

RFP-2022-023
REQUEST FOR PROPOSALS
TOWN DESTINATION MARKETING & BRANDING

The Town of Fountain Hills



Admin-Procurement
16705 E. Avenue of the Fountains
Fountain Hills, AZ 85268

RELEASE DATE: June 1, 2022
DEADLINE FOR QUESTIONS: June 16, 2022
RESPONSE DEADLINE: July 14, 2022, 5:00 pm

Town of Fountain Hills
REQUEST FOR PROPOSALS
Town Destination Marketing & Branding

I. Introduction.....

II. Scope of Work

III. RFP Submission Process

IV. Evaluation Criteria

V. Evaluation and Award Process

VI. Terms and Conditions

VII. Vendor Questionnaire.....

Attachments:

A - Fountain Hills PSA Sample 8-12-2021

1. INTRODUCTION

In the event that a Vendor cannot be selected based solely on Proposals submitted, Oral Interviews may be conducted at the Town's sole discretion.

The Town of Fountain Hills reserves the right to amend the solicitation schedule as necessary.

1.1. [Summary](#)

The Town of Fountain Hills (the "Town") is issuing this Request For Proposals (this "RFP") seeking proposals ("Proposals") from qualified, licensed firms ("Vendors") interested in providing professional services consisting of a Branding Campaign for the Town (the "Services"), as more particularly described in the [Scope of Work](#). In accordance with the Town's Procurement Code, the Town will accept sealed Proposals for the Services specified in the [Scope of Work](#).

1.2. [Background](#)

The Town of Fountain Hills (Town) is located in the northeast portion of the Phoenix Valley and is bordered by the McDowell Mountain Regional Park within Maricopa County. The Town is east of the City of Scottsdale, north of the Salt River Pima-Maricopa Indian Community, and west of the Fort McDowell Yavapai Nation. Fountain Hills is famous for the spectacular projection of its signature fountain, which can be viewed from many vantage points within and outside the Town.

The Town is also renowned for its preservation of the natural desert, its abundant wildlife, scenic qualities and dark skies. One of Fountain Hills' most valuable assets is its natural beauty. The Town's scenic terrain provide for a wide range of outdoor activities including hiking, biking, and golf lifestyles views and desert in support of healthy lifestyles. Fountain Hills contains some of the more challenging and picturesque golf courses in the State of Arizona. Its dark skies provide opportunities for star gazing.

Fountain Hills was named by Phoenix Magazine as the best place to live in the Valley of the Sun and was cited as "a welcome oasis on the outskirts of a metropolis." The small town charm, lakeside park, Town Center, relaxed desert lifestyle, lush desert landscapes, diverse landforms, public art, and idyllic location at the foothills of a picturesque mountain setting overlooking Fountain Park make Fountain Hills an oasis in the desert.

A step away from the bustling Phoenix metro area, Fountain Hills' aesthetics and natural desert setting creates a desirable environment for a variety of lifestyles. Artists, professionals, retirees, singles, new families, permanent and seasonal residents call this world apart home.

1.3. [Contact Information](#)

Rob Durham

Procurement Administrator

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Fountain Hills, AZ 85268

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Phone: [\(480\) 816-5128](tel:(480)816-5128)

Department:
 Admin-Procurement

1.4. Timeline

Release Date	June 1, 2022
Advertisement: Fountain Hills Times	6/1/22 and 6/8/22
Advertisement: Arizona Business Gazette	6/2/22 and 6/9/22
Final Date and Time for Inquires	June 16, 2022, 5:00pm
Proposal Due Date and Time	July 14, 2022, 5:00pm
Bid Opening	7/14/22 @ 5:30PM Join Zoom Meeting https://us06web.zoom.us/j/87251808658?pwd=S2Zqb3ZxbzdGb1VyWEEx4YTlzeFhHQT09 Meeting ID: 872 5180 8658 Passcode: UZUD80
Shortlist Announced for Oral Interviews (if necessary)	July 21, 2022
Oral Interviews (if necessary)	3rd week July
Anticipated Agreement Start Date	August 1, 2022

2. SCOPE OF WORK

2.1. [General Information/Introduction](#)

The Town of Fountain Hills intends to contract with a consulting firm to develop both a unique brand and marketing collateral for Fountain Hills. The goal of the project is to energize and focus Fountain Hills marketing and branding efforts and create a cohesive message that encourages development and tourism to the region. The project is between \$15,000 and \$20,000.

