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**CITY OF NEW PORT RICHEY  
REQUEST FOR PROPOSALS  
PROFESSIONAL SERVICES FOR  
BRANDING, MARKETING AND MASTER PLANNING  
FOR THE CITY OF NEW PORT RICHEY AND  
THE CITY OF NEW PORT RICHEY COMMUNITY REDEVELOPMENT AGENCY**

**RFP 20-001**

**Part I: GENERAL INSTRUCTIONS**

**1. PURPOSE**

**A. Intent of RFP:** It is the intent of the City of New Port Richey, 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 New Port Richey’s downtown area and the city at large. 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 downtown and the city as well as create design standards for future marketing and communication material. Future phases of this process will include **developing a Vision and Master Plan for the downtown and a Vision and Master Plan for the US Hwy 19 corridor** through the city.

**B. Time and Due Date:** The City of New Port Richey’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 **October 4, 2019 no later than 4:00 pm.**

**C. Background:**

Visioning and Revitalization Efforts

**Overview**

Since the late 1990’s, the City of New Port Richey has undertaken several revitalization efforts to better plan for and focus quality development and services citywide. Major efforts have included planning for the Downtown area through The Community Redevelopment Plan, The Downtown Shopability Analysis, The Retail Market Analysis, The Hotel Market Analysis, The Analysis of Residential Market Potential, the creation of a Community Redevelopment Area, participation in the Vision19 plan with Pasco County, as well as developing special programs for neighborhoods, parks and open space.

**The Community Redevelopment Plan**

The 2011 Strategic Action Plan and the 2012 Community Redevelopment Plan were created as guides for the economic redevelopment of the downtown and US Hwy 19 corridor as well as other commercial and residential areas of the City. The focus areas of the 2019 Update to the Plan include the former Community Hospital Site and surrounding properties; the US Hwy 19 corridor, Rivergate Area, Main Street Gateway, Southgate Center, Magnusen Hotel Area, River Side Inn/North Riverfront Area; The Hacienda Hotel and nearby properties; and the Leisure Lane/Van Doren Avenue Neighborhood. The plan’s vision is to create a vibrant downtown area, an attractive revitalized US Hwy 19 corridor, thriving neighborhood commercial districts and resilient residential areas with increased owner occupancy. This Plan was realized through the collaboration of the residents of New Port Richey, business and property owners and the City. Through these progressive actions, the City has demonstrated a firm commitment to revitalization.

The preliminary focus of this RFP is **to develop a Brand for New Port Richey and the downtown** that defines an identity and market position and to create a Marketing Strategy and Advertising campaign to implement and solidify that Brand in the hearts and minds of local and regional residents, businesses and

55 visitors. The second and third parts of this RFP for professional services is **to create a Vision and**  
56 **Master Plan for the downtown area and for the US Hwy 19 commercial corridor.** This will include a  
57 full set of design guidelines and standards for the downtown and the corridor. Standards include specific  
58 design requirements regarding density, intensity (Floor Area Ratio), parking location and stormwater  
59 management, among others. Visual examples of appropriate streetscape features and architectural  
60 detailing will also be included in addition to a list of preferred, conditional, and prohibited uses. A very  
61 important component will be illustrations of the vision for each plan. These can be in the form of  
62 illustrations, renderings, elevations, and/or computer generated simulations and depictions.

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

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

## 71 **3. DEVELOPMENT COSTS**

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

## 75 **4. INQUIRIES**

76 The CRA Board/Staff will not respond to oral inquiries. Proposers may submit written, e-mailed  
77 or faxed, inquiries regarding this RFP to the CRA Offices fax number at (727) 853-1023 or the Economic  
78 Development Director's e-mail address at ruddc@cityofnewportrichey.org. The City will respond to  
79 written, e-mailed or faxed inquiries received at least five (5) working days prior to the RFP due date. The  
80 City will record its responses to inquiries and any supplemental instructions in the form of written  
81 addenda. All written addenda will be issued through the Economic Development Director's email. It shall  
82 be the responsibility of the Proposer, prior to submitting their proposal, to contact the CRA's Office to  
83 determine if addenda were issued; acknowledging and incorporating them into their proposal.

