



## **REQUEST FOR PROPOSALS**

### **Marketing Services NYS Equal Rights Heritage Center**

The City of Auburn (City) owns and operates the new NYS Equal Rights Heritage Center (the Center) in downtown Auburn, NY. This request for proposals seeks a marketing firm capable of leading and executing a first ever brand identity process and marketing plan that engages and supports the project with the experience and expertise in design, production and implementation of a marketing strategy that identifies the Center as a key local and regional hub for visitors.

**RESPONSES DUE: Wednesday April 30, 2019, 3:00 P.M.**

Submission to:  
City of Auburn Office of the City Clerk

**Subject Line: NYS Equal Rights Heritage Center Marketing**

## PART A: INFORMATION

### 1) Overview

**Project:** NYS Equal Rights Heritage Center First Year Marketing Plan. The selected firm will work with the City of Auburn to develop and implement new branding, marketing and destination events for the new NYS Equal Rights Heritage Center in Auburn. The Center is a heritage-tourism promotion center that communicates the pioneering role that the State has played in the ongoing quest for Equal Rights and acts as a visitor launching pad for visitors to discover Equal Rights attractions throughout New York State. The Center also features a Taste NY Market and the local visitor information center for the City of Auburn and Cayuga County.

**Location:** The NYS Equal Rights Heritage Center (25 South Street) is located at the intersection of the Harriet Tubman Memorial Highway (NYS Route 34) and Lincoln Street in downtown Auburn. The new center is located on the former site of the Auburn Women's Educational & Industrial Union (WEIU) building, next door to the Seward House Museum, and one mile north of the Harriet Tubman National Historical Park. The center is located in Auburn's downtown Business improvement district (BID) and within the South Street National Register Historic District.

### 2) Project Objectives

The City is seeking a marketing firm capable of leading and executing a first ever brand identity process that engages and supports the project with the experience and expertise in design, production and implementation of a marketing strategy that identifies the Center as a local and regional hub for visitors. The goal is to attract out of town visitors that will spend multiple days in Auburn visiting the ERHC as a starting point and all of Auburn's historic, cultural, arts and recreational sites; accommodations; and, retail shopping, dining and craft beverage producers.

The City invites proposals from interested qualified marketing agencies with experience in brand development and management; digital marketing; social media strategy, implementation, and management; website design and development; and lead generation, follow-up and market research. Preference will be given to agencies providing a broad range of services; subcontracts with local providers to achieve this are acceptable. Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered. The contract period will be from May, 2019, through fall of 2020.

Respondents should outline a first year marketing strategy for the Center that would address any or all of the following within a budget that does not exceed \$150,000.00:

- Serve as the City's expert advisor for the development and implementation of initial marketing strategies for the NYS Equal Rights Heritage Center and its oversight partners, the City of Auburn Historic and Cultural Sites Commission and the Auburn Downtown Business

Improvement District.

- Develop a marketing plan focused on achieving the City's marketing goals of driving visitors to the Center and generating potential leads.
- Create planning objectives and reporting for ensuring tactics are managed on budget, and accountable to measurement through key performance indicators (KPIs).
- Provide graphic design and content development for digital, print, and collateral material, as requested.
- Develop and manage public relations resources to accomplish the objectives of introducing the new Center as a must see stop in the region, especially for group tour business.
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development.
- Support the City's internal marketing needs by providing templates integrated in to the brand concept, this includes print materials and large screen digital media displays, experience with Brightsign digital marketing media players is a plus.
- Provide website design, development, and content services, as needed that can be provided to the City marketing staff for future internal editing and programming.
- Provide social media strategy development, content, and execution that can be provided to the City marketing staff for future internal editing and programming. This would include video content creation for use on the web and social media platforms.
- Advise the City on maintaining brand consistency for future years that would include annual campaigns with more limited funding resources.

#### Administration

1. The project is in part funded by a NYS Empire State Development (NYS ESD) Market NY grant. The selected marketing team will be responsible for working with the City in administering any grant funds that are awarded to this project, including but not limited to, preparing the project agreement, compliance with affirmative action, MWBE, SDVOB and payment request documentation.
2. The marketing team will be responsible to schedule all meetings for all design and implementation phases of the project and to provide meeting minutes for same.
3. The marketing team is responsible to provide regular (at least every two weeks) updates to its schedule to be coordinated with City.

