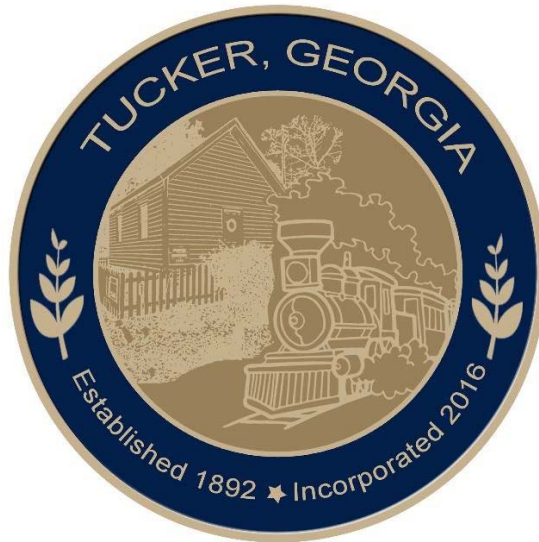


# City of Tucker

Request for Proposals  
RFP # 2019-022

## BRANDING AND MARKETING CONSULTANT



## City of Tucker Request for Proposals

### Invitation

The City of Tucker is now accepting proposals from an experienced consultant to create a new Tucker brand/logo to reflect our unique community.

**Proposals will be received until 2:00 p.m. (EST) on January 28, 2018** at the Tucker City Hall Annex located on 4228 1<sup>st</sup> Ave., Suite 1, Tucker, Georgia 30084.

Proposals will be considered from any professional consultant with a minimum of five years' experience and success in creating a new Tucker brand/logo to reflect our unique community. Consultant must demonstrate direct experience in brand/logo development.

Estimated budget is \$25,000.

### **SCOPE OF CONSULTANT SERVICES Refer to Attachment A.**

<b>PROPOSED SCHEDULE</b>	
Release RFP	January 15, 2019
Pre-Proposal Conference	January 24, 2019 at 1:30PM (EST)
Deadline for Questions	January 28, 2019 at 3:00PM (EST)
Responses to Questions Posted:	February 1, 2019
RFP Deadline	February 8, 2019 at 2:00PM (EST)
Interviews (if necessary)	Week of February 18, 2019
Negotiation of Contract	February 25, 2019
Notice to Proceed	March 1, 2019

Any questions should be submitted in writing to [procurement@tuckerga.gov](mailto:procurement@tuckerga.gov), reference RFP #2019-022

<b>PROPOSED RFP SCHEDULE OF EVENTS</b>	
Stakeholder Meeting	Week of March 18, 2019
Community Meeting	Week of April 8, 2019
City Council Briefing	May 2019 **
Stakeholder Meeting	June 2019 **
City Council Briefing	July 2019 **
Integration (Project Delivered)	August 1, 2019

\*\*TBD

### **PRE-PROPOSAL CONFERENCE MEETING:**

The City will hold a non-mandatory pre-bid meeting on January 24, 2019 at 1:30PM (EST) at:

### **Pre-Proposal Conference Call Attendee Procedure:**

Call in Number: 470-273-3101    Conference Number: 190    Attendee Password: 2016

**SUBMITTAL REQUIREMENTS:**

Submit your **RFP Response**, five (5) hard copies (one original, four copies), one (1) electronic copy on a USB drive including the original copy of Disclosure Form must be included.

The **Fee Schedule** is to be provided in one (1) hard copy with one (1) electronic copy in a separate sealed envelope labeled "Fee Schedule" on the outside.

On the outside of the sealed package containing the original, flash drives and sealed pricing envelope, write

**RFP #2019-022 Branding and Marketing Consultant**

**Attn: Procurement**

**Vendor Name:**

**Vendor Contact information:**

**Mail or deliver to:**

**Tucker City Hall Annex  
c/o Procurement  
4228 1st Avenue, Suite 1  
Tucker, GA 30084  
(678) 597-9040**

Your response must be received by the date and time specified. **Late receipt of bids will not be considered regardless of postmark/carrier.** Proposals received after the due opening time will be filed unopened. The City of Tucker reserves the right to reject any and all qualifications or any part and to waive any formalities or informalities to make an award in the best interest of the City. No oral, phone or fax responses will be accepted as a sealed proposal.

