updates, and graphic design, digital creative content creation and social media management to enhance the City’s brand in a post-COVID world. Aligning these different facets is key to bolstering a vibrant downtown that is attractive to new, prospective and current residents.

2) BACKGROUND

The City of New Rochelle's redevelopment is rising above the skyline as new buildings go up and new units of housing become available. Leasing is performing above expectations, projects continue to move forward and the city is now focusing on its quality of life as a way to attract new residents, including millennials and empty nesters.

The City's transformative development efforts address the continued growth of walkable urban cores that can help alleviate the environmental impacts of human activity on our climate. The City is also in the process of updating the policies related to Climate Justice and resilience, local hiring and local contracting, M/WBE and youth job Economic Opportunity policies. The City is a leader in these efforts in the Nation, and we are looking for a storytelling and marketing campaigns projecting these cutting-edge ideas.

With approximately 7,000 residential units in 32 approved projects to date, and a paradigm shift due to the pandemic in the way people experience cities, New Rochelle is positioned to pivot the focus of its redevelopment efforts to the quality of life aspect of the downtown.

New development efforts are paying particular attention to the global growth of ESG (Environmental Social Governance) principals and investment. Successful campaigns will attract new residents, new businesses and investment capital.

The City reserves the right to award this RFP to multiple consultants or consulting firms to be included on the City's Qualified Service Provider List. The City intends to award to a minimum of three (3) firms.

Firms included on the Qualified Service Provider List will be required to provide a proposal for specific projects/scope of work as requested by the City.

It is the City's intent to select consultants or consulting firms from the Qualified Service Provider List to provide specific proposals for services, on retainer, as outlined in this Request for Proposal.

3) PROPOSAL DUE DATE

Sealed proposals will be accepted up until 3:00 pm on October 13, 2021 in the Purchasing Office, City of New Rochelle City Hall, 515 North Avenue, New Rochelle, N.Y. 10801. Please address your response to the attention of Sandi Murray, Purchasing Specialist with a note "Spec #5406" on your outside mail package. Packets addressed in any other fashion risk being misdirected and rejected.

Faxed or emailed responses will not be accepted.

The City of New Rochelle is a sponsor of the Westchester Affirmative Action Equal Employment Agreement and strongly encourages all firms qualified and certified as Women/Minority Business Enterprises (W/MBE) to submit proposals.

4) PRE-PROPOSAL QUESTIONS

All questions must be submitted in writing via e-mail, no later than noon, September 15, 2021, to Jorge Ventura Ovalles, Sr. Real Estate Development Manager and Sandi Murray, Purchasing Specialist, respectively at jventura@newrochelleny.com and smurray@newrochelleny.com.

The City will post the answers to the questions received on the City's website no later than 4:30 pm, September 29, 2021.

The City reserves the right to amend the RFP based on questions and issues raised at any time prior to the RFP submission deadline.

5) INTENT/SCOPE OF WORK

INTENT

With the development of approximately 7,000 residential units well underway, and the impact of the COVID-19 Pandemic continuing to affect the way people live and experience life in a modern city. Interested firms should demonstrate both traditional marketing skills and outside the box approaches to marketing. Qualified firms should show proficiency of knowledge in urban revitalization and development, and should have experience working with municipal economic development offices, site selectors and other entities that facilitate large entity relocations and establishment. Qualified firms should have demonstrable experience in placemaking as well as building awareness and generating organic buzz through social media and other channels beyond print media. The ultimate goal of this enterprise is to attract more residents, businesses and visitors to the City and improve our brand perceptions among important target audiences inside and outside of New Rochelle.

The City of New Rochelle is seeking to include individuals or firms on a Qualified Service Provider List for to provide Economic Development Marketing, Website and Creative Services.

SCOPE OF WORK

The awarded consultant(s) must be able to provide the following items to the City of New Rochelle:

1. Plan for Branding and Promotion of New Rochelle
2. Creative Retainer Services
3. Website maintenance, hosting, and updates – Retainer Basis
 - a. Websites: ideallynewrochelle.com, www.newrochelledri.com, www.nrvr.com
4. Social media management

6) PROPOSAL REQUIREMENTS

The attached Exhibit A must be completed and returned with your proposal.