2.2. [Background](#)

The Town of Fountain Hills is located in the northeast region of Maricopa County, approximately 30 miles northeast of downtown Phoenix. The Town's spectacular hillside location, in the Upper Sonoran Desert on the eastern slope of the McDowell Mountains, provides the community with its famous mountain vistas and rich natural desert vegetation. The Town is bordered by McDowell Mountain Regional Park on the north, the Salt River Pima-Maricopa Indian Community on the south, the Fort McDowell Yavapai Nation on the east, and City of Scottsdale on the west.

Fountain Hills is famous for the spectacular aquatic display of the grand fountain, which can be viewed from many vantage points within and outside the Town. The fountain is one of the tallest continuously operating fountains in the world. One of the community's most valuable assets is its natural beauty. Incredible views and natural desert terrain provide for a wide range of outdoor activities including hiking, biking, boating and golf.

The Town of Fountain Hills has grown from the guiding hand of the founders into an independent, vibrant and vital family-oriented community where the conservation and preservation of the natural heritage and visual beauty of the surrounding desert are maintained. Residents revere the sense of closeness and small town feeling in a community dedicated to high quality schools and strive for diversity in neighborhoods that all have an adjacency to nature in common.

Fountain Hills is committed to creating a Town that is attractive for small businesses, clean industry and village commerce, where the natural environment is preserved and protected, and where diverse housing is supplied in beautiful developments.

2.3. [Scope/Tasks/Deliverables](#)

The Town has utilized different brands for various departments over the years; however, there is no single community brand established for the Town of Fountain Hills. A destination brand is a commonly held perception about a place that evokes feelings, emotions, thoughts and opinions about it as a place. A unifying brand for the region will have a powerful effect on tourism and community development. While tourism and community planners in the region can lay the foundation for such a brand and influence awareness about it, the brand itself will ultimately be determined by the people who use it – residents, businesses and tourists.

A good brand can provide benefits to tourists (creating trust and saving time), to marketers (providing focus to a cooperative approach) and community residents (building pride and promoting a common goal). A brand can be promoted both online (social media and websites) and offline (printed guides, signage and community events).

The development of a brand for Fountain Hills should begin with surveys of tourists, businesses and residents to determine their current perceptions as a place to visit and live.

A. Sustainability Brand Identification/Logo, etc.

Develop multiple options for a new brand identity for Fountain Hills including name, logo, tagline, color, etc. Work with staff to refine and finalize selected brand identity.

B. Marketing Plan

The marketing plan should offer strategies and options for enhancing the community's image and raising awareness with our audiences. The firm should at a minimum:

- Thoroughly review all marketing materials used in the past.
- Identify strategies to market to various audiences.
- Identify how marketing efforts might parallel other efforts.

C. Creation of Collateral Material

Develop themes for collateral material, website, etc. The material should be consistent with the new brand identity and marketing plan.

D. Meetings

The selected firm shall be required to participate in at least three in-person meetings with the project staff and conduct at least three focus groups with residents, tourists, and resort and tourism professionals. The firm will present the final product to Town Council.

3. RFP SUBMISSION PROCESS

3.1. Preparation/Submission of Proposal

Vendors are invited to participate in the competitive selection process for the Services outlined in this RFP. Responding parties shall review their Proposal submissions to ensure the following requirements are met. The Town requires electronic submission of bids and proposals. Please submit electronic responses via the Town's e-Procurement Portal, <https://secure.procurenow.com/portal/fhaz>. By way of the e-Procurement Portal, responses will be locked and digitally encrypted until the submission deadline passes.