**EVALUATION AND SELECTION CRITERIA**

The City will review all proposals submitted. The selection process will involve two stages: written submittals will be evaluated/scored and then we may hold oral interviews with the highest-ranking consultants.

1. Screening Panel/Short List: Submittals will be evaluated in accordance with the evaluation criteria above. The panel will review and score the proposals. Consultants ranked the highest may be invited to an oral interview.
2. Oral Interviews: It is anticipated that oral interviews will be conducted on the week of February 18, 2019. Firms will be notified in writing of the short list. Short listed firms will receive interview instructions. Key personnel from the firm and major consultants who will be directly involved with the project should attend the interview. The interview panel will, in particular, be interested in knowing more about previous experiences, project approach and in meeting the individuals who will act as the primary contacts with City staff.
3. Fee Proposals and Final Selection: The City will attempt to negotiate a contract with the highest ranked firm following the interview stage (if applicable).

The following criteria will be used to evaluate the qualifications of consultants:

- |   |     |
|---|-----|
| 1. Capability to perform the required services for the project                        | 20% |
| 2. Recent experience in similar projects and proven success                           | 30% |
| 3. Reputation, personal and professional integrity, and competency of firm            | 10% |
| 4. Demonstrated flexibility of the firm   | 5%  |
| 5. Professional background, availability and caliber of personnel assigned to project | 5%  |
| 6. Capability to meet schedules or deadlines  | 10% |
| 7. Price  | 20% |

After reviewing the proposals, the city may, at its discretion, invite to interview and demonstrate performance (at proposer’s expense at the city’s site) one or more of the proposers whose proposal appears to best meet the city’s needs.

**BACKGROUND**

The City of Tucker is in the process of creating a marketing plan and developing a brand for the City. As a new City, Tucker has not had a brand image in the past and is now seeking to cross-functionally market itself to drive business, relocation, tourism and general perception, with consistent branding across City organizations to convey Tucker as a great place to live, work and play. As an established community that was founded in 1892, we have different community groups working in different directions with different ideas of what they think represents Tucker. We seek to work together to create a seamless image amongst these organizations under one overall “umbrella” marketing plan. The City’s Communications Director will manage this process, as well as plans and implementation going forward.

Our City has experienced steady growth. Over the past couple years, many neighborhoods and businesses that long considered themselves part of Tucker, but were left out of the legislative map of the City, have annexed in. Our population currently stands at just north of 35,000 residents. Tucker has several distinguishing factors that make it a well-rounded community in which to work and live – not just a cookie-cutter Metro Atlanta community. This includes nearly 300 acres of park and recreation space, miles of hiking trails, a diverse housing inventory suited for everyone from young professionals to wealthy CEOs, historic buildings dating back to before the Civil War, a unique downtown with a charming Main Street, as well as easy access to all parts of Metro Atlanta via major roadways including I-285 and State Highway 78.

The City of Tucker is soliciting consultants to assist the City in preparing a comprehensive branding initiative and is in need of a qualified consulting firm with experience in solid market research, strategic planning, corporate identity/branding – including logo development and graphic standards, creative, collateral, interactive marketing, promotions and recommendations for implementation and tracking results.

## ATTACHMENT A

### **SCOPE OF SERVICES**

The purpose of the City of Tucker undergoing a Branding and Marketing Program is to develop a brand/logo that will be used to showcase our community. The intended outcome of the Branding and Marketing Program is the following:

- Conduct an Inventory/Audit of Current Graphics and City Logo Uses.
- Create a new Tucker brand/logo and the key messages that support the brand/logo.
- Create core graphic standards for use of brand/logo.
- Create brand/logo standards, Do's & Don'ts.
- Create Color Standards.
- Create Typography Standards.

