**CITY OF MAITLAND**

**REQUEST FOR PROPOSALS**

**FOR PROFESSIONAL SERVICES FOR THE CITY OF MAITLAND AND THE CITY OF MAITLAND COMMUNITY REDEVELOPMENT AGENCY**

**RFP NO. 2015-CRA2**

**Part I: GENERAL INSTRUCTIONS**

**1. PURPOSE**

**A. Intent of RFP:** It is the intent of the City of Maitland, Florida, and its CRA Board (Also referenced herein as “The Board”) to select a professional company, consultant teams and/or an individual contractor to create a Brand Identity/Platform and identify a clear marketing strategy and plan for Maitland’s downtown area, which includes the CRA District ,the Downtown Maitland Zoning District, the Cultural Corridor Special District and the Maitland Avenue Special District. This Strategy/Plan should represent the varied economic sectors of our collaborators and be used for residential, business and visitor recruitment. A marketing campaign will focus on delivering the Brand and instilling a sense of pride inside the CRA District and the downtown as well as create design standards for future marketing and communication material.

**B. Time and Due Date:** The City of Maitland’s CRA Board will accept Proposals that must include statements of qualifications from firms/individuals, corporations, partnerships, and other legal entities authorized to conduct business in the State of Florida by **December 11, 2015** **no later** **than 4:00 pm**.­­­­­­­­­­­­­

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**C. Background:**

Visioning and Revitalization Efforts

**Overview**

Since the late 1990’s, the City of Maitland has undertaken several major visioning and revitalization efforts to better plan for and focus quality development and services citywide. Major efforts have included planning for the Downtown area through a Revitalization Plan, creation of a Community Redevelopment Area, developing a Cultural Corridor Master Plan for a special district and identifying a Transportation Concurrency Exception Area (TCEA) and Transit Oriented Development (TOD) Overlay District, as well as developing special programs for neighborhoods, parks and open space.

**Downtown Maitland Revitalization/Master Plan**

The Downtown Maitland Revitalization/Master Plan was created as a guide for the economic redevelopment of the commercial core of the City. The focus area of the Plan centers on the Orlando Avenue corridor, stretching North to South from Maitland Boulevard to the railroad bridge at the City’s southern boundary.) *(See Figure 1: Community Redevelopment Area)*. The plan’s vision is to create a vibrant downtown area that is commercially oriented, friendly to pedestrians and complimentary to the “Cultural Corridor” along nearby Maitland Avenue. A Master Plan for the Cultural Corridor was adopted in 1994. This Downtown Vision was realized through the collaboration of the residents of Maitland and the City. During the planning process, four working groups were established to address specific areas of concern including: Infrastructure, Character, Streetscapes, and Regulatory & Economic Incentives. Each group was charged with addressing issues impacting the aesthetic appeal and economic viability of the downtown corridor.

Following the adoption of the Downtown Maitland Master Plan 1997, the City realized that the anticipated wave of redevelopment was slow in coming. As a result, in May 2003, the plan was revised to include the creation of a Community Redevelopment Agency (CRA) as authorized by Section 163.34 of the Florida Statues (*See Figure 1: Community Redevelopment Area*). The CRA is responsible for pursuing the goals and objectives outlined in the City’s Comprehensive Development Plan and Downtown Maitland Revitalization Plan. In addition to the creation of the CRA, the City contributed funds for preliminary engineering to help expedite the permitting process and reduce infrastructure costs.

Through these progressive actions, the City has demonstrated a firm commitment toward the revitalization of its core downtown area. Along with the master planning efforts associated with the Downtown Revitalization Plan, a full set of design guidelines and standards was developed for the corridor. These guidelines include individual master plan concepts for each of three corridor subareas. Standards include specific design requirements regarding density, intensity (Floor Area Ratio), parking location and stormwater management, among others. Visual examples of appropriate streetscape features and architectural detailing are also included in addition to a list of preferred, conditional, and prohibited uses. The Revitalization Plan also contains a detailed discussion of infrastructure improvement needs throughout downtown. Information relating to utilities, potable water, sanitary sewer, stormwater, and transportation improvements are all explored in the plan accompanied by detailed maps, and a discussion of funding mechanisms. In the 12 years since its adoption, much of this plan has come to fruition and some elements have not and will not occur. Concurrent with this RFP, there is a separate RFQ for professional services to revise the Vision and Master Plan (*See Figure 2: Master Plan Area*). The focus of this RFP is to develop, in conjunction with the Master Planning process, a Brand for downtown Maitland that defines an identity and market position and to create a Marketing Strategy to implement and solidify that Brand in the hearts and minds of local and regional residents, businesses and visitors.