3.2. Irregular or Non-responsive Proposals

The Town shall consider as "irregular" or "non-responsive" and reject any Proposal not prepared and submitted in accordance with this RFP, or any Proposal lacking sufficient information to enable the Town to make a reasonable determination of compliance to the minimum qualifications. Unauthorized conditions, limitations, or provisions shall be cause for rejection. Proposals may be deemed non-responsive at any time during the evaluation process if, in the sole opinion of the Town Manager or authorized designee, any of the following are true:

- A. Vendor does not meet the minimum required skill, experience or requirements to perform or provide the Services.
- B. Vendor has a past record of failing to fully perform or fulfill contractual obligations.
- C. Vendor cannot demonstrate financial stability.
- D. Vendor's Proposal contains false, inaccurate or misleading statements that, in the opinion of the Town Manager or authorized designee, are intended to mislead the Town in its evaluation of the Proposal.

3.3. Required Submittal

The Proposal shall be submitted with a cover letter with an **original ink signature (or a compliant digital signature)** by a person authorized to bind the Vendor. Proposals submitted without a cover letter with a compliant signature by a person authorized to bind the Vendor shall be considered non-responsive. The Proposal shall be a maximum of **15** pages to address the Proposal criteria (excluding resumes and the Vendor Information Form, but including the materials necessary to address project understanding, general information, organizational chart, photos, tables, graphs, and diagrams). Cover, back, table of contents and tabs may be used and shall not be included in the page count, unless they include additional project-specific information or Proposal criteria responses. The minimum allowable font for the Proposal is **11 pt, Arial or Times New Roman**. Failure to adhere to the page limit shall result in the Proposal being considered non-responsive.

3.4. Vendor Responsibilities

All Vendors shall

- (1) examine the entire RFP,

- (2) seek clarification of any item or requirement that may not be clear,
- (3) check all responses for accuracy before submitting a Proposal and
- (4) submit the entire Proposal by the Proposal Due Date and Time.

Late Proposals will not be considered, and are not possible when responding through the Town's e-Procurement Portal. Negligence in preparing a Proposal shall not be good cause for withdrawal after the Proposal Due Date and Time. Proposals may be received up to but not later than the Proposal Due Date and time via the Town's e-Procurement Portal located at <https://secure.procurenow.com/portal/FHAZ>. The Town's e-Procurement Portal Clock is the official clock for the determination of all deadline dates and times. **Without exception, responses will not be accepted after the submission deadline regardless of any technical difficulties such as poor internet connections or the Town's e-Procurement Portal not being accessible from your connected device. The Town strongly recommends completing your response well ahead of the deadline.**

3.5. [Sealed Submittals](#)

Sealed bids will be received through the Town's e-Procurement Portal located at <https://secure.procurenow.com/portal/fhaz>.

3.6. [Pricing](#)

Pricing shall be inclusive of all of the Services as described in the section titled [Scope of Work](#).

3.7. [Amendment/Withdrawal of Proposal](#)

At any time prior to the specified Proposal Due Date and Time, a Vendor (or designated representative) may amend or withdraw its Proposal. Any modifications in the Proposal shall be by the authorized person signing the Proposal and shall be added to the Vendor's Proposal upload. No Proposal shall be altered, amended or withdrawn after the specified Proposal Due Date and Time.

3.8. [Inquiries](#)

Proposers shall submit all inquiries regarding this RFP via the Town's e-Procurement Portal, located at <https://secure.procurenow.com/portal/fhaz>. Please note the deadline for submitting inquiries. All answers to inquiries will be posted on the Town's e-Procurement Portal. Bidders may also click "Follow" on this bid to receive an email notification when answers are posted. It is the responsibility of the bidder to check the website for answers to inquiries. All questions submitted and answers provided shall be electronically distributed to proposers who follow this solicitation on the Town's e-Procurement Portal.

3.9. [Inquiries Answered](#)

Verbal or telephone inquiries directed to Town staff will not be answered. Within two business days following the Final Date for Inquiries listed in the timeline of this RFP, answers to all questions received will be posted in the Town's e-Procurement Portal, and e-mailed to all parties who follow the project. No questions, submitted in any form, will be answered after the Final Date for Inquiries.