#### MWBE and SDVOB Regulations Participation

1. A Minority and Women-owned Business Enterprise (M/WBE) goal of 30% and a Service Disabled Veteran Owned Business (SDVOB) goal of 6% are required under the City's grant contract with NYS ESD. Compliance with NYS Executive Law Article 15-A and NYCRR Parts 142-144 ("MWBE Regulations") participation goals is required.
2. Submission of a Contractor Workforce Utilization Plan that will demonstrate good faith effort of

the Consultant's ability to meet MWBE and SDVOB Goals. (see attachment)

### 3) Site Visit

Respondents are strongly encouraged to visit the Center. The Center is open to the public 7 days a week 10 a.m. through 4 p.m. throughout the month of April 2019. A site visit and information meeting will be hosted by the City on Monday April 15, 2019 at 3:00 PM. Staff will be available to discuss the proposed project and its context within the surrounding historic structures, downtown BID and the City, County and region's other significant tourist sites.

### 4) Estimated Project Schedule

The following outlines the anticipated Project Schedule:

RFP Issued	Friday, April 5, 2019
Site Visit	Monday, April 15, 2019 at 3 p.m.
Letter of Intent Due	Tuesday, April 16, 2019
RFP Proposals Due	April 30, 2019 by 3 p.m.
Finalist Interviews	Monday, May 6, 2019 (at a time to be determined between 12 p.m. Noon and 4 p.m.)
Contract Negotiation and Award	Week of May 6, 2019
Project Begins	Week of May 13, 2019
Project Complete By	Fall of 2020

### 5) City Participation in the Project

The City anticipates that during all phases the firm will coordinate on a regular basis with the individuals and committees described below:

1. On a daily basis, the firm will work with and receive direction from City Project Managers and/or their designees.
2. As needed, the firm will meet with in person with the City and the City of Auburn's Historic and Cultural Sites Commission.
3. The firm is responsible for overseeing management of the programming, design, budget, and schedule.

## **PART B: BID SUBMISSION REQUIREMENTS**

You may select the format for your response provided it is no larger than 8.5x11 and limited to 20 pages. Keep in mind that six (6) copies will be required for distribution by the City for review. Please organize your response according to the sections and sub-sections outlined below.

### **1) Letter of Intent- Due by April 16, 2019**

- a. Provide a letter of intent that should include a description of the firm or team's qualifications, contact information and name of one main contact/project manager. This is required to be submitted by April 16, 2019 at 4 p.m..

### **2) Firm Description, Experience and Qualifications**

- a. Provide a brief description of the firm emphasizing areas of expertise or focus of practice.
- b. If applicable, provide a list of up to three similar marketing projects (ie. Visitor, Welcome Centers) that your firm or project team has completed within the last five (5) years. Please include budget: original budget, budget changes, and final cost in US dollars; Schedule: design start, implementation and completion; any significant sub-contractors; and, measurable results. For each project identify the client with a contact person and telephone number.
- c. Provide three (3) references for your firm or project team that can attest to the performance and quality of work provided by your firm for projects similar to the scope of services identified for this project. Provide contact information for each of the references, including a current telephone number, address, and email address.
- d. Demonstrate past project history and work experiences in or near the City of Auburn and knowledge of the local and Central New York and Finger Lakes regional area.

### **3) Design Philosophy and Methodology**

- a. Expression  
Description of an initial design approach to the project and why the City should consider your firm for these services.
- b. Process  
Describe the anticipated process for completing the design, implementation and closeout including measurable results.
- c. Functional  
Description of systems used to meet the requirements for keeping the project within scope, on

schedule, and on budget.

d. Team

- i. Description of staffing for each phase of the project and how the individuals involved in the project will engage with the client.
- ii. Subconsultants and description of how they will be engaged during each phase of design.

#### **4) Project Staffing Plan**

- a. Organizational chart for the team and any subconsultants, including the primary point of contact. Distinguish between in-house and proposed sub-consultant services.
- b. Resumes of key personnel indicated to work on the project.

#### **5) Bid Form - Fee Proposal**

All firms are asked to provide a fee proposal for the complete services required for the project per your proposal.

#### **6) Contractor's M/WBE and SDVOB Utilization Plan**

- a. Providing equal employment opportunities for minority group members and women (EEO) and contracting opportunities for certified minority and women-owned business enterprises (MWBEs) and Service Disabled Veteran Owned Businesses (SDVOB) are a priority of the State of New York. Outreach to New York State certified MWBE and SDVOB firms and demonstration of "good faith efforts" shall be required under this solicitation.
- b. For the purposes of this solicitation, a contractor work force utilization plan shall be submitted. See Appendix.
- c. This project has established a goal for MWBE participation of MBE and WBE of 30% and a Service Disabled Veteran Owned Business (SDVOB) goal of 6%.