**2. CONTRACT AWARDS/TERM OF CONTRACT**

Following the selection of a qualified firm/individual the CRA Board anticipates entering into one (1) contract with the firm/individual who submits the proposal judged to be most advantageous to the CRA Board and the City. The project compensation schedule will be negotiated to provide the flexibility to the Consultant to prioritize his/her staff as efficient as possible. The Proposer understands that any response to this RFP as submitted will not constitute an agreement or a contract with the Proposer. A proposal is not binding until proposals are reviewed and accepted by the Maitland City Council and the CRA Board and both parties execute a contract.

**3. DEVELOPMENT COSTS**

The CRA Board shall not be liable for any expense incurred in connection with preparation of a response to this Request for Proposals. Proposers should prepare a straightforward and concise description of the Proposer’s ability to meet the requirements of the RFP.

**4. INQUIRIES**

The CRA Board/Staff will not respond to oral inquiries. Proposers may submit written, e-mailed

or faxed, inquiries regarding this RFP to the CRA Offices fax number at (407) 539-6283 or the CRA Manager’s e-mail address at [charlesrudd@itsmymaitland.com](mailto:charlesrudd@itsmymaitland.com). The City will respond to written,

e-mailed or faxed inquiries received at least five (5) working days prior to the RFP due date. The City will record its responses to inquiries and any supplemental instructions in the form of written addenda. All written addenda will be issued through the CRA Manager’s email. It shall be the responsibility of the Proposer, prior to submitting their proposal, to contact the CRA’s Office to determine if addenda were issued; acknowledging and incorporating them into their proposal.

**5. PROPOSAL SUBMISSION AND Withdrawal**

The CRA Board will receive Proposals at the following address and clearly marked on the outside:

**RFP 2015-CRA2: PROFESSIONAL SERVICES FOR BRANDING AND MARKETING**:

City of Maitland

CRA Manager

1776 Independence Lane

Maitland, FL 32751

Statements received after the established deadline will not be opened. Proposers may withdraw their submittal by notifying the CRA Board in writing at any time prior to the due date. Upon opening, the submitted Proposal it will become a “public record” and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

**6. PUBLIC PRESENTATIONS**

The CRA’s Advisory Board, in order to formulate a recommendation to the CRA Board, may conduct discussions with and may; (1) require public presentations by no less than three (3) firms, regarding their Proposal, approach to the project, and ability to furnish the required services or; (2) only rank the top three firms/individuals and recommend that the public presentations be made to the CRA Board. The Board shall not be responsible for any expenses incurred for public presentations.

**7. STATEMENT RESTRICTIONS**

In order to control the cost of proposal preparation, submittals will be restricted to the requirements as described in Part II – Instructions for Preparing the Proposal contained within this RFP.

**8. DRUG FREE WORKPLACE**

The City of Maitland is a Drug Free Workplace. It is strongly suggested that the attached Drug Free Workplace Form be signed and returned to this office with the proposal.

**9. PUBLIC ENTITY CRIMES STATEMENT**

In accordance with Florida Statutes Sec. 287.133(2) (a), “A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods/services to a public entity, may not submit a bid on a contract with a public entity for

construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or

Consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list.”

**10. MINORITY BUSINESS ENTERPRISE (MBE)**

M/WBEs are encouraged to participate in the proposal process. All MBEs shall be certified as a Minority Business Enterprise by the State of Florida, Department of Management Services, Office of Supplier Diversity pursuant to Section 287.0943, Florida Statutes, or by statewide and interlocal agreement certification, as provided for by Section 287.09431, Florida Statutes. A State of Florida MBE Certificate or

interlocal agreement from an agency having an interlocal agreement with the State of Florida must accompany the RFP submission.

**11. CANCELLATION**

The CRA Board shall have the right to unilaterally cancel, terminate or suspend any contract, in whole or in part, resulting from this RFP by providing the selected firm thirty (30) days written notice by certified mail.

**12. FISCAL NON-FUNDING CLAUSE**

In the event sufficient funds are not budgeted for a new fiscal period, the Board shall notify the successful Proposer of such occurrence and the contract shall terminate on the last day of the current fiscal year without penalty or expense to the Board.