The creation of a new Tucker brand/logo will be at the forefront of Tucker marketing. Marketing brings the producers of products and services together with the people that need them—in the public sector we are talking about government services essential to quality of life. We want our brand to reside within the hearts and minds of our citizens and to be reflection of our unique community.

The scope of services will include addressing recommendations on how the new brand/logo can be applied to the following elements of City services:

#### **Printed Materials:**

- InTucker Magazine
- Parks and Recreation Annual Guide
- Annual Report
- Maps, brochures, etc.
- Meeting Notices

#### **Digital Resources:**

- City Website
- Social Media
- Email Signatures

#### **Stationary:**

- Business Cards
- Memorandum Paper
- Letterhead/Envelope
- Large Envelope
- Labels
- Notepads
- Department logos
- Note Cards

#### **Miscellaneous Applications:**

- Vehicle Graphics
- Photo use
- Web site
- Specialty Items, i.e., coffee mugs for employees
- Employee Clothing, t-shirts, polo shirts, sweatshirts, etc.
- Employee and Elected Official Name Tags
- Tucker Economic Development

#### **Signage/Wayfinding:**

- Street Signs
- Building Signs
- Entryway Monument Signs
  - Design, as well as advice on appropriate materials for construction of monument signs
- Park, Trail and Open Space Signs

## **PROJECT APPROACH**

The Consultant needs to demonstrate an understanding of the community in the submitted proposals. Examples are important to include.

The Consultant needs to recommend an approach that is a public process and will include the following:

- Initial meeting with project team
- Regular project team meetings
- Initial meeting with City Council in a Study Session format
- Public input which includes taking conceptual brands/logos for public input at not more than 3 meetings with community stakeholder groups.

## **Implementation**

The Consultant should provide a recommended plan for implementation of the developed brand/logo, including specific application and estimated budget figures in the final proposal.

## **Logo**

The City seal/logo is also available on the city website [www.tuckerga.gov](http://www.tuckerga.gov).

## **INFORMATION TO PROPOSERS**

### **1. PROPOSAL OPENING AND AWARD**

**There is no public opening for this project.** Proposals will be examined promptly after opening. An abstract will be provided upon request. No proposal may be withdrawn for a period of sixty (60) calendar days of the Proposal Opening date.

### **2. TAXES**

The City of Tucker is exempt from City, County, State and Federal Sales/Excise Taxes. Certificates will be issued upon request. Any appropriate taxes shall be shown as a separate item in your Proposal.

### **3. PROPOSER QUALIFICATIONS**

No proposal shall be accepted from and no contract will be awarded to any person, firm or corporation that is in arrears to the City of Tucker, upon debt or contract that is a defaulter, as surety or otherwise, upon any obligation to the City or that is deemed irresponsible or unreliable by the City.

### **4. RIGHT TO INVESTIGATE**

The City reserves the right to investigate and confirm the proposer's financial responsibility. This may include financial statements, bank references and interviews with past consultants, employees and creditors. Unfavorable responses to these investigations are grounds for rejection of the proposal.

### **5. NO COMMITMENT BY CITY OF TUCKER**

This Request for Proposals does not commit the City of Tucker to award any costs or pay any costs, or to award any contract, or to pay any costs associated with or incurred in the preparation of a Proposal to this Request, or to procure or contract for services or supplies. In acceptance of proposals, the City of Tucker reserves the right to negotiate further with one or more of the contractors as to any features of their proposals and to accept modifications of the work and price when such action will be in the best interest of the City. This includes solicitation of a best and final offer from one or more of the proposers.

### **6. PROPOSAL REPRESENTATION**

Each Proposer must sign the proposal with their usual signature and shall give their full business

address on the form provided in this Proposal. Proposals by partnerships shall be signed with the partnership name by one of the members or by an authorized representative. Proposals by corporations shall be signed with the name of the corporation followed by the signature and designation of the President, Secretary, or other person authorized to bind it in the matter and shall have the corporate seal affixed thereto.