3.10. Pre-Submittal Conference

A Pre-Submittal Conference may be held. If scheduled, the date and time of this conference will be indicated in the timeline of this RFP. This conference may be designated as mandatory or non-mandatory in the timeline of this RFP. Additionally, if the Pre-Submittal Conference is designated as mandatory, failure to attend shall render that Vendor's Proposal non-responsive. Vendors are strongly encouraged to attend those Pre-Submittal Conferences designated as non-mandatory. The purpose of this conference will be to clarify the contents of this RFP in order to prevent any misunderstanding of the Town's requirements. Any doubt as to the requirements of this RFP or any apparent omission or discrepancy should be presented to the Town at this conference. The Town will then determine if any action is necessary and may issue a written amendment or addendum to the RFP. Oral statements or instructions will not constitute amendments or addenda to this RFP.

3.11. Addenda Notification

Proposers are required to register for an account via the Town's e-Procurement Portal hosted by ProcureNow. Once proposer has completed registration, they will receive addenda notifications to their email by clicking "Follow" on this project. Ultimately, it is sole responsibility of each bidder to periodically check the site for any addenda at <https://secure.procurenow.com/portal/fhaz>.

Any addendum issued as a result of any change in this RFP shall become part of the RFP and must be acknowledged in the Proposal submittal. Failure to indicate receipt of the addendum shall result in the Proposal being rejected as non-responsive. Any addendum issued by the Town with respect to this RFP will be available at: <https://secure.procurenow.com/portal/fhaz>

4. EVALUATION CRITERIA

Proposal Format and Scoring

Proposals shall be organized and submitted in the format as outlined below. Failure to conform to the designated format, standards and minimum requirements may result in a determination that the Proposal is non-responsive. Additionally, the Selection Committee will evaluate and award points to each Proposal based upon the evaluation criteria as outlined in this document. Points listed below are the maximum number of points possible for each criteria; there is no minimum number that the Selection Committee must award.

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Initial Evaluation; General Information	Pass / Fail	1 <i>(1% of Total)</i>
2.	Initial Evaluation; Experience and Qualifications of the Vendor	Points Based	15 <i>(15% of Total)</i>
3.	Initial Evaluation; Key Positions	Points Based	20 <i>(20% of Total)</i>
4.	Initial Evaluation; Project Approach	Points Based	34 <i>(34% of Total)</i>
5.	Initial Evaluation; Project Schedule	Points Based	20 <i>(20% of Total)</i>
6.	Pricing	Points Based	10 <i>(10% of Total)</i>

5. EVALUATION AND AWARD PROCESS

5.1. Reference Checks

References will be checked, and it is Vendor's responsibility to ensure that all information is accurate and current. Vendor authorizes the Town's representative to verify all information from these references and releases all those concerned from any liability in connection with the information they provide. Inability of the Town to verify references shall result in the Proposal being considered non-responsive.

5.2. Vendor Responsibility

The Town's representative may conduct any investigation deemed necessary to determine the Vendor's ability to perform the project. Vendors may be requested to submit additional documentation within 72 hours (or as specified) to assist the Town in its evaluation.

5.3. Vendor Licensing and Registration

Prior to the award of the Agreement, the successful Vendor shall be registered with the Arizona Corporation Commission and authorized to do business in Arizona. The Vendor shall provide licensure information with the Proposal. Corporations and partnerships shall be able to provide a Certificate of Good Standing from the Arizona Corporation Commission. A Town of Fountain Hills business license is also required upon any awarded contract.

5.4. Selection

A Selection Committee composed of representatives from the Town will conduct the selection process according to the schedule listed in the timeline of this RFP. Proposals shall be opened at the time and place designated in the timeline of this RFP. The name of each Vendor and the identity of the RFP for which the Proposal was submitted shall be publicly read and recorded in the presence of witnesses. PRICES SHALL NOT BE READ. The Selection Committee shall award the agreement to the responsible and responsive Vendor whose Proposal is determined, in writing, to be the most advantageous to the Town and best meets the overall needs of the Town taking into consideration the evaluation criteria set forth in this RFP. The amount of applicable transaction privilege or use tax of the Town shall not be a factor in determining the most advantageous Proposal. After the Town has entered into an Agreement with the successful Vendor, the successful Proposal and the scoring documentation shall be open for public inspection.