## 84 **5. PROPOSAL SUBMISSION AND WITHDRAWAL**

85 The CRA Board will receive Proposals at the following address and clearly marked on the outside:  
86 **RFP 20-001: PROFESSIONAL SERVICES FOR BRANDING, MARKETING AND MASTER PLANNING:**  
87 City of New Port Richey  
88 Economic Development Director  
89 5919 Main Street  
90 New Port Richey, FL 34652

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

## 95 **6. STATEMENT RESTRICTIONS**

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

## 98 **7. DRUG FREE WORKPLACE**

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

## 101 **8. PUBLIC ENTITY CRIMES STATEMENT**

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

113 construction or repair of a public building or public work, may not submit bids on leases of real property to  
114 a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or  
115 Consultant under a contract with any public entity, and may not transact business with any public entity in  
116 excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months  
117 from the date of being placed on the convicted vendor list.”

118  
119 **9. MINORITY BUSINESS ENTERPRISE (MBE)**  
120 M/WBEs are encouraged to participate in the proposal process. All MBEs shall be certified as a Minority  
121 Business Enterprise by the State of Florida, Department of Management Services, Office of Supplier  
122 Diversity pursuant to Section 287.0943, Florida Statutes, or by statewide and interlocal agreement  
123 certification, as provided for by Section 287.09431, Florida Statutes. A State of Florida MBE Certificate or  
124 interlocal agreement from an agency having an interlocal agreement with the State of Florida must  
125 accompany the RFP submission.

126  
127 **10. CANCELLATION**  
128 The CRA Board shall have the right to unilaterally cancel, terminate or suspend any contract, in whole or  
129 in part, resulting from this RFP by providing the selected firm thirty (30) days written notice by certified  
130 mail.

131  
132 **11. FISCAL NON-FUNDING CLAUSE**  
133 In the event sufficient funds are not budgeted for a new fiscal period, the Board shall notify the successful  
134 Proposer of such occurrence and the contract shall terminate on the last day of the current fiscal year  
135 without penalty or expense to the Board.

136  
137 **12. RESERVED RIGHTS**  
138 The CRA Board reserves the right to accept or reject any/or all submissions, to accept all or any part of  
139 the submission, to waive irregularities and technicalities, and to request resubmission, if it is deemed in  
140 the best interest of the Board. The Board, in its sole discretion, may expand the scope of work to include  
141 additional requirements. The Board reserves the right to investigate, as it deems necessary, to determine  
142 the ability of any firm to perform the work or services requested. The firms upon request shall provide  
143 information the Board deems necessary in order to make a determination.

144  
145 **13. EQUAL EMPLOYMENT OPPORTUNITY CLAUSE**  
146 City of New Port Richey, Florida, in accordance with the provisions of Title VII of the Civil Rights Act of  
147 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued  
148 pursuant to such Act, hereby notifies all Proposers that it will ensure that in any contract entered into  
149 pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit  
150 proposals in response to this advertisement and will not be discriminated against on the ground of race,  
151 color or national origin in consideration for an award.

152  
153 **14. PERFORMANCE EVALUATION**  
154 At the end of the any contract, the receiving department will evaluate the successful proposer's  
155 performance. This evaluation will become public record.

156  
157 **15. REUSE AND OWNERSHIP OF DOCUMENTS**  
158 All data, inputs, analytical reports, contract documents, deliverables, and other work products that result  
159 from the professional services being offered through any response to this RFP and any contract resulting  
160 therefrom shall become the property of the CITY and shall be delivered to the CITY as requested. Any  
161 and all information/ materials covered under this paragraph and RFP may not be copyrighted by the  
162 contractor. The CITY may use all data and products for purposes deemed appropriate by CITY for the  
163 business of the CITY.

164  
165 **16. PRE-SUBMISSION CONFERENCE**  
166 There will a Mandatory Pre-Submission Conference September 18 at 4 pm, in the Council Chambers  
167 located in City Hall. *Firms located out of the area may dial in on a conference line to be provided.*  
168 Additionally, for the benefit of all involved in this process, any questions concerning the Request for  
169 Proposals are to be directed in writing to the Economic Development Director or by e-mail directed to the  
170 Economic Development Director at [ruddc@cityofnewportrichey.org](mailto:ruddc@cityofnewportrichey.org).