7. ANTI-COLLUSION CLAUSE

No officer or employee of the City of Tucker, and no other public official, or employee, who may exercise any function or responsibilities in the review or approval of this undertaking shall have any personal or financial interest, direct or indirect, in any contract or negotiation process thereof. The above compliance request will be part of all City of Tucker contracts for this Service.

8. PROPOSAL REJECTION OR PARTIAL ACCEPTANCE

The City reserves the right to reject any or all Proposals. The City further reserves the right to waive technicalities, formalities and informalities, to accept in whole or in part such Proposal where it is deemed advisable, and to make an award to the most responsive and responsible Proposer as deemed in the best interest of the City.

9. LAWS AND REGULATIONS

All applicable State of Georgia and Federal laws, City and County ordinances, licenses and regulations shall apply to the award throughout and herein incorporated here by reference.

10. SUBCONTRACTING

No portion of this Proposal may be subcontracted without the prior written approval by the City.

11. SALES PROHIBITED / CONFLICT OF INTEREST

No officer, employee or member of City Council, shall have a financial interest in the sale to the City of any real or personal property, equipment, material, supplies or services where such officer or employee exercises directly or indirectly any decision-making authority concerning such sale or any supervisory authority over the services to be rendered. Soliciting or accepting any gift, gratuity favor, entertainment, kickback or any items of monetary value from any person who has or is seeking to do business with the City of Tucker is prohibited.

**TERMS AND CONDITIONS**

1. MODIFICATION OF AGREEMENT

No modification of award shall be binding upon the City unless made in writing and signed by authorized agents of both parties.

2. CANCELLATION

Either party may cancel the award in the event that a petition, either voluntary or involuntary, is filed to declare the other party bankrupt or insolvent or in the event that such party makes an assignment for the benefit of creditors.

3. TERMINATION OF AWARD FOR CAUSE

If, through any cause, the successful Proposer shall fail to fulfill in a timely and proper manner its obligations or if the successful Proposer shall violate any of the covenants, agreements or stipulations of the award, the City shall thereupon have the right to terminate the award by giving written notice to the successful Proposer of such termination and specifying the effective date of termination. In that event, all finished or unfinished services, reports or other materials prepared by the successful Proposer shall, at the option of the Agency, become its property, and the successful

Proposer shall be entitled to receive just, equitable compensation for any satisfactory work completed, prepared documents or materials as furnished.

Notwithstanding the above, the successful Proposer shall not be relieved of liability to the City for damage sustained by the City by virtue of breach of the award by the successful Proposer and the City may withhold any payments to the successful vendor for the purpose of set off until such time as the exact amount of damages due the City from the successful Proposer is determined.

4. TERMINATION OF AWARD FOR CONVENIENCE

The City may terminate the award at any time by giving written notice to the successful vendor of such termination and specifying the effective date thereof, at least thirty (30) working days before the effective date of such termination. In that event, all finished or unfinished services, reports, material(s) prepared or furnished by the successful Proposer under the award shall, at the option of the City, become its property. If the award is terminated by the City as provided herein, the successful vendor will be paid an amount which bears the same ratio to the total compensation as the services actually performed or material furnished bear to the total services/materials the successful Proposer covered by the award, less payments of compensation previously made. If the award is terminated due to the fault of the successful Proposer, termination of award for cause, relative to termination shall apply.

5. EQUAL OPPORTUNITY

The successful firm will agree not to refuse to hire, discharge, promote, demote, or to otherwise discriminate in matters of compensation against any person otherwise qualified solely because of race, creed, sex, national origin, ancestry or physical handicap.

It shall be a condition that any company, firm or corporation supplying goods or services, must be in compliance with the appropriate areas of the Americans With Disabilities Act of 1990 as enacted, and from time to time amended, and any other applicable Federal regulation. A signed, written certificate stating compliance with the Americans With Disabilities Act may be required, upon request, by the City.

6. PROPRIETARY INFORMATION

The evaluation committee will hold information provided by Proposers during the RFP process in confidence until the date of an award. After that date, proposals will become public record. Proposers may request parts of their proposals to remain confidential and shall indicate in the proposal and on the appropriate proprietary or financial pages. All information included in any Proposal that is of a proprietary nature must be clearly marked as such. The City shall be held harmless from any claims arising from the release of proprietary information not clearly designated as such by the proposing firm.

