



# City of Santa Maria, California Request for Proposals Marketing Services

## **A. INTRODUCTION**

The City of Santa Maria Recreation and Parks Department is seeking proposals from qualified individuals or firms to create a formal, long-term Marketing Plan for implementation in order to more effectively position Recreation and Parks in the community. The Plan would promote the Recreation and Parks exceptional attributes and elevate the City's image within Santa Barbara County and reinforce its distinct sense of place and community character.

There is no expressed or implied obligation for the City to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under the California Public Records Act (Government Code Sec. 6250 et seq.), unless exempt. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

To be considered, one (1) original and three (3) copies of a proposal must be received by Sheila Hastings, Secretary at the Recreation and Parks Department at 615 S. McClelland Street, Santa Maria, CA 93454, by 3:00 P.M., on March 31. The City reserves the right to reject any or all proposals submitted.

Proposal acceptance period: it is understood upon submission of the proposal, the fees proposed will be valid for a period of six (6) months after City approval.

During the evaluation process, the Review Committee and the City reserve the right, when it may serve the City's best interest, to request additional information or clarification from proposers, or to allow corrections of errors or omissions. At the discretion of the City or the Review Committee, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.

The City reserves the right to retain all proposals submitted and to use any idea(s) in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the agreement between the City and the firm selected.

The bidder to whom award is made shall execute a written agreement with the City within ten (10) calendar days after notice of the award has been sent by mail to the address given in the proposal. The agreement shall be made in the form adopted by the City and incorporated in these specifications.

A recommendation and proposed agreement will be prepared for review and approval by the City Council meeting. The City reserves the right to reject any or all proposals, to waive any non-material irregularities or information in any proposal, and to accept or reject any items or combination of items.

## **B. Qualifications and Experience**

Proposals will be accepted from individuals, organizations (for-profit or non-profit), or other collaborative arrangements that:

- Are qualified to conduct business in the State of California and the City of Santa Maria.
- Are in a corporation or a limited liability corporation (LLC) that is in good standing with the Secretary of State.
- Has the financial resources for the performance of the desired marketing and communication services, or the ability to obtain such resources.
- Is an Equal Opportunity Employer and otherwise qualified by law to enter into a service contract.

Proposers shall have substantial experience with the following:

- Providing professional, effective communication services
- Producing quality graphic design and copywriting
- Devising, implementing and coordinating marketing campaigns and promotions
- Developing, implementing, monitoring and adjusting media strategies while working within a modest budget to promote programs, events, and facilities
- Coordinating with multiple parties to meet deadlines

## **C. Term of Engagement**

It is the intent of the City to contract for the services presented herein for a term of no more than 120 days from date of acceptance.

## **D. Nature of services required**

The successful firm or consultant team will be familiar with the Recreation and Parks Department, and the Leisure Needs and Assessment Plan; and will be expected to provide a strategy that considers marketing and communication for the goals set in the Department Budget and Plan. The Marketing Plan should elevate ongoing efforts to track, monitor, and assess how the Department is communicating/marketing to its various customers as well as how it is presented in the local media, while establishing new avenues of communication, media and press coverage for proactively conveying information and storytelling.

## **E. Deliverables**

The selected firm will be required to perform the following tasks:

- Market Research: Collect and organize data about the market that is currently taking part in leisure services.
- Define who the target market is for activities, programs, events and parks.
- Create a recommendation for Market Strategies
- Establish quantifiable marketing goals
- Determine how to monitor results
- Create and deliver a comprehensive marketing plan

## **F. Indemnification**

The consultant shall indemnify, defend and hold harmless the City of Santa Maria, its officers, agents, employees, representatives and assigns, from lawsuits, actions, costs (including attorneys' fees), claims or liabilities of any character brought because of any injuries or damages received or sustained by any person, persons, or property on account of any act or omission, neglect or misconduct of said contractor, its officers, agents, and/or employees arising out of, or in the performance of any of the provisions of the contract, including any claims or amounts recovered for any infringements of patent, trademark or copyright; or from any claims or amounts arising or recovered under the "Worker's Compensation Act" or any other law, ordinance, order or decree. In connection with any such claims, lawsuits, actions or liabilities, the City of Santa Maria, its officers, agents, employees, representatives and their assigns shall have the right to defense counsel of their choice. The consultant shall be solely liable for all costs of such defense and for all expenses, fees, judgments, settlements and all other costs arising out of such claims, lawsuits, actions or liabilities. Consultant agrees to comply with all laws, ordinances, and rules of the City of Santa Maria and the State of California. The City reserves the right to reject any or all proposals, waive formalities, and select the consultant that best meets the needs of the City and its employees. The City reserves the right to select and terminate any consultant as deemed necessary based on the needs of the City and its employees. The City reserves the right to request additional information during the evaluation period.