Your proposal must include the following and shall follow the same order as below:

1. Elevator Pitch
 - a. Successful firms will come prepared with a brief presentation describing their approach to the branding and promotion of New Rochelle. Specifically, the city is looking for support and guidance in the branding of our core mission and values
2. Company Information
 - a. Name
 - b. Primary Address
 - c. Primary Telephone Number
 - d. Primary Fax Number
 - e. Primary Email
 - f. Name & Title of Primary Contact Individual
 - g. Name & Title of Executive in Charge
 - h. Emergency Phone Number(s)
3. Proposed Economic Development Marketing, Website and Creative Services Concept and Approach
4. Statement of Qualifications
 - a. Narrative about the history of the firm, including the date of inception, and experience with projects.
 - b. Identify, and submit copies of, any professional affiliations, licenses and other relevant qualifications.
 - c. Portfolio showcasing previous creative and marketing work.
5. Identify Project Team Members
 - a. Identify the accessibility of the proposed designated lead staff member, and the response time that individual offers to the City.
 - b. Narrative about the resources of the firm/individual, to include clerical and support staff, and other relevant information.
 - c. Organizational chart for this project and one-page resumes for key team members to be assigned to this effort.
6. Project Schedule & Details
 - a. What is the general timeframe--from initial meetings/discussions to final version--to develop the New Rochelle marketing proposal?
7. Budget
 - a. Based on Consultant's experience in developing similar marketing content and providing similar professional services, what is the total project cost and how is this cost broken down? How would you factor costs into a multi-year contract structured as Year 1 and Year-to-Year thereafter (See Section 11 of the RFP Document)? Consideration will be given to proposals that present the most cost-efficient terms to the City over the proposed term.
8. Cost & Payment Schedule
 - a. Submit a detailed breakdown of your cost proposal including hourly rates for all relevant staff to be used as a basis for invoicing. Invoices for all services billed on retainer shall include a breakdown of work performed, a listing of staff members, along with their titles, hourly rates and hours worked.
9. Has the firm been in bankruptcy, reorganization or receivership in the last 5 years? If so, please explain current status.
10. Has the firm/individual been disqualified or terminated from any public agency? If so, please explain under what circumstances this disqualification or termination occurred.

7) AWARD CRITERIA

The City of New Rochelle reserves the right to award inclusion on the "Qualified Service Provider List" from this RFP to the respondent who presents a proposal that best meets the requirements as listed herein and represents the most beneficial procurement as determined by the City. The award of a contract for the described services will be made by the City's RFP Evaluation Committee to at least three (3) firms and shall be based on the respondent's qualifications including, but not limited to, the following: cost of service, references, knowledge and interpretation of the City's needs, and experience. Firms may be asked to meet with the Evaluation Committee and the City Council.

Proposals will be evaluated and scored on the basis of the following criteria:

Creativity of Proposal	30 Points
Strength of Proposer - How much experience does the firm have in designing and creating similar public and private sector services and/or materials as detailed in this Request for Proposal (RFP), and what has been the result of those efforts	25 Points
Proposed Concept and approach for the services and/or materials detailed in this Request for Proposal (RFP)	20 Points
Cost Effectiveness - What is the budget for the project? How do the proposer's deliverables compare to other proposals' budget and deliverables?	15 Points
Completeness of Proposal	10 Points

The City reserves the right to waive any minor deviation in proposal responses received when such waiver is in the best interests of the City, and reserves the right to modify any requirements, terms or conditions as outlined in this request for proposal (RFP) when such modification(s) is in the best interests of the City.

Proposals will only be accepted from thoroughly competent and experienced individuals or entities as determined solely by the City of New Rochelle. Respondents are responsible for submission of accurate, adequate and clear descriptions of the information requested. Omissions, vagueness or inaccurate descriptions or responses shall not be interpreted in favor of the bidder and shall be grounds for bid rejection.

This document is not an offer to contract but is an RFP as defined herein, to satisfy specific user requirements of the City of New Rochelle. Neither the issuance of the RFP, preparation and submission of a response, nor the subsequent receipt and evaluation of any response by the City of New Rochelle, will commit the City to award a contract to any vendor even if all the user requirements in the RFP are met. Only the execution of a written contract will obligate the City in accordance with the terms and conditions contained in such contract.

