



REQUEST FOR PROPOSALS

Marketing/Media/Public Relations Program for the San Bernardino Valley Enterprise Zone

October 7, 2011

**Redevelopment Agency of the
City of San Bernardino**

Redevelopment Agency of the City of San Bernardino
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I. INTRODUCTION

The Redevelopment Agency of the City of San Bernardino ("Agency") invites the submittal of a proposal from consultants interested in providing a Marketing/Media/Public Relations Program for the San Bernardino Enterprise Zone ("SBVEZ"). The SBVEZ or its designee invites qualified and experienced firms or individuals with a demonstrated successful track record of consistent accomplishments to develop, implement and lead the SBVEZ's public relations and marketing campaign. Consultants must submit a total cost for the entire proposed project.

The Enterprise Zone Program targets economically distressed areas throughout California. Special state and local incentives encourage business investments and promote the creation of new jobs. The purpose of the program is to stimulate development by providing tax incentives to businesses and allow private sector market forces to revive the local economy. The SBVEZ is approximately 27,000 acres and covers portions of the Cities of Colton and San Bernardino and portions of the County of San Bernardino. Visit www.sbvez.com to view boundary map.

A. Minimum Proposer Requirements

All Proposers must demonstrate in their Proposal that they:

1. Have no record of unsatisfactory performance;
2. Can meet the requirements as specified in this RFP;
3. Have the ability to adjust to flexible work schedules as necessary;
4. Have the administrative and fiscal ability to provide and manage the proposed activities;
5. Have the ability to maintain adequate files and records, which are subject to confidentiality requirements and meet statistical reporting requirements;
6. Have the ability to fulfill standard agreement requirements, including indemnification and insurance; and

B. Proposal Submittal

All proposals must be received at the address listed below, no later than **4:00 p.m. on Tuesday, November 1, 2011** at:

Redevelopment Agency of the City of San Bernardino
201 North "E" Street, Suite 301
San Bernardino, CA 92401
Attn: Wendy Clements

Facsimile or electronically transmitted proposals will ***not*** be accepted since they do not contain original signatures. Postmarks will not be accepted in lieu of actual receipt. Late or incomplete proposals will not be opened, will be returned unopened and will not be considered.

C. Proposal Timeline

The following schedule has been established for the RFP process:

- Agency to circulate RFP October 7, 2011
- Deadline to submit questions October 21, 2011

- Q and A's posted to the Agency website <http://www.sbrda.org/edRFPandDOCS.html> October 24, 2011
- Proposals Due – 4:00 p.m., Tuesday November 1, 2011
- Notice of firms to be interviewed November 9, 2011
- Interviews November 14, 2011
- Notice of selected and recommended firm November 21, 2011
- Contract (s) awarded at board meeting December 19, 2011
- Kickoff meeting January 4, 2012

The Agency reserves the right to revise the proposal timeline if such action is in the best interest of the Agency.

II. PROPOSAL CONDITIONS

A. Contingencies

This RFP does not commit the Agency to award an agreement. The Agency reserves the right to accept or reject any or all proposals if the Agency determines it is in the best interest of the Agency to do so. The Agency will use its best efforts to notify all Proposers, in writing, if the Agency rejects all proposals or cancels this RFP.

B. Modifications

The Agency reserves the right to issue written addenda or amendments to this RFP.

C. Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this RFP. It is the Proposer's responsibility to ensure that its proposal arrives on or before the deadline as set forth in Section I. D.

D. Incurred Costs

The Agency will not pay any costs incurred in the preparation of a proposal in response to this RFP and each Proposer agrees that all costs incurred in developing their respective proposals are the Proposer's responsibility.

III. SCOPE OF AGREEMENT

A. Scope of Work

See Exhibit B – Scope of Work.

B. Period of Agreement

The term of the agreement resulting from this RFP shall commence when the Agency executes the Agreement for Marketing/Media/Public Relations Program for the SBVEZ.

C. Insurance and Indemnification

Provisions will be included in the Professional Services Agreement.

IV. PROPOSAL SUBMISSION

A. General

1. All interested and qualified Proposers are invited to submit a proposal for consideration. Submission of a proposal indicates that the Proposer has read and understands this entire RFP, including all appendices, attachments, exhibits, schedules, and addendum (as applicable) and all concerns regarding this RFP have been satisfied.
2. Proposals must be submitted in the format described below. Proposals are to be prepared in such a manner as to provide a straightforward, concise description of their capabilities to satisfy the requirements of this RFP. Expensive bindings, displays, promotional materials, etc., are neither necessary nor desired. Emphasis should be concentrated on compliance with the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.
3. Proposals must be complete in all respects as required in this section. A proposal may not be considered if it is conditional or incomplete.
4. All proposals and materials submitted become the property of the AGENCY. All proposals received become public records subject to disclosure under the "California Public Records Act."
5. Any questions for clarification or additional information regarding the RFP must be submitted in writing (by fax, mail or email) to the contact below. All responses shall be in writing to all proposers.
6. **All proposals must be submitted no later than 4:00 p.m., Tuesday, November 1, 2011 at the address listed below and labeled accordingly:**

RFP – MARKETING/MEDIA/PUBLIC RELATIONS PROGRAM FOR THE SBVEZ.