## **G. Professional Liability Insurance**

The selected consultant shall procure and maintain for the duration of the contract, Professional Liability Insurance for bodily injury and property damage arising out of the rendering or failure to render proper professional service. The selected consultant shall maintain limits no less than five hundred thousand dollars (\$500,000).

## **H. RFP Amendments**

The City of Santa Maria Reserves the right to amend this RFP at any time prior to the closing date. Amendments will be posted to the City's website.

## **I. Award of Contract**

The City of Santa Maria will award the services in the manner that will obtain the highest quality of services at the most competitive price. Proposals will be accepted only from firms with demonstrated experience and competency in relevant planning arenas, with preference given to those firms with municipal experience. The City reserves the right to negotiate or reject any and all proposals. Proposals will be evaluated based on the Evaluation Criteria noted below, with emphasis on how the Specific Issues Areas (noted above) are addressed. Note: no formal opening of the proposals will take place. Proposals will be evaluated and the successful firm will be contacted subsequent to the City approval. Consultant interviews may be conducted as deemed necessary by the City.

**J. Termination of Contract**

Either party may terminate this agreement by giving the other party no less than sixty (60) days written notice. If the consultant terminates the contract prior to completion of the project, all work completed to date shall be given to the City of Santa Maria. Additionally, the consultant shall reimburse the City for any out-of-pocket costs incurred in acquiring and retaining a new consultant.

**K. Anticipated Schedule (subject to change if necessary)**


**L. Ownership of Materials**

All information from the consultants' reports becomes property of the City of Santa Maria

**M. Proposal Format Requirements**

a. Cover Letter.

The cover letter shall contain the name of the proposing consultant, the address of the respondents, and the contact individual(s) authorized to answer technical, price, and contract questions. Include contact individuals' telephone numbers, email addresses, and mailing addresses. Identify the key personnel of the firm who will be assigned to this project. The cover letter shall be signed by a person or persons authorized to bind the respondent(s).

b. Table of Contents.

The contents of the proposal shall be included in an index at the beginning of the proposal and should include all contents and attachments.

c. Company Profile Information.

Respondents shall include a completed Company Profile Information sheet contained in Exhibit A.

d. Consulting Firm Background and Statement of Staff Experience.

Provide detailed information about the firm's background and examples of similar work conducted; any work for local governments should be detailed as well. Submit resumes of staff proposed for the project and a description of their roles and responsibilities for this project.

e. Scope of Required Services.

Explain the respondent's approach to accomplishing the services described in the Scope of Services section. Include a description of the proposed methodology for each component.

f. Proposed Schedule of Consulting Services.

Provide an estimated time-line for the project based on the services listed. Include a detailed discussion of the approach, methodology, project management, and how the respondent will interact with the City, broken down in phases.

g. References.

List a minimum of three references with examples of comparable plans/plan updates provided for review. Provide a contact person and telephone number for each reference. Respondents with like municipal project experience will be given preference. Respondents should use the form (or at minimum the format) contained in Exhibit B

h. Concluding Remarks.

This section may contain any final comments or any elaboration the respondent believes is important to gain a better understanding of the proposed services and/or respondent's capabilities.

i. Compensation Proposal.

Identify the proposed compensation model (hourly, daily, project, item, or other method) and provide the rate or price for each type of service contemplated by this RFP. Please provide an estimated, or, if possible, a firm price for the compensation for this project. The City will consider the competitiveness and adequacy of the proposed compensation model for the services. The contract with the consultant shall include a "not to exceed" figure. The respondent shall disclose any charges or fees not included in its base price the City would incur. As noted in Exhibit C, please identify proposed compensation by project component.

j. Attachments.

Include any attachments as part of the response to the RFP.

k. Evaluation Criteria

City staff shall evaluate the proposals to determine the firm(s) best suited to meet the City's needs. The City reserves the right to require in-person interviews with some or all of the respondents. As necessary, City staff shall make its recommendation on selection to the City Council. In evaluating the quotations/qualifications, City staff's recommendation and the City's selection will be based on those facts deemed necessary to promote the best interests and welfare of the City including, without limitation, the following:

**Professional and technical competence (25%).**

The respondent's ability to provide the services, including capacity to achieve the project goals and objectives described in this RFP.