8) RATES AND EXPENSES PAYMENT

Each proposal shall include a rate sheet (sample attached as Exhibit B) for each job title/personnel that is proposed to work on City projects. This rate sheet shall be used as the basis of negotiation for projects assigned or quoted during the first year of the term of the Qualified Supplier's List.

Please include all travel and related costs, including any equipment needed to support the management of a project (personal computers, printers, copies, cell phones, etc.) in your proposed rates.

Hourly rates are to be listed as direct hourly rate, multiplier and hourly rate charges (including profit and overhead).

There shall be no payment for out-of-pocket expenses or disbursements made in connection with the Services, including but not limited to vehicle usage, travel expenses, lodging, mileage, parking, tolls, meals or reproduction costs. The City will not reimburse for these costs.

In years two and three of the Qualified Supplier's List, as well as the option years, if exercised, firms named to the Qualified Supplier's List may request an increase in the original hourly rates. Any such increase shall be requested 1 month prior to anniversary date of this Qualified Service Provider Contract and is subject to the approval of the City. In no event shall the requested increase exceed the Consumer Price Index - All Urban Consumers for the previous 12-month period.

Rates for all contracts awarded off of this Qualified Service Provider List Contract shall be based on the approved rates at the time of proposal.

9) RIGHT TO REJECT PROPOSALS

This Request for Proposal (RFP) does not commit the City to award a contract, pay any cost incurred in the preparation of a proposal in response to this RFP or to procure or contract for services. The City intends to award a contract(s) on the basis of the best interest and advantage to the City and reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any or all qualified proposers or to cancel this RFP in part or in its entirety, if it is in the best interest of the City to do so.

10) QUALIFICATION REQUIREMENTS

The following list is the minimum qualification requirements:

- a) A firm with at least three (3) years of experience providing similar services.
- b) At least 3 references from clients currently/previously served for which similar services have been provided. At least one of the references must be from a similarly size Municipality. Please include:
 - Client organization's name.
 - Client organization's address.
 - Contact individual, title, project role, phone number and email address.
 - Project start and end dates.
 - Brief description of services provided.
 - Links/and or electronic files of any publicly-available deliverables or reports.
 - Dollar value of work.

11) TERMS OF CONTRACT

Selected consultant will be required to sign a City of New Rochelle Consultant Services Agreement. The agreement shall be for a term of three (3) years with the option to renew the agreement for additional years upon mutual consent.

12) PROPRIETY INFORMATION

The New York State Freedom of Information Law, Public Officers Law, Article 6, provides for public access to information. Public Officers Law, Section 87(d)(2) provides for exceptions to disclosure for records or portions thereof that are "trade secrets or are submitted to an agency by a commercial enterprise or derived from information obtained from a commercial enterprise and which if disclosed would cause substantial injury to the competitive position of the subject enterprise." Information that the proposer wishes to have treated as proprietary and confidential trade information should be identified and labeled "Confidential" or "Proprietary" on each page at the time of submittal. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted.

13) CANCELLATION CLAUSES

Any violation of the terms, conditions, requirements and/or non-performance of the agreement resulting from this RFP shall result in immediate cancellation. The agreement may be cancelled by the City for any other reason(s) upon thirty (30) days written notice.

14) ASSIGNMENT

The awarded vendor shall not assign the contract or any part thereof without the written approval from the City.

15) LIABILITY REQUIREMENTS

The successful bidder shall supply and maintain insurance which defends, indemnifies and holds harmless the City of New Rochelle, its officers, employees and agents from and against any and all liability, damage claims, demands, costs, judgments, fees, attorney's fees or loss arising directly out of acts or omissions hereunder by the contractor or third party under the direction or control of the contractor. The successful bidder must furnish the City with Certificate of Insurance and Endorsement prior to commencement of work. The required coverage shall not be less than the following:

Workers Compensation	Statutory Requirements
NY State Disability	Statutory Requirements
General Liability	\$2,000,000
Automobile Liability	\$1,000,000
"Contractual Liability"	Must be printed on Certificate
Errors and Omissions	\$1,000,000

INSURANCE CERTIFICATES SHALL NAME THE CITY OF NEW ROCHELLE AS ADDITIONAL INSURED PARTY AND SHALL STATE THAT ALL COVERAGE SHALL BE PRIMARY TO ANY OTHER INSURANCE COVERAGE HELD BY THE CITY.