7. COMPETITIVENESS AND INTEGRITY

The Purchasing Office maintains control of its internal and third-party communications during the procurement process to prevent biased evaluations and compromises of confidential information and to preserve the competitiveness and integrity of such procurement efforts. Proposers should not disclose their pricing to any employees of the City other than the contact representative. Attempts by proposers to establish informal communication channels regarding this procurement will be viewed negatively and shall result in rejection of the offending firm's offer.

8. PROPOSAL FORMAT

All responses to this Request for Proposal shall use the respondent's format except for those pages,



which have blanks to be filled in by the respondent or those pages marked for return with proposal. A proposal can be rejected by the City, if the firm fails to completely fill in all blanks for evaluation of the proposal or fails to answer all questions. Proposal should be submitted initially on the most favorable terms. All proposals shall be prepared in a comprehensive manner as to content; however, no necessity exists for expensive binders or promotional material. All costs, including travel and expenses incurred in the preparation of this proposal shall be borne solely by the Proposal.

9. PROPOSAL ACCEPTANCE/REJECTION

The City of Tucker reserves the right to:

- reject any and all proposals and to accept other than the low bid
- waive minor defects or technicalities regarding the proposals, and
- alter the scope of work and RFP documents until a contract is executed.

10. GOVERNING LAW:

The laws of the State of Georgia shall govern any contract executed between the successful contractor and the City. Further, the place of performance and transaction of business shall be deemed to be in the County of DeKalb, State of Georgia. In the event of litigation, the exclusive venue and place of jurisdiction shall be the State of Georgia, and more specifically, DeKalb County, Georgia.

11. OWNERSHIP OF CONTRACT PRODUCTS:

All products produced from the awarded contract shall be the sole property of the City.

12. INDEMNIFICATION: The Consultant agrees to indemnify and to hold the City and its agents harmless for, from and against any and all claims, suits, expenses, damages or other liabilities, including reasonable attorney fees and court costs arising out of damage or injury to persons, entities, or property causes or sustained by any person or persons as a result of the negligent performance or failure of the Consultant to provide services pursuant to the terms of this Agreement.

13. INDEPENDENT CONTRACTOR

The firm is an independent contractor. Notwithstanding any provision appearing in this RFP, all personnel assigned by the firm to perform work under the terms of this RFP and any subsequent agreement shall be, and remain at all times, employees or agents of the firm for all purposes. The firm shall make no representation that it is the employee of the City for any purpose.

14. DUE DILIGENCE

Due care and diligence has been used in the preparation of this information and it is believed to be substantially correct. However, the responsibility for determining the full extent to the exposure and the verification of all information shall rest solely with the proposer. The City is not responsible for any errors or omissions in the specification or for the failure on the part of the proposer in determining the full extent of exposure.

**CHECK LIST**

The following must be included with your submittal in this order:

- Signature Page (page 1)
- Acknowledge Addendum, if any
- City of Tucker Disclosure Form
- Qualifications
- Experience
- Approach
- Fee Schedule



**DISCLOSURE FORM: RFP# \_\_\_\_\_**

**BIDDERS MUST RETURN THIS FORM WHICH WILL BE ADDED TO SUBMITTED PROPOSAL**

This form is for disclosure of campaign contributions and family member relations with City of Tucker officials/employees.

Please complete this form and return as part of your bid package when it is submitted.

Name of Bidder \_\_\_\_\_

Name and the official position of the Tucker Official to whom the campaign contribution was made. (Please use a separate form for each official to whom a contribution has been made in the past two (2) years.)

\_\_\_\_\_

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named Tucker Official.

Amount/Value

Description

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please list any family member that is currently (or has been employed within the last 9 months) by the City of Tucker and your relation:

\_\_\_\_\_

\_\_\_\_\_

**Please complete and submit in bid package**