171 **17. SCOPE OF WORK**

172 The City/CRA is seeking qualified firms to develop a **Brand and Marketing Strategy** to solidify the brand  
173 and deliver the message of the brand promise to the residents, businesses and visitors of New Port  
174 Richey.

175  
176 The resulting plan will include:

- 177 • A current market analysis of the New Port Richey Trade Area;
- 178 • A Branding platform for New Port Richey with tag line, Downtown New Port Richey with tag line,  
179 brand statement, colors, fonts, logo treatments for the Downtown, the Community  
180 Redevelopment Agency, the New Port Richey Main Street organization as well as current and  
181 potential downtown events. It will also include brand extension design elements for use in  
182 marketing the downtown with advertisements, brochures, letterhead, business cards, banners,  
183 CRA website, New Port Richey Main Street website, wayfinding, etc.;
- 184 • A marketing strategy and advertising campaign based on the Vision, the Brand and the market  
185 analysis;

186  
187 The proposed scope of services is listed below must be addressed in a formal proposal to the City/CRA.  
188

189 **A. New Port Richey Market/Economic Analysis/Evaluation of Existing and Future Conditions:**

190 The Consultant will conduct a market/economic analysis of the New Port Richey CRA to  
191 encompass a 20-year horizon based on an evaluation of existing and future conditions. The  
192 analysis will be performed to better understand Downtown New Port Richey's comparative  
193 advantages and disadvantages as not only the Central Business District of the City but also a  
194 submarket of the Florida West Coast region in order to identify unique opportunities for economic  
195 growth, diversification and a market supportable redevelopment strategy.  
196

197 **B. Develop a Brand for New Port Richey and the downtown:** The Consultant shall develop a  
198 Brand platform from which marketing efforts can develop. Brand elements shall include logos  
199 (New Port Richey, Downtown New Port Richey, The New Port Richey CRA, New Port Richey  
200 Main Street and potential special events such as Downtown Street Parties, Wine Tastings,  
201 Chocolate Strolls, Car Shows, etc. to extend the brand); fonts, color palette, and design  
202 elements/icons. The Consultant shall present examples of brand extensions such as pole  
203 banners (i.e. "Welcome to Downtown New Port Richey!"), wayfinding, event posters, website  
204 template, letter head, business cards, etc.  
205

206 **C. Marketing Plan:** Develop a Marketing Strategy and Advertising Campaign to solidify the brand  
207 and deliver the message of the brand promise to the residents, businesses and visitors of New  
208 Port Richey.  
209

210 **a. Outline New Marketing Strategies for Business Attraction, Business Development,**  
211 **Business Promotion and Retention and Public Communication:** Review the programs  
212 currently in place within these components and make appropriate marketing  
213 recommendations to support and enhance the CRA's economic development and  
214 redevelopment efforts in the CRA District. How shall the CRA attract new business? How  
215 shall the CRA work with its business partners? What are the best means to communicate  
216 with City residents and visitors? A comprehensive strategy will encompass print, television,  
217 radio, online, corporate identity as well as other innovative programs.  
218

219 **b. Develop A Public Relations Strategy:** Develop a strategy to take advantage of press  
220 releases, special editorials, and media relations to promote New Port Richey as a great place  
221 to live, shop, dine and do business. Items should highlight suggested print publications,  
222 broadcast media, online communications as well as other innovative tasks. Propose a well-  
223 defined public relations strategy that will achieve the highest level of publicity for the CRA.  
224

225 **c. Promotion of Special Events:** Of great importance to the Board are special community  
226 events that draw people to New Port Richey and provide economic stimulus. Working in  
227 concert with the New Port Richey Main Street and the City's Parks and Recreation and

228 considering existing City Events Programming, develop strategies to continue to promote and  
229 advertise the special and ongoing community events.