#### **7) Project Schedule**

The Equal Rights Heritage Center Marketing Plan will be designed and implemented within eighteen (18) months with an emphasis on attempting to begin implementing as soon as possible after May of 2019.

**PART C: SCORING CRITERIA & SELECTION**

The following outlines the anticipated Architect selection process:

RFP Issued	Friday, April 5, 2019
Site Visit	Monday, April 15, 2019 at 3 p.m.
Letter of Intent & Questions Due	Tuesday, April 16, 2019
RFP Proposals Due	April 30, 2019 by 3 p.m.
Finalist Interviews	Monday, May 6, 2019 (at a time to be determined between 12 p.m. Noon and 4 p.m.)
Contract Negotiation and Award	Week of May 6, 2019
Project Begins	Week of May 13, 2019
Project Complete By	Fall of 2020

The City will evaluate and rank responsive proposals that are received by the deadline. Proposals will be evaluated on a combination of the following criteria and associated points:

<u>Criteria</u>	<u>Maximum Points</u>
1. Qualifications and applicable experience	40
2. Approach to program development and design	20
3. Project Proposal Fee and Scope	15
4. Workforce Utilization Plan, MWBE and SDVOB Goals	10
5. Ability to comply with project timeline	5
6. Experience with projects funded by NYS and I Love NY	10

Interviews of firms and or project teams will be held before making a final Professional Consulting Services recommendation. Pending City Council authorization, a professional services agreement will be executed between the City and the selected Consultant. If an agreement cannot be executed in a timely manner, the City may terminate negotiations and solicit services for the project from another firm that submitted responses to this RFP.

It shall be the respondent’s sole risk to assure delivery of the proposal to the City by the designed time of April 30, 2019 at 3 p.m.. The City will not evaluate any proposals after the deadline specified in this RFP.

## Contact Information

You are kindly requested not to initiate contact with any member of the Project Team or staff of the City regarding this project, with the exception of designated contacts.

Please indicate your intent to respond to this RFP by sending a letter of intent by email to [cmason@AuburnNY.gov](mailto:cmason@AuburnNY.gov) no later than **April 16, 2019 by 4:00 pm**. Include a contact person and an email address in case we need to be in touch with you.

If you have any questions regarding the RFP and the selection process, please contact Chuck Mason, whose contact information is noted below. All significant questions and answers will be distributed to all firms who provide notice of intent to respond. The deadline for submitting requests for information (RFI) is **April 16, 2016 by 4:00 pm**.

To be considered, please submit the following hard copies and electronic PDF copy of your response no later than **April 30, 2019 by 3:00 pm** as follows:

Proposal with six (6) hardcopies and PDF emailed should be addressed to:

City of Auburn  
Memorial City Hall  
24 South Street  
Auburn, NY 13021  
Tel: (315) 255-4118  
Attn: Chuck Mason, City Clerk email: [cmason@auburnny.gov](mailto:cmason@auburnny.gov)

Note that faxes will not be accepted and that any materials incorrectly addressed are not likely to be considered.



## **PART D: MISCELLANEOUS CONDITIONS**

### Obligation Only on Formal Contract

The issuance of this RFP, the submission of a response by any firm, and the acceptance of such response by the City of Auburn (City) does not obligate the City in any manner.

Responses to this RFP will be prepared at the sole cost and expense of the proposing firms. All firms who choose to participate in the selection process or respond to the RFP agree that the City owns all rights related to the materials submitted in response to this RFP, and all ideas, concepts, designs, titles and other elements associated therewith, whether or not respondent is selected, and whether or not developed by a respondent or included in the final design. Such materials will not be returned to respondents and may be used by the City and its designees as may be in its best interest in any manner and in any media whatsoever. By submitting your written proposal you represent and warrant that your submitted proposal does not contain information that will violate the rights of any third party.

If the firm does not desire that proprietary information in the proposal be disclosed, the firm must identify all such proprietary information in the proposal. Identification shall be submitted concurrently with the response. Failure to do so indicates that those sections are non-proprietary and may be made available by the City to third parties, upon request, after evaluation and selection.

### City of Auburn Reservation of Rights

The City of Auburn (City) may (i) amend, modify, or withdraw this RFP, (ii) revise requirements of this RFP, (iii) require supplemental statements or information from any firm, (iv) accept or reject any or all responses hereto, (v) extend the deadline for submission of proposals hereto, (vi) negotiate or hold discussions with any respondent and waive defects and allow corrections of deficient proposals that do not completely conform to the instructions contained herein, and (vii) cancel this RFP, in whole or in part, if the City deems it in its best interest to do so. The City may exercise the foregoing rights at any time without notice and without liability to any responding firm or any other party for its expenses incurred in the preparation of the responses hereto or otherwise.