**13. RESERVED RIGHTS**

The CRA Board reserves the right to accept or reject any/or all submissions, to accept all or any part of the submission, to waive irregularities and technicalities, and to request resubmission, if it is deemed in the best interest of the Board. The Board, in its sole discretion, may expand the scope of work to include additional requirements. The Board reserves the right to investigate, as it deems necessary, to determine the ability of any firm to perform the work or services requested. The firms upon request shall provide information the Board deems necessary in order to make a determination.

**14. EQUAL EMPLOYMENT OPPORTUNITY CLAUSE**

City of Maitland, Florida, in accordance with the provisions of Title VII of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all Proposers that it will ensure that in any contract entered into pursuant to this

advertisement, minority business enterprises will be afforded full opportunity to submit proposals in response to this advertisement and will not be discriminated against on the ground of race, color or national origin in consideration for an award.

**15. PERFORMANCE EVALUATION**

At the end of the any contract, the receiving department will evaluate the successful proposer’s performance. This evaluation will become public record.

**16. REUSE AND OWNERSHIP OF DOCUMENTS**

All data, inputs, analytical reports, contract documents, deliverables, and other work products that result from the professional services being offered through any response to this RFP and any contract resulting therefrom shall become the property of the CITY and shall be delivered to the CITY as requested. Any and all information/ materials covered under this paragraph and RFP may not be copyrighted by the contractor. The CITY may use all data and products for purposes deemed appropriate by CITY for the business of the CITY.

**17. PRE-SUBMISSION CONFERENCE**

There will a Pre-Submission Conference November 12 at 4 pm, in the Council Chambers located in City Hall*.* Additionally, for the benefit of all involved in this process, any questions concerning the Request for Proposals are to be directed in writing to the CRA Manager or by e-mail directed to the CRA Manager at [charlesrudd@itsmymaitland.com](mailto:charlesrudd@itsmymaitland.com).

**18. SCOPE OF WORK**

The City/CRA is seeking qualified firms to develop a Brand and Marketing Strategy to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of Maitland.

The resulting plan will include:

* A current market analysis of the Maitland Trade Area;
* A Branding platform for Downtown Maitland with tag line, brand statement, colors, fonts, logo treatments for the Downtown, the Community Redevelopment Agency, the Maitland Downtown Partnership as well as current and potential downtown events. It will also include brand extension design elements for use in marketing the downtown with brochures, letterhead, business cards, banners, reconstructing the CRA website, development of a Downtown Maitland Partnership website, wayfinding, etc.;
* A marketing strategy based on the Vision, the Brand and the market analysis;

The proposed scope of services is listed below must be addressed in a formal proposal to the City/CRA.

1. **Maitland Market/Economic Analysis/Evaluation of Existing and Future Conditions:** The Consultant will conduct a market/economic analysis of the Maitland CRA to encompass a 20-year horizon based on an evaluation of existing and future conditions. The analysis will be performed to better understand Downtown Maitland’s comparative advantages and disadvantages as not only the Central Business District of the City but also a submarket of the Central Florida region in order to identify unique opportunities for economic growth, diversification and a market supportable redevelopment strategy.
2. **Develop a Brand for Downtown Maitland:** The Consultant shall develop a Brand platform from which marketing efforts can develop. Brand elements shall include logos (Downtown Maitland, The Maitland CRA, Maitland Downtown Partnership and potential special events such as Downtown Street Parties, Wine Tastings, Chocolate Strolls, Car Shows, etc. to extend the brand); fonts, color palette, and design elements/icons. The Consultant shall present examples of brand extensions such as pole banners (i.e. “Welcome to Downtown Maitland!”), wayfinding, event posters, website template, letter head, business cards, etc.
3. **Marketing Plan**: Develop a Marketing Strategy to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of Maitland.
   1. **Outline New Marketing Strategies for Business Attraction, Business Development, Business Promotion and Retention and Public Communication:** Review the programs currently in place within these components and make appropriate marketing recommendations to support and enhance the CRA’s economic development and redevelopment efforts in the CRA District. How shall the CRA attract new business? How shall the CRA work with its business partners? What are the best means to communicate with City residents and visitors? A comprehensive strategy will encompass print, television, radio, online, corporate identity as well as other innovative programs.
   2. **Develop A Public Relations Strategy:** Develop a strategy to take advantage of press releases, special editorials, and media relations to promote Maitland as a great place to live, shop, dine and do business. Items should highlight suggested print publications, broadcast media, online communications as well as other innovative tasks. Propose a well-defined public relations strategy that will achieve the highest level of publicity for the CRA.
   3. **Promotion of Special Events:** Of great importance to the Board are special community events that draw people to Maitland and provide economic stimulus. Working in concert with the City’s Leisure Services’ Events Coordinator and considering existing City Events Programming, develop strategies to continue to promote and advertise the special and ongoing community events.
   4. **Identify Target Audience:** Develop profiles of customers and businesses and redevelopment potential in the trade area. Identify the target audience, including business investment strategies, buying habits, lifestyle, and living location and prepare marketing campaign based on these findings.
   5. **Propose a Budget:** Develop a budget for the marketing program proposed in the RFP, outlining items and associated costs. The actual marketing budget will be established as part of the CRA’s marketing plan, economic investment strategies development and overall budget process for Fiscal Year 2016-17.