- 230  
231 d. **Identify Target Audience:** Develop profiles of customers and businesses and  
232 redevelopment potential in the trade area. Identify the target audience, including business  
233 investment strategies, buying habits, lifestyle, and living location and prepare marketing  
234 campaign based on these findings.  
235  
236 e. **Propose a Budget:** Develop a budget for the marketing program proposed in the RFP,  
237 outlining items and associated costs. The actual marketing budget will be established as part  
238 of the CRA's marketing plan, economic investment strategies development and overall  
239 budget process for Fiscal Year 2020-21.

240  
241  
242 **D. Deliverables:**

- 243 a. 3 meetings with staff to coordinate as the project progresses. Hourly for additional meetings  
244 requested by the City;  
245 b. Minimum monthly reports outlining significant meetings, discussions, actions and results;  
246 c. Consultant shall present a draft of the Brand and Marketing Plan to the CRA Board prior to  
247 finalizing the deliverables, for the purpose of receiving feedback and making revisions at the  
248 direction of the Board.  
249 d. 15 copies of the Market Analysis Booklet and 1 copy in electronic format (pin drive);  
250 e. 15 copies of the Branding Packet Booklet and 1 copy in electronic format (pin drive),  
251 including the following;  
252 i. New Port Richey logo and tag line  
253 ii. Downtown logo and tag line  
254 iii. New Port Richey Main Street logo  
255 iv. Brand color palette and font styles  
256 v. Brand statement  
257 vi. Samples of ad copy/layouts  
258 vii. Pole banner designs  
259 viii. Brochure designs – shopping guide, visitors guide, recruitment packet, etc.  
260 ix. Wayfinding graphic design (not the actual wayfinding system) to incorporate existing  
261 new wayfinding signs  
262 x. Design for Letter head, business cards  
263 xi. Collateral designs such as shirts, water bottles, hats, (swag), etc.  
264 f. 15 copies of the Marketing Plan Booklet and 1 copy in electronic format (pin drive);  
265 i. Marketing Strategy  
266 ii. Advertising Campaign  
267 iii. Public Relations Strategy  
268 iv. Special Events  
269 v. Target Audience  
270 vi. Implementation Strategy  
271 vii. Proposed Marketing Budget  
272 g. Electronic version of final documents must be provided in a compressed or web view as well  
273 as a printer-ready version.

274  
275 The second and third phases of this project will be to create a **Downtown New Port Richey Vision and**  
276 **Master Plan** and a **US Hwy 19 Vision and Master Plan**.

277  
278 The resulting plans will include:

- 279 • An articulation of the Visions for downtown New Port Richey and the US Hwy 19 corridor;  
280 • Design Guidelines,  
281 • Streetscape Enhancements,  
282 • Cultural Amenities  
283 • Illustrations, renderings, elevations and/or computer generated images of the Vision and future  
284 development at buildout.  
285

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

- 287
- 288 A. **Review the existing 2019 Community Redevelopment Plan Update:** Consultant shall review
- 289 the existing Redevelopment plan, the Vision 19 Plan with the associated recommendations and
- 290 proposed projects, the Downtown Design Standards, etc.
- 291
- 292 B. **Through Community Outreach and Stakeholder Involvement, articulate the Vision for**
- 293 **Downtown New Port Richey and the US Hwy 19 corridor:** The Consultant will lead the
- 294 community participants and stakeholders through a variety exercises that will result in the
- 295 clarification and articulation of the Community Vision for the two plan areas. The Consultant shall
- 296 hold at least three (3) community meetings for citizens and stakeholder groups for each plan.
- 297
- 298 C. **Master Plans:** The Consultant will consolidate all the research, analysis, and community input
- 299 for each area into unified documents which shall include Design Guidelines; Permitted and
- 300 Conditional Land Uses; Streetscape Guidelines; Incentives; Illustrations, rendering, elevations
- 301 and/or computer simulations of Vision and future development at buildout. The Consultant will
- 302 highlight and recommend changes to the Land Development Regulations that will be necessary
- 303 to implement the Master Plans.
- 304
- 305 D. **Deliverables for each Master Plan:**
- 306 a. 3 meetings with staff to coordinate as the project progresses, additional meetings
- 307 requested by the City will be billed hourly;
- 308 b. Minimum monthly reports outlining significant meetings, discussions, actions and results;
- 309 c. Consultant shall present a draft of the Master Plan prior to finalizing the deliverables, for
- 310 the purpose of receiving feedback and making revisions at the direction of the following
- 311 Boards/Committees.
- 312 i. 1 Land Development Review Board meeting
- 313 ii. 1 Council/CRA Board meeting for the draft
- 314 iii. 2 Council meetings of the final for approval;
- 315 d. 15 copies of the final Master Plan Booklet with all maps, guidelines, etc. and 1 copy in
- 316 electronic format (pin drive);
- 317 e. 15 copies of the Market Analysis Booklet and 1 copy in electronic format (pin drive);
- 318 f. Electronic version of final documents must be provided in a compressed or web view as
- 319 well as a printer-ready version;
- 320