5.5. Line Item Option

Unless the Proposal states otherwise, or unless otherwise provided within this RFP, the Town reserves the right to award by individual line item, by group of line items, or as a total, whichever is deemed most advantageous to the Town.

5.6. Multiple Award

The Town, at its sole discretion, may elect to enter into Agreements with multiple Vendors who are qualified to provide the Services. The final terms and conditions of the proposed Agreement will be negotiated by the Town with the successful offerors.

5.7. Form of Agreement

The selected Vendor will be required to execute the Town's standard Professional Services Agreement in a form acceptable to the Town Attorney. A sample of the standard agreement is included with this RFP. If the Town is unsuccessful in negotiating an Agreement with the highest-scoring Vendor, the Town may then negotiate with the second, then third, highest-scoring Vendor until an Agreement is executed. Town Council approval may be required. The Town reserves the right to terminate the selection process at any time.

5.8. Waiver; Rejection; Reissuance

Notwithstanding any other provision of this RFP, the Town expressly reserves the right to:

- A. waive any immaterial defect or informality,
- B. reject any or all Proposals or portions thereof and
- C. cancel or reissue an RFP.

5.9. Protests

Any Vendor may protest this RFP, the proposed award of an Agreement, or the actual award of an Agreement. All protests will be considered in accordance with the Town Procurement Code.

5.10. Evaluation Process

Each submittal will be reviewed for compliance with the Proposal requirements by the Selection Committee. If necessary, the Selection Committee may conduct oral interviews with up to three of the highest ranked Vendors based upon the Proposal submittal scoring.

5.11. Oral Interviews & Scoring

In the event that a Vendor cannot be selected based solely on the Proposals submitted, up to three Vendors may be selected for oral interviews. The selected Vendors will be invited to participate in discussions with the Selection Committee on the date indicated in the timeline of this RFP and awarded points based upon the criteria as outlined below. Vendors may be given additional information for these oral interviews. These discussions will relate less to the past experience and qualifications already detailed in the Proposals and relate more to identification of the Vendor's project approach and to an appraisal of the people who would be directly involved in this Services for this RFP.

6. TERMS AND CONDITIONS

6.1. Pricing Errors

If price is a consideration and in case of error in the extension of prices in the Proposal, the unit price shall govern. Periods of time, stated as number of days, shall be calendar days.

6.2. Proposal Irrevocable

In order to allow for an adequate evaluation, the Town requires the Proposal to be valid and irrevocable for 90 days after the Proposal Due Date and Time indicated on the cover of this RFP.

6.3. Cost of Proposal Preparation

The Town does not reimburse the cost of developing, presenting or providing any response to this solicitation. Proposals submitted for consideration should be prepared simply and economically, providing adequate information in a straightforward and concise manner. The Vendor is responsible for all costs incurred in responding to this RFP. All materials and documents submitted in response to this RFP become the property of the Town and will not be returned.

6.4. Payment Requirements; Payment Discounts

Any Proposal that requires payment in less than 30 calendar days shall not be considered. Payment discounts of 30 calendar days or less will not be deducted from the Proposal Price in determining the low Proposal. The Town shall be entitled to take advantage of any payment discount offered, provided payment is made within the discount period. Payment discounts shall be indicated on Price Sheet and/or the electronic Cost Proposal.

6.5. Federal Excise Tax; Transaction Privilege Tax

The Town is exempt from Federal Excise Tax, including the Federal Transportation Tax. Transaction privilege tax, if any, shall be included in the unit price for each line item. It shall not be considered a lump sum payment item.

6.6. Public Record

All Proposals shall become the property of the Town and shall become a matter of public record available for review, subsequent to the award notification, in accordance with the Town's Procurement Code.