“The City of New Rochelle is named as an additional insured party for all general and excess liability coverage based on the contractual liability of the named insured. Such general and excess liability coverage shall be primary to any other coverage carried by the City of New Rochelle with respects to acts or omissions of the named insured.”

It is intended by the parties hereto that the general and excess liability insurance provided by the contractor shall be primary to any other coverage carried by the City of New Rochelle with respect to liability coverage arising out of any act or omissions by the contractor. The City of New Rochelle will be named as an additional insured. Nothing contained herein shall be construed as making said general and excess liability insurance primary insurance for acts or omissions of the City of New Rochelle.

16) GENERAL

- a) Vendor shall execute Non-Collusive Bidding Certificate enclosed (Exhibit A).
- b) The proposal, as presented, shall remain valid for a period of ninety (90) days from proposal due date.
- c) No charge will be allowed for federal, state, municipal sales, and excise taxes from which the City is exempt. Exemption certificates, if required, will be forwarded.
- d) Any deviations from the specifications are to be so noted and fully explained. Deviations will be analyzed, and if deemed to be in the best interests of the City, specification requirements may be waived.
- e) It shall be the responsibility of each vendor to call to the attention of the City any apparent discrepancy in the specifications or any question of interpretation thereof. Failure to do so constitutes acceptance as written.
- f) The City reserves the right to "revise" or "amend" the proposal specifications prior to the proposal due date by "written addenda".
- g) Contract will be awarded to the company (s) who offer a proposal that appears to be in the best interests of the City as determined by the City.
- h) In addition, all City contractors not incorporated in the State of New York shall produce a Certificate to Do Business in the State of New York from the New York Secretary of State prior to executing their contract with the City.

17) NEW YORK LAW AND VENUE

The contract/agreement resulting from this RFP shall be construed under the laws of the State of New York. All claims, actions, proceedings, and lawsuits brought in connection with, arising out of, related to, or seeking enforcement of this contract/agreement shall be brought in the Supreme Court of the State of New York, Westchester County.

18) IRAN DIVESTMENT ACT

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to paragraph (b) of subdivision 3 of section 165-a of the state finance law.

19) PROPOSAL FORMAT

Proposals should be placed in a sealed envelope with the RFP Spec No. and the name of the firm clearly labeled on the envelope. Sealed bids should be delivered to the Purchasing Department.

Please provide two (2) hard copies and one digital version of your proposal to the Purchasing Department

The proposal should address each item as listed in each section and numbered/labeled identical to this RFP.

(NRNY logo files, art, graphic standards, source code and credentials for the websites and social media accounts will be available to the consultant awarded a contract.)

EXHIBIT A: REQUEST FOR PROPOSAL SPECIFICATION # 5406
THIS PAGE MUST ACCOMPANY PROPOSAL RESPONSE

All terms, conditions and requirements as set forth in this Request for Proposal are acceptable as specified therein. Yes _____ No _____

If "**NO**", please provide a detailed description and/or explanation of any deviation in your proposal from the specification detailed in the Request for Proposal with your proposal response.

By submission of this proposal, each bidder, and each person signing on behalf of any bidder, and in the case of a joint bid, each party thereto as to its own organization, under penalty of perjury, certifies that to the best of its knowledge and belief:

A. the prices in this proposal have been arrived at independently without collusion, consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or any competitor; and

B. unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the bidder prior to the opening, directly or indirectly, to any other bidder or to any competitor; and

C. no attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

The bidder certifies that this proposal is made without any connection with any other person making a proposal for the same purpose, and is in all respects fair and without collusion or fraud, and that no elected official or other officer or employee or person whose salary is payable in whole or in part from the City of New Rochelle treasury is directly or indirectly interested therein, or in any portion of the profits thereof.

As an authorized representative of the identified company, I accept all the terms and conditions identified in Request for Proposal Spec. # except as identified.

Company Name and Address _____

Signature

Date

Name & Title

Phone Number

Email Address

Fax Number