**D. Deliverables:**

1. 3 meetings with staff to coordinate as the project progresses. Hourly for additional meetings requested by the City;
2. Minimum monthly reports outlining significant meetings, discussions,actions and results;
3. Consultant shall present a draft of the Brand and Marketing Plan to the CRA Board prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the Board.
4. 15 copies of the Market Analysis Booklet and 1 copy in electronic format (pin drive);
5. 15 copies of the Branding Packet Booklet and 1 copy in electronic format (pin drive), including the following;
   1. Downtown logo and tag line
   2. CRA logo
   3. Downtown Maitland Partnership logo
   4. Special event logos
   5. Brand color palette and font styles
   6. Brand statement
   7. Samples of ad copy/layouts
   8. Pole banner designs
   9. Brochure designs – shopping guide, visitors guide, recruitment packet, etc.
   10. Wayfinding graphic design (not the actual wayfinding system)
   11. CRA website redesign
   12. Maitland Downtown Partnership website design
   13. Design for Letter head, business cards
6. 15 copies of the Marketing Plan Booklet and 1 copy in electronic format (pin drive);
   1. Marketing Strategy
   2. Public Relations Strategy
   3. Special Events
   4. Target Audience
   5. Implementation Strategy
   6. Proposed Marketing Budget
7. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version;

**19. ESTIMATED TIME SCHEDULE**

***This project will run concurrently with the Master Planning process. With the consideration that development interest in Maitland is high, time is of the essence and an updated Master Plan is of the upmost importance, the basic contract period shall be negotiated for completion of deliverables identified in this RFP and included in the execution of any resulting contract with the most qualified firm and/or individual as determined by the City Council and the CRA Board.***

**20. CONTENTS OF THE STATEMENT OF QUALIFICATIONS**

As part of the Responder’s Proposal each firm/ individual shall submit documentation of their qualifications for consideration and will include the following information. All responses shall at minimum contain the following:

1. **Scope of Services and Statement of Qualifications**. Describe in detail an understanding of the services requested. Respondents shall also submit a statement of qualifications that addresses the proposed scope of services; provide a company/individual profile, and a description of major accomplishments.
2. **Description.** Description of overall knowledge of the City of Maitland and the CRA’s redevelopment goals and objectives.
3. **Business Organization**. State the full name of the organization and indicate whether the company operates as a partnership, corporation, or sole proprietorship. State the number of years the organization/individual has been in business and include the name and business address of company owners. Identify the individual by name and title authorized to negotiate contract terms and enter into legally binding commitments. Identify by name and position the staff persons assigned to the project and who will actually perform the services requested in this proposal.
4. **Project Management**. Provide a narrative explanation that specifies project management and reporting responsibilities for managing a project similar to the one described in this request. The narrative should also detail the approach, methodology, deliverables, and client meetings.
5. **Samples of Previous Work**. Provide samples of previous Branding and Marketing services for municipal and/or non-municipal entities.
6. **References and Client List**. List three former clients for whom similar or comparable services have been performed. Provide a current list of your company’s clients and identify any potential conflicts.

***Any response not containing full and complete responses to the above minimum elements may be deemed unresponsive to this RFP.***

**21. INSURANCE REQUIREMENTS**

* 1. Worker’s Compensation – in compliance with State and Federal laws.
  2. Comprehensive General Liability – Minimum limits of $500,000 per occurrence and $1,000,000 aggregate for Bodily Injury Liability and Property Damage Liability.
  3. Comprehensive Automobile Liability.
  4. Professional Liability Insurance – minimum limits of $1,000,000.
  5. Any and all deductibles to the above referenced policies are to be the

responsibility of the successful firm.