## 321 18. ESTIMATED TIME SCHEDULE

322

323 *The basic contract period shall be negotiated for completion of deliverables identified in this RFP*

324 *and included in the execution of any resulting contract with the most qualified firm and/or*

325 *individual as determined by the City Council and the CRA Board.*

326

## 327 19. CONTENTS OF THE STATEMENT OF QUALIFICATIONS

328

329 As part of the Responder's Proposal each firm/individual shall submit documentation of their qualifications

330 for consideration and will include the following information. All responses shall at minimum contain the

331 following:

332

- 333 A. **Scope of Services and Statement of Qualifications.** Describe in detail an understanding of the
- 334 services requested. Respondents shall also submit a statement of qualifications that addresses
- 335 the proposed scope of services; provide a company/individual profile, and a description of major
- 336 accomplishments.
- 337 B. **Description.** Description of overall knowledge of the City of New Port Richey and the CRA's
- 338 redevelopment goals and objectives.
- 339 C. **Business Organization.** State the full name of the organization and indicate whether the
- 340 company operates as a partnership, corporation, or sole proprietorship. State the number of
- 341 years the organization/individual has been in business and include the name and business
- 342 address of company owners. Identify the individual by name and title authorized to negotiate
- 343 contract terms and enter into legally binding commitments. Identify by name and position the staff

344 persons assigned to the project and who will actually perform the services requested in this  
345 proposal.

- 346 D. **Project Management.** Provide a narrative explanation that specifies project management and  
347 reporting responsibilities for managing a project similar to the one described in this request. The  
348 narrative should also detail the approach, methodology, deliverables, and client meetings.
- 349 A. **Samples of Previous Work.** Provide samples of previous Branding and Marketing services and  
350 Master Planning services for municipal and/or non-municipal entities.
- 351 E. **References and Client List.** List three former clients for whom similar or comparable services  
352 have been performed. Provide a current list of your company's clients and identify any potential  
353 conflicts.

354  
355 ***Any response not containing full and complete responses to the above minimum elements may be***  
356 ***deemed unresponsive to this RFP.***

## 357 **20. INSURANCE REQUIREMENTS**

- 359 A. Worker's Compensation – in compliance with State and Federal laws.
- 360 B. Comprehensive General Liability – Minimum limits of \$500,000 per occurrence and  
361 \$1,000,000 aggregate for Bodily Injury Liability and Property Damage Liability.
- 362 C. Comprehensive Automobile Liability.
- 363 D. Professional Liability Insurance – minimum limits of \$1,000,000.
- 364 E. Any and all deductibles to the above referenced policies are to be the  
365 responsibility of the successful firm.
- 366 F. *Hold Harmless:* The City and the CRA Board shall be held harmless against all claims for  
367 bodily injury, sickness, disease, death or personal injury or damage to property, or  
368 loss of use resulting from or arising out of performance of this agreement or  
369 contract, unless such claims are a result of the City's or the Board's sole negligence. The  
370 City and the CRA Board shall also be held harmless against all claims for financial loss with  
371 respect to the provision of or failure to provide professional or other services resulting in  
372 professional, malpractice, or errors or omissions liability arising out of performance of this  
373 agreement or contract, unless such claims are a result of the City's and/or the CRA Board's  
374 sole negligence.