**Professional qualifications and specialized experience of respondent and team (30%).** The respondent's experience in providing services similar to the services on projects of similar scope and magnitude (e.g., specifically with respect to government agencies). The City will consider the past and current performance of the respondent (and team members) on other contracts in terms of quality of services and compliance with performance schedules. The City may solicit

references from current and/or previous clients, including other governmental agencies, or any available sources, relevant information relating to the respondent's record of performance.

**Quality of the RFP submittal (25%).**

The City will review the quality and comprehensiveness of the RFP and the proposed project management/implementation plan for executing the contract including the staffing plan, local availability and commitment of personnel who will manage and oversee the project.

**Proposed cost of service (20%). Please refer to Exhibit C.**

**I. Rejection of Proposals**

This RFP shall not create any legal obligation of the City to evaluate any qualification submitted or to enter into any contract or any other agreement with an entity who submits a response except on terms and conditions the City deems, in the sole and absolute discretion, to be satisfactory and desirable. All quotation/qualification should contain an affirmative statement there is no "conflict of interest" with the City and the respondent. The City reserves the right to reject all quotations/qualifications received and the right to waive non-material formalities and technicalities according to the best interests of the City. The City reserves the right to select a respondent or multiple respondents to perform the services. The City reserves the right to terminate the services provided by the respondent. Any work provided by the respondent will be in compliance with a contract to be entered into subsequent to this RFP. By submitting a quotation/qualification, the respondent acknowledges its understanding of the requirements of this submission and agrees to be bound to the same.

## EXHIBIT A

### **COMPANY PROFILE INFORMATION**

Each respondent shall complete the following information:

1. Legal name of firm: \_\_\_\_\_

2. Doing business under other company name? If yes, name of company:

\_\_\_\_\_

3. Headquarters address: \_\_\_\_\_

4. City, state and zip code: \_\_\_\_\_

5. Web site address: \_\_\_\_\_

6. Number of years in business: \_\_\_\_\_

7. Total number of employees: \_\_\_\_\_

8. Total annual revenues separated by last three full fiscal years: \_\_\_\_\_

\_\_\_\_\_

9. Major products and/or services offered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. Other products and/or services offered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. Describe the firm's demonstrated experience in providing services responsive to the scope of services requested in this RFP:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## EXHIBIT B

### **COMPANY REFERENCES**

Submit a completed client profile information sheet for each company reference.

Provide a minimum of three references.

1. Client name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. City, state, zip code: \_\_\_\_\_
4. Project manager: \_\_\_\_\_
5. Telephone number: \_\_\_\_\_
6. E-mail: \_\_\_\_\_
7. Number of employees in client organization: \_\_\_\_\_
8. Project scope of services/goals: \_\_\_\_\_
9. Contract award date: \_\_\_\_\_ Cutover date: \_\_\_\_\_
10. Initial contract amount: \$\_\_\_\_\_ Final contract amount: \$\_\_\_\_\_
11. Describe the project, its similarity to the services requested herein, and how goals were met:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
12. What were the costs of the project? \_\_\_\_\_
13. You may attach any reports or studies completed for the project.

1. Client name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. City, state, zip code: \_\_\_\_\_
4. Project manager: \_\_\_\_\_
5. Telephone number: \_\_\_\_\_
6. E-mail: \_\_\_\_\_
7. Number of employees in client organization: \_\_\_\_\_
8. Project scope of services/goals: \_\_\_\_\_
9. Contract award date: \_\_\_\_\_ Cutover date: \_\_\_\_\_
10. Initial contract amount: \$\_\_\_\_\_ Final contract amount: \$\_\_\_\_\_
11. Describe the project, its similarity to the services requested herein, and how goals were met:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
12. What were the costs of the project? \_\_\_\_\_
13. You may attach any reports or studies completed for the project.

1. Client name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. City, state, zip code: \_\_\_\_\_
4. Project manager: \_\_\_\_\_
5. Telephone number: \_\_\_\_\_
6. E-mail: \_\_\_\_\_
7. Number of employees in client organization: \_\_\_\_\_
8. Project scope of services/goals: \_\_\_\_\_
9. Contract award date: \_\_\_\_\_ Cutover date: \_\_\_\_\_
10. Initial contract amount: \$\_\_\_\_\_ Final contract amount:  
\$\_\_\_\_\_
11. Describe the project, its similarity to the services requested herein, and how goals were met:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
12. What were the costs of the project? \_\_\_\_\_
13. You may attach any reports or studies completed for the project.

## EXHIBIT C

### **COMPENSATION**

Submit a compensation proposal in a separate sealed envelope. The compensation shall be broken down by Plan component.