* 1. *Hold Harmless:* The City and the CRA Board shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property, or

loss of use resulting from or arising out of performance of this agreement or

contract, unless such claims are a result of the City’s or the Board’s sole negligence. The

City and the CRA Board shall also be held harmless against all claims for financial loss with

respect to the provision of or failure to provide professional or other services resulting in

professional, malpractice, or errors or omissions liability arising out of performance of this

agreement or contract, unless such claims are a result of the City’s and/or the CRA Board’s

sole negligence.

**PART II: INSTRUCTIONS FOR PREPARING PROPOSALS**

**1. RULES FOR SUBMITTING THE STATEMENT OF QUALIFICATIONS**

**A**.The Statement must name all persons or entities interested in the proposals as principals of the Project Team. The Statement must declare that it is made without collusion with any other person or entity

submitting a proposal pursuant to this RFP.

**B.** Any questions regarding a project or submittal shall be directed to the CRA Office. There shall not be any contact between a Proposer and any member of the Advisory Board or any member of the City Council/ CRA Board regarding the project or any proposal submitted by any Proposer. Any Proposer contacting any Board member or member of the City Council/ CRA Board regarding a submitted proposal is subject to sanctions up to and including having the Board disqualify that firm’s submittal.

**2. STATEMENT FORMAT**

In determining the responsibility of any offeror, the CRA Board will examine the factors as listed below. Offerors shall address each factor specifically in their Statement.

**A. *Section 1 – Qualifications***

Provide a statement of your qualifications. Identify your firm’s capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the location of the office that would manage this project.

**B. *Section 2 – References***

List three recent clients for whom similar or comparable services have been performed. Include the name, mailing address and telephone number of their principle representative. Describe, in detail, each projects’ outcomes and the process your company took to achieve those outcomes.

**C. *Section 3 – Project Team***

List the key personnel and their individual responsibilities on this assignment. Include the extent of each person’s participation and their related experience (Resumes should be included in an appendix). Indicate the approximate percentage of the total work to be accomplished by each individual.

**D. *Section 4 – Proposed Budget***

Define the total estimated contract amount on a time and materials basis, with a not to exceed amount. The cost information provided will help to indicate your understanding of the scope of the project. Include the following:

* A list of all phases of work;
* A list of all tasks required to accomplish each phase;
* The estimated material and labor hours for each position classification required to accomplish each task and a current fee schedule including each position classification; and
* The time duration required to accomplish each phase of the work.

**E. Appendices**

**1) *Appendix #1 – Resumes***

Resumes of all key personnel within the project team shall be provided. Each resume shall not exceed two (2) pages in length.

**Part III: SELECTION PROCESS**

The respondent’s proposal will be evaluated by City/CRA staff and the CRA Advisory Board (CRAAB) and thereafter the CRAAB will recommend the Top Three (3) Proposals to the CRA Board (CRA) and the City Council for their consideration.

**EVALUATION METHOD AND CRITERIA**

**A. General**

The CRA shall be the sole judge as to the merits of the Proposal, and any resulting agreement. The Board’s decision will be final. The evaluation criteria will include, but shall not be limited to, considerations listed under Part II – Scope of Service. Proposals will be reviewed by the City/CRA Staff and the CRAAB and evaluated based on the format and content outlined in this proposal as follows:

**EVALUATION CRITERIA POINTS**

**PERCENTAGE (WEIGHT) Points**

*QUALIFICATIONS*

A. Shows a strong knowledge of creating a Brand for public agencies/clients;

B. Shows a strong knowledge of creating a destination marketing plan;

C. Proves a successful work history for previous marketing projects for public agencies/clients;

D. Shows a history of being able to recommend specific elements that have been implemented *by clients*. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 0 to 30

*TEAM PROPOSED FOR THIS PROJECT*

A. Incorporates a strong team structure able to handle the task;

B. Team members have resumes that reflect experience in Branding and destination Marketing;

C. Company has completed work for other City and/or County Governments. 0 to 15

*COST*

A. Cost breakdown is detailed and meets the Statement’s requirements;

B. Costs are controlled. 0 to 5

*PROVIDED SERVICES*

A. Shows a thorough understanding of the project

B. Able, at a minimum, to meet all of the principle areas defined in the RFP’s Scope of Work 0 to 35

*REFERENCES*

A. Lists strong references reflecting examples of successful outcomes for similar projects. 0 to 15

TOTAL EVALUATION: 100

1. **Selection**

The City’s staff and the CRAAB shall evaluate and rank the proposals submitted by all respondents. The members of the evaluation committee will then forward the top three submissions on the list to CRA Board for consideration. *Thereafter, each of the top three respondents will be invited to present their specific proposals to the City Council/ CRA Board for consideration. The CRA Board, at their sole discretion, will select the top firm/individual to move forward to contract negotiation, or it may reject all proposals and direct the staff to reissue the RFP.*