**OCSD-4**

MWBE AND SDVOB UTILIZATION PLAN

**INSTRUCTIONS:** This form must be submitted with any bid, proposal, or proposed negotiated contract or within a reasonable time thereafter, but prior to contract award. This MWBE and SDVOB Utilization Plan must contain a detailed description of the supplies and/or services to be provided by each certified Minority and Women-owned Business Enterprise (M/WBE) and/or Service Disabled Veteran Owned Business (SDVOB) under the contract. Attach additional sheets if necessary.

**\* indicates mandatory fields**

\* **Contractor Name:** \_\_\_\_\_

\* **Representative Name:** \_\_\_\_\_

\* **Phone:** \_\_\_\_\_

\* **Fax:** \_\_\_\_\_

\* **Email:** \_\_\_\_\_

\* **Total Dollar Value of Contract/Grant:** \$ \_\_\_\_\_

**Address:** \_\_\_\_\_

**Town, State & Zip:** \_\_\_\_\_

\* **ESD Contract/Project Number:** \_\_\_\_\_

**RFP/RFQ/Solicitation Number:** \_\_\_\_\_

\* **MWBE Goal:** MBE \_\_\_\_\_% + WBE \_\_\_\_\_% = **MWBE GOAL** \_\_\_\_\_%

\* **SDVOB Goal:** \_\_\_\_\_%

1. * Certified MWBE or SDVOB Firm Name, Contact Person's Name, Address, Phone and Email.	2. * Check All That Apply	3. * Federal ID No.	4. Detailed Description of Work (Attach additional sheets, if necessary, Attach Contract if available)	5. Dollar Value of Contract (if unavailable or yet undetermined, indicate \$1)
A.	<u>NYS CERTIFIED</u> <input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> SDVOB			
B.	<u>NYS CERTIFIED</u> <input type="checkbox"/> MBE <input type="checkbox"/> WBE <input type="checkbox"/> SDVOB			



OCSD-4

6. If unable to fully meet the MWBE and/or SDVOB goals set forth in the contract, the Contractor must submit a Waiver Request form, which may be obtained from the Office of Contractor and Supplier Diversity, at [OCSD@ESD.NY.GOV](mailto:OCSD@ESD.NY.GOV).

PREPARED BY (Signature): \_\_\_\_\_ DATE: \_\_\_\_\_  
Preparer's Name (Print or Type): \_\_\_\_\_  
Preparer's Title: \_\_\_\_\_  
Date: \_\_\_\_\_

TELEPHONE NO.: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

**\*\* FOR OCSD USE ONLY \*\***

REVIEWED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

SUBMISSION OF THIS FORM CONSTITUTES THE CONTRACTOR'S ACKNOWLEDGEMENT AND AGREEMENT TO COMPLY WITH THE MWBE AND SDVOB REQUIREMENTS SET FORTH UNDER NYS EXECUTIVE LAW ARTICLES 15-A AND 17-B, 5 NYCRR PART 143, 9 NYCRR PART 252, AND THE ABOVE-REFERENCED SOLICITATION. FAILURE TO SUBMIT COMPLETE AND ACCURATE INFORMATION MAY RESULT IN A FINDING OF NONCOMPLIANCE AND POSSIBLE TERMINATION OF YOUR CONTRACT.

UTILIZATION PLAN APPROVED?  
 YES  NO Date: \_\_\_\_\_

Contract No.: \_\_\_\_\_  
Project No. (if applicable): \_\_\_\_\_  
Contract Award Date: \_\_\_\_\_  
Estimated Date of Completion: \_\_\_\_\_  
Amount Obligated Under the Contract: \_\_\_\_\_  
Description of Work: \_\_\_\_\_

NOTICE OF DEFICIENCY ISSUED?  
 YES  NO Date of Issue: \_\_\_\_\_

NOTICE OF ACCEPTANCE ISSUED?  
 YES  NO Date of Issue: \_\_\_\_\_

The MWBE Certification status of the firms listed on this form **MUST** be verified using the New York State Contract System's Directory of Certified Minority and Women-owned Business Enterprises.

This directory is available at <https://ny.newnycontracts.com>.

The SDVOB Certification status of the firms listed on this form **MUST** be verified using the Directory of New York State Certified Service-Disabled Veteran-Owned Businesses.

This directory is available at <https://online.ogs.ny.gov/SDVOB/search>.