6.7. Confidential Information

If a Vendor believes that a Proposal or protest contains information that should be withheld from the public record, a statement advising the RFP Administrator of this fact shall accompany the submission and the information shall be clearly identified. The information identified by the Vendor as confidential shall not be disclosed until the Procurement Agent makes a written determination. The Procurement Agent shall review the statement and information with the Town Attorney and shall determine in writing whether the information shall be withheld. If the Town Attorney determines that it is proper to disclose the information, the RFP Administrator shall inform the Vendor in writing of such determination.

6.8. No Collusion

By submitting a Proposal, the Vendor certifies the submission of the Proposal did not involve collusion or other anti-competitive practices.

6.9. No Discrimination

By submitting a Proposal, the Vendor certifies it shall not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11246.

6.10. No Gratuity

By submitting a Proposal, the Vendor certifies it has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip favor or service to a Town employee, officer or agent in connection with the submitted Proposal. It (including the Vendor's employees, representatives, agents, lobbyists, attorneys, and subcontractors) has refrained, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process, including the Selection Committee, elected officials, the Town Manager, Assistant Town Managers, Department Heads, and other Town staff. All contact must be addressed to the Town's Procurement Agent, except for questions submitted as set forth in Subsection 1.4 (Inquiries), above. Any attempt to influence the selection process by any means shall void the submitted Proposal and any resulting Agreement.

6.11. Financial Stability

By submitting a Proposal, the Vendor certifies it is financially stable, solvent and has adequate cash reserves to meet all financial obligations including any potential costs resulting from an award of the Agreement.

6.12. No Signature/False or Misleading Statement

By submitting a Proposal, the Vendor certifies person submitting has the authority to legally bind the Vendor. Failure in this regard shall void the submitted Proposal and any resulting Agreement.

6.13. Professional Services Agreement

By submitting a Proposal, the Vendor certifies in addition to reviewing and understanding the submittal requirements, it has reviewed the attached sample Professional Services Agreement including the Scope of Work and other Exhibits.

6.14. Offer

A Proposal is an offer to contract with the Town based upon the terms, conditions and specifications contained in this RFP and the Vendor's responsive Proposal, unless any of the terms, conditions, or specifications are modified by a written addendum or agreement amendment. Provided, however, that no contractual relationship shall be established until the Vendor has signed, and the Town has approved, a professional services agreement between the Town and the Vendor in the form acceptable to the Town Attorney. A sample Professional Services Agreement is included herein.

7. VENDOR QUESTIONNAIRE

7.1. Certification

By confirming questions under this section, the Vendor certifies:

7.1.1. *No Collusion**

The submission of the Proposal did not involve collusion or other anti-competitive practices.

Please confirm

*Response required

7.1.2. *No Discrimination**

It shall not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11246.

Please confirm

*Response required

7.1.3. *No Gratuity**

It has not given, offered to give, nor intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip favor or service to a Town employee, officer or agent in connection with the submitted Proposal. It (including the Vendor's employees, representatives, agents, lobbyists, attorneys, and subcontractors) has refrained, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process, including the Selection Committee, elected officials, the Town Manager, Assistant Town Managers, Department Heads, and other Town staff. All contact must be addressed to the Town's Procurement Agent, except for questions submitted as set forth in Subsection 1.4 (Inquiries), above. Any attempt to influence the selection process by any means shall void the submitted Proposal and any resulting Agreement.

Please confirm

*Response required

7.1.4. *Financial Stability**

It is financially stable, solvent and has adequate cash reserves to meet all financial obligations including any potential costs resulting from an award of the Agreement.

Please confirm

*Response required

7.1.5. *No Signature/False or Misleading Statement**

The signature on the cover letter of the Proposal and the Vendor Information Form is genuine and the person signing has the authority to bind the Vendor. Failure to sign the Proposal and the Vendor Information Form, or signing either with a false or misleading statement, shall void the submitted Proposal and any resulting Agreement.

Please confirm

*Response required

7.1.6. *Professional Services Agreement**

In addition to reviewing and understanding the submittal requirements, it has reviewed the attached sample Professional Services Agreement including the Scope of Work and other Exhibits.