**C. Schedule**

The anticipated schedule for this project is as follows:

* Publish RFP: October 27, 2015
* Mandatory Pre-submission Conference: 4 pm, November 12, 2015
* Response to RFQ: Submission of Proposals- 4 pm, December 11, 2015
* Assessment and forwarding rankings – top 3- Council/CRA Meeting – January 11, 2016
* Presentations of specific proposals- to the Council/CRA Board - January 25, 2016
* Execute Contract – Week of January 25, 2016

***Note: Dates are subject to change as determined by the City/CRA Board.***

Figure 1

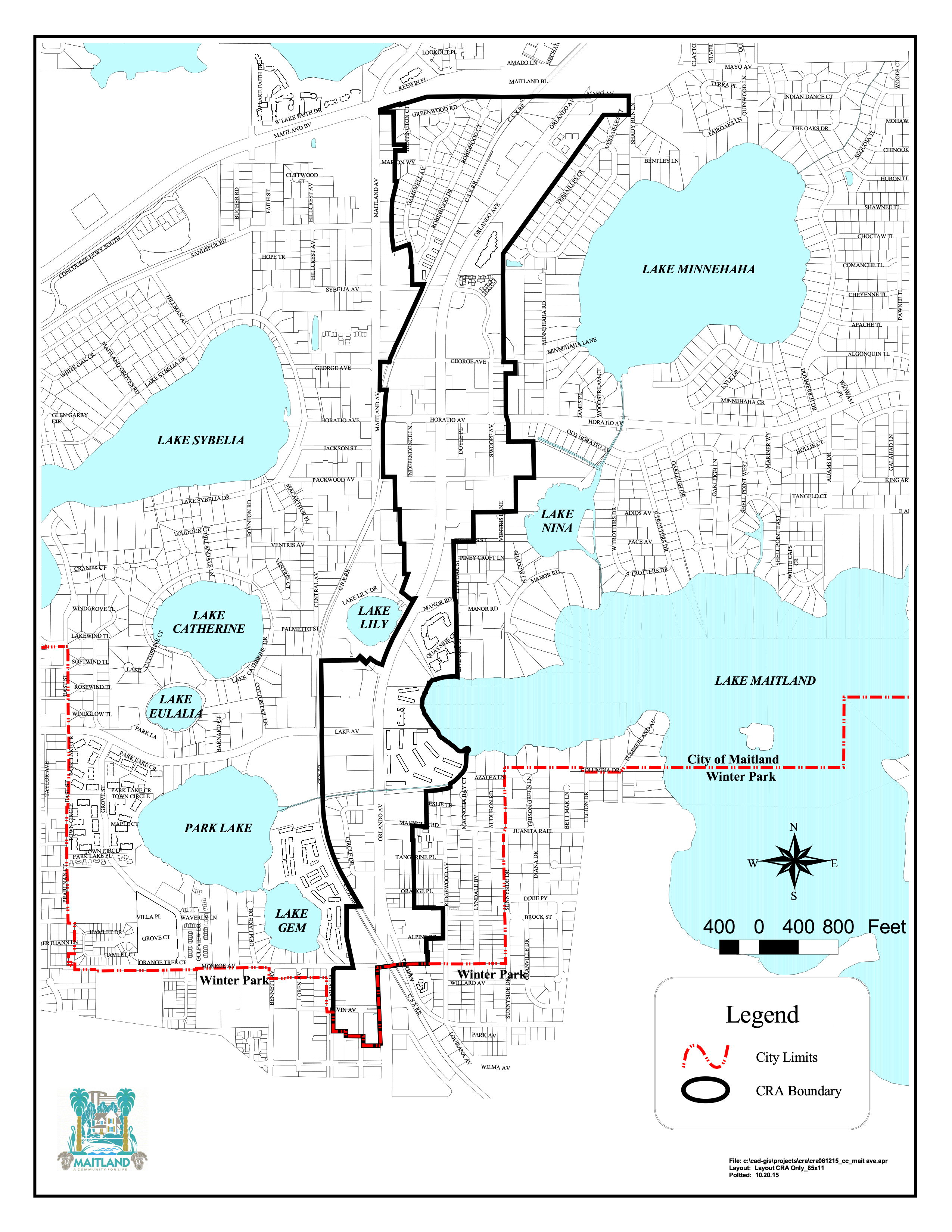


Figure 2