## 375 **PART II: INSTRUCTIONS FOR PREPARING PROPOSALS**

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

377 A. The Statement must name all persons or entities interested in the proposals as principals of the Project  
378 Team. The Statement must declare that it is made without collusion with any other person or entity  
379 submitting a proposal pursuant to this RFP.

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

### 385 **2. STATEMENT FORMAT**

386 Responses to the RFP must include one (1) original (unbound) and six (6) copies of the response which  
387 addresses the requirements below, along with an electronic version (PDF) of the full response.  
388 In determining the responsibility of any offeror, the CRA staff will examine the factors as listed below.  
389 Offerors shall address each factor specifically in their Statement.

#### 390 **A. Section 1 – Qualifications**

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



402 **B. Section 2 – References**

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

406  
407 **C. Section 3 – Project Team**

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

411  
412 **D. Section 4 – Proposed Budget**

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

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

421  
422 **E. Appendices**

423 **1) Appendix #1 – Resumes**

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

426  
427 **Part III: SELECTION PROCESS**

428  
429 *The respondent’s proposal will be evaluated by City/CRA staff and the staff will recommend the top*  
430 *proposal to the CRA Board (CRA) and the City Council for their consideration.*

431  
432 **EVALUATION METHOD AND CRITERIA**

433 **A. General**

434 The CRA shall be the sole judge as to the merits of the Proposal, and any resulting agreement. The  
435 Board’s decision will be final. The evaluation criteria will include, but shall not be limited to, considerations  
436 listed under Part I, #17 – Scope of Work. Proposals will be reviewed by the City/CRA Staff and evaluated  
437 based on the format and content outlined in this proposal as follows:

438  
439 **EVALUATION CRITERIA POINTS**

440 **PERCENTAGE (WEIGHT)** **Points**

441  
442 **QUALIFICATIONS**

- 443 A. Shows a strong knowledge of creating a Brand for public agencies/clients;
  - 444 B. Shows a strong knowledge of creating a destination marketing plan;
  - 445 C. Proves a successful work history for previous marketing projects and Master Planning projects for
  - 446 public agencies/clients;
  - 447 D. Shows a strong knowledge of creating a Master Plan for public agencies/clients;
- 
- 448 0 to 35

449  
450 **TEAM PROPOSED FOR THIS PROJECT**

- 451 A. Incorporates a strong team structure able to handle the task;
  - 452 B. Team members have resumes that reflect experience in Branding and destination Marketing;
  - 453 C. Team members have resumes that reflect experience in Master Planning;
  - 454 D. Company has completed work for other City and/or County Governments.
- 
- 455 0 to 15

456 **COST**

- 457 A. Cost breakdown is detailed and meets the Statement’s requirements;
  - 458 B. Costs are controlled.
- 
- 459 0 to 25



460	<i>PROVIDED SERVICES</i>	
461	A. Shows a thorough understanding of the project	
462	B. Able, at a minimum, to meet all of the principle areas defined in the RFP's Scope of Work	0 to 20

463  
464 *REFERENCES*

465	A. Lists strong references reflecting examples of successful outcomes for similar projects.	0 to 5
466	TOTAL EVALUATION:	100

467  
468 **B. Selection**

469 The City/CRA's staff shall evaluate and rank the proposals submitted by all respondents. The top  
 470 respondent(s) may be invited to present their specific proposal(s) to the City/CRA Staff for  
 471 consideration. The staff will then forward the top submission to CRA Board for consideration. *The*  
 472 *CRA Board, at their sole discretion, will select the top firm/individual to move forward to contract*  
 473 *negotiation, or it may reject the proposal and direct the staff to reissue the RFP.*  
 474

475 **C. Schedule**

476 The anticipated schedule for this project is as follows:

- 477 • Publish RFP: August 6, 2019
- 478 • Mandatory Pre-submission Conference: 4 pm, September 18, 2019
- 479 • Response to RFP: Submission of Proposals- 4 pm, October 4, 2019
- 480 • Interview top respondent, Week of October 7, 2019
- 481 • Presentations of top proposals- to the Council/CRA Board - November 5, 2019
- 482 • Execute Contract – Week of November 11, 2019

483  
484 *Note: Dates are subject to change as determined by the City/CRA Board.*