



City of Chamblee, Georgia

Request for Proposal Marketing & Communications Support

Sealed proposals will be received by the City Manager, City of Chamblee, 5468 Peachtree Road Chamblee, GA 30341, until **3:00 p.m., February 28, 2011**, at which time and place proposals will be opened for **Marketing & Communications Support**. Respondents shall furnish all of the services described below.

At a minimum, the following must be submitted with your proposal (*original and eight (8) sets of all documents*):

I. OVERVIEW AND PROCEDURES

A. Introduction

The City Council of the City of Chamblee is accepting proposals for Marketing & Communications Support.

B. RFP Timetable

Issue date of RFP February 7, 2011
Proposal due date February 28, 2011 3:00 pm

C. General Information

The respondent shall abide by General Instructions and Requirements as included as part of the RFP documents. Additionally, the respondent shall agree to the following:

- 1) Submission of proposal documents (***one (1) original and eight (8) copies***) shall be the responsibility of the responding individual or firm. Failure of the

respondent to provide any information requested in the RFP may result in rejection of the proposal. Material submitted regarding the RFP becomes the property of the City and shall only be returned to the respondent at the City's option. Responses may be reviewed by any person after final selection and award have been made.

- 2) The City shall not reimburse any respondent for costs associated with the preparation, submission, or requested clarification of any proposal.
- 3) The City reserves the right to request clarification of information from any respondent. The City also reserves the right to waive minor irregularities in proposals, or to reject any and all proposals when to do so is in the best interest of the City of Chamblee.
- 4) Requests for technical information should be directed to Marc Johnson, Interim City Manager, Phone (770) 986-5026, Fax (770) 986-5017.

II. EVALUATION/SELECTION PROCESS

All timely submitted proposals will be evaluated by the City Manager for submission to the Chamblee City Council, who will make an award to the respondent whose proposal, conforming to the RFP, is most advantageous to the City. The ranking of proposals shall be based on the respondent's response to the following:

- Responsiveness to the RFP
- Needs and desires of the City Council

III. PROPOSAL PACKAGE

The Respondent shall submit a response to the following evaluation criteria:

A. Background of the Firm

- 1) Describe the background of your firm, the number of years the firm has been in business, owners, management personnel, etc.
- 2) Provide the location of the closest servicing office.

B. Experience of the Firm

- 1) Describe the company's previous and current experience in representing and working with local governments.
- 2) Provide the name and role of each individual who would be assigned to the City of Chamblee contract.

- 3) Identify the individual who would serve as the primary contact as well as a brief educational and professional background.

C. Approach

- 1) Describe your firm's approach to providing the required services.
- 2) Provide your current client list and how your firm will accommodate the needs of all its clients.
- 3) Please identify any potential conflicts with existing or future clients and how they will be addressed.

D. References

- 1) Provide at least three (3) client references for similar requirements.
- 2) These references should reflect services provided by the individuals proposed for the City of Chamblee contract.

Note: The firm may submit any brochures and/or other supplemental information as deemed appropriate.

IV. SCOPE OF SERVICES

The City of Chamblee seeks a professional, full-service marketing, public relations and communications firm that will be tasked with providing a comprehensive, strategic and innovative communications plan.

A. This plan should:

- 1) Promote the City of Chamblee's historical identity, many offerings and cultural diversity.
- 2) Promote the City of Chamblee as a business-friendly community, retail and cultural destination, as well as a community favorable to private development.
- 3) Inform the community about what is happening within the city as well as proposed plans and ongoing projects
- 4) Garner public and community support and understanding of the City of Chamblee initiatives and programs
- 5) Be at the forefront of any potential issue that may affect the City of Chamblee and the City Council

B. Specific duties for the communications firm include:

- 1) Development of a Communications Plan for the City of Chamblee, assisting in promoting/coordinating and communicating information for City sponsored community events, ground breakings, dedications, activities, programs and issues including preparing written press releases, public service announcements, position papers, photography services and other communication information to the public, City staff and organizations.
- 2) Development and/or assistance in negotiating with other vendors for advertising, web or related public relations services as requested by City staff for advertising and special promotional campaigns and public service announcements to the media.
- 3) Assistance as needed with revisions to City's web page
- 4) Liaison activities between City and community organizations as needed
- 5) Interfacing with City staff and elected officials:
 - a. Meet with City Manager, or designee, on a regular basis;
 - b. Attend City Council meetings as required
 - c. Assist in training/transitioning of internal, city-hired Public Relations staff

C. Activities To Include:

- 1) Media Relations (Up to xx hours/month)
 - a. Assist the City in generating news releases, pitching story ideas and providing the media with regular updates and information about city issues and events.
 - b. Special events/press conferences: coordinate and execute
 - c. Produce press packets upon request.
 - d. Generate story ideas on a regular/ongoing basis (frequency to be determined).
 - e. Provide general consultation services to City staff regarding press relations.
 - f. Act as point of contact for coordination of media interviews

- 2) Media Spokesperson Training (x hours/month)
 - a. Provide training, feedback, and strategic counsel to designated city spokespersons
 - b. Assist in managing crisis communications

- 3) Public Affairs/Issues Management Writing (Up to x hours/month)
 - a. Prepare written materials including, but not limited to:
 - Articles for city publications
 - Articles for e-Newsletter
 - Website content
 - Letters to editor
 - Collateral

- 4) Video Production (optional)
 - a. Manage production of video projects (2-8 minutes in length). This includes writing, storyboarding and editing.
 - b. Provide project management for professional or student video production.

- 5) Marketing
 - a. Assist the City with developing and maintaining an overall marketing campaign.
 - Development of overall branding/messaging
 - Recommendation of marketing vehicles (e.g., PR, advertising, social media)
 - Compliance with set budget parameters

V. SPECIAL TERMS AND CONDITIONS

A. Indemnification

As respects acts, errors, or omissions in the performance of professional service, the selected Respondent agrees to pay on behalf of and hold harmless, indemnify, and defend the City of Chamblee, its officers, elected officials, and employees from and against any and all claims, action, loss, demands, defense costs, liability or consequential damages of any kind or nature (including, but not by way of limitation, attorneys' fees, and court costs) arising out of, or incidental to, the performance of the contract to be executed or service performed there under.

B. Assignment

Respondent, his/her assigns or representative, shall not enter into any agreements with third parties to delegate any or all of the responsibilities or rights herein set forth without prior written approval of the City Council.

C. Independent Contractor

The respondent shall perform the conditions of this Agreement as an independent contractor and nothing contained herein shall be construed to be inconsistent with this relationship of status. Nothing in this Agreement shall be, in any way, construed to constitute the respondent or any of his/her agents or his/her employees as the agent, employee or representative of the City.

City of Chamblee