Please confirm

*Response required

7.1.7. *Reference Checks**

References will be checked, and it is Vendor's responsibility to ensure that all information is accurate and current. Vendor authorizes the Town's representative to verify all information from these references and releases all those concerned from any liability in connection with the information they provide. Inability of the Town to verify references shall result in the Proposal being considered non-responsive.

Please confirm

*Response required

7.2. Vendor Proposal

7.2.1. *General Information**

- A. One page cover letter as described in the section titled "[RFP Submission Process](#)", the subsection titled "Required Submittal".
- B. Provide Vendor identification information. Explain the Vendor's legal organization including the legal name, address, identification number and legal form of the Vendor (e.g., partnership, corporation, joint venture, limited liability company, sole proprietorship). If a joint venture, identify the members of the joint venture and provide all of the information required under this section for each member. If a limited liability company, provide the name of the member or members authorized to act on the company's behalf. If the Vendor is a wholly owned subsidiary of another company, identify the parent company. If the corporation is a nonprofit corporation, provide nonprofit documentation. Provide the name, address and telephone number of the person to contact concerning the Proposal.
- C. Identify the location of the Vendor's principal office and the local work office, if different. Include any documentation that supports the Vendor's authority to provide services in Arizona.
- D. Provide a general description of the Vendor's organization, including years in business.

- E. Identify any contract or subcontract held by the Vendor or officers of the Vendor that have been terminated within the last five years. Briefly describe the circumstances and the outcome.
- F. Identify any claims arising from a contract which resulted in litigation or arbitration within the last five years. Briefly describe the circumstances and the outcome.

*Response required

*7.2.2. Experience and Qualifications of the Vendor**

- A. Provide a detailed description of the Vendor's experience in providing similar services to municipalities or other entities of a similar size to the Town, specifically relating experience with respect to Branding and Government work.
- B. Vendor must demonstrate successful completion of at least three similar projects within the past 60 months. For the purpose of this Solicitation, "successful completion" means completion of a project within the established schedule and budget and "similar projects" resemble this project in size, nature and scope. Provide a list of at least three organizations for which you successfully completed a similar project. This list shall include, at a minimum, the following information:
 - 1. Name of company or organization.
 - 2. Contact name.
 - 3. Contact address, telephone number and e-mail address.
 - 4. Type of services provided.
 - 5. Dates of contract initiation and expiration.

*Response required

*7.2.3. Key Positions**

- A. Identify each key personnel member that will render services to the Town including title and relevant experience required, including the proposed project manager and project staff.
- B. Indicate the roles and responsibilities of each key position. Include senior members of the Vendor only from the perspective of what their role will be in providing services to the Town.
- C. If a subcontractor will be used for all work of a certain type, include information on this subcontractor. A detailed plan for providing supervision must be included.
- D. Attach a résumé and evidence of certification, if any, for each key personnel member and/or subcontractor to be involved in this project. Résumés should be attached together as a single appendix at the end of the Proposal and will not count toward the Proposal page limit. However, each resume shall not exceed two pages in length.

*Response required

7.2.4. *Project Approach/Examples**

- A. Describe the Vendor's approach to performing the required Services in the section titled [Scope of Work](#), and its approach to contract management, including its perspective and experience on partnering, customer service, quality control, scheduling and staff.
- B. Describe any alternate approaches if it is believed that such an approach would best suit the needs of the Town. Include rationale for alternate approaches, and indicate how the Vendor will ensure that all efforts are coordinated with the Town's Representatives.

*Response required

7.2.5. *Project Schedule**

Provide a project schedule showing key project milestones and deliverables. The schedule shall demonstrate Vendor's ability to meet the designated milestones as listed below. Assumptions used in developing the schedule shall be identified and at a minimum the proposed schedule shall include the following dates, if applicable.

- A. Proposed Kick-Off Meeting
- B. Phase I Report Due Date
- C. Phase I Report Presentation Date
- D. Phase II Implementation Start Date
- E. Project Completion Date

*Response required

7.2.6. *Pricing**

*Response required