Redevelopment Agency of the City of San Bernardino
201 North "E" Street, Suite 301
San Bernardino, CA 92401
Attn: Wendy Clements, Sr. Administrative Analyst/Real Estate
Email, phone and fax

**PROPOSALS SUBMITTED AFTER THE ABOVE STATED TIME AND DATE
WILL NOT BE CONSIDERED**

B. Proposal Presentation

1. One (1) signed original and three (5) copies of the written proposal are required to be submitted.

The package containing the original and three (5) copies must be sealed and marked with the Proposer's name and titled: "**CONFIDENTIAL – RFP FOR MARKETING/MEDIA/PUBLIC RELATIONS PROGRAM FOR THE SBVEZ**" clearly indicated on the outside of the envelop submittal.

2. All proposals must be submitted on 8½" by 11" paper with no less than ½" top, bottom, left, and right margins. Proposals must be typed or prepared with work processing equipment. Typeface must be a minimum of 12 point font. Each page, including attachments and exhibits, must be clearly and consecutively numbered.

C. Proposal Format

Response to this RFP must be in the form of a proposal package that must be submitted in the following format:

1. RFP Checklist (Exhibit C);
2. RFP Cover Sheet (Exhibit D) - Submit Request for Proposal coversheet;
3. Submit a cover letter, on letterhead stationery, signed by a duly authorized officer, employee, or agent of the organization/firm submitting the proposal that must include the following information:
 - a. A statement that the proposal is submitted in response to the Request for Proposals for Marketing/Media/Public Relations Program for the SBVEZ.
 - b. A statement indicating which individuals, by name, title, address and phone number, are authorized to submit proposals and negotiate with the Agency on behalf of the organization/firm.
4. Statement of Certification: Restate the following statements on Proposer's letterhead using the form attached hereto as Exhibit E:
 - a. A concise statement of the services proposed.
 - b. A statement that the offer made in the proposal is firm and binding for 90 days from the date the proposal is opened and recorded.
 - c. A statement that all aspects of the proposal, including the cost proposal, have been determined independently, without consultation with any other prospective Proposer or competitor for the purpose of restricting competition.
 - d. A statement that all declarations in the proposal and attachments are true and that this shall constitute a warranty, the falsity of which shall entitle the Agency to pursue any remedy by law.
 - e. A statement that the Proposer agrees that all aspects of the RFP and the proposal submitted shall be binding if the proposal is selected and an agreement awarded.
 - f. A statement that the Proposer agrees to provide the Agency with any other information that the Agency determines is necessary for an accurate determination of the Proposer's ability to perform services as proposed.
 - g. A statement that the prospective Proposer, if selected, will comply with all applicable rules, laws, and regulations.

5. Proposal Description - A detailed description of the proposal being made shall include, but not be limited to, the following:
 - a. All items in Section III – Scope of Agreement – A & B;
 - b. Organizational chart;
 - c. Overview of the business;
 - d. Services offered;
 - e. References with contact information from organizations that have used the services of the PR company within the last 24 months;
 - f. Brief synopsis of the Proposer's understanding of the SBVEZ's needs and how the Proposer plans to meet these needs (this should provide a broad understanding of the Proposer's entire proposal);
 - g. Narrative description of work to be performed, to include detail plan of activities;
 - h. Explanation of any assumptions and/or constraints;
 - i. Any other pertinent information needed to evaluate proposal;
 - j. A statement of each Proposer stating the ability to provide requested service and percentage of time to be committed to the project; and
 - k. A statement of each Proposer stating that the Proposer does not have any commitments or potential commitments which may impact of the Proposer's assets, lines of credit, guarantor letters or ability to perform the Agreement.
 - l. You haven't described what is needed and the 3 separate components.

6. Cost – In a separately sealed envelope, include a price quote to the Scope of Work.

Any reasonable inquiry to determine the responsibility of a Proposer may be conducted by the Agency. The submission of a proposal constitutes permission by the Proposer for the Agency to verify all information contained therein. If the Agency deems it necessary additional information may be requested from the Proposer. Failure to comply with any such request may disqualify a Proposer from further consideration. Such additional information may include evidence of financial ability to perform.

V. PROPOSAL EVALUATION AND SELECTION

A. Evaluation Process

- Applicability of Proposal towards the overall marketing goals of the SBVEZ
- Government coordination experience
- Qualifications of team
- Reference Check
- Response compliance with the requirements of the RFP
- Cost
- Oral interviews may or may not be held.

B. Evaluation Criteria

Consultant selection will be based on determination of which proposal will best meet the needs of the Agency and the requirements of this RFP.

1. **Initial Review** - All proposals will be initially evaluated to determine if they meet the following minimum requirements:
 - a. The proposal must be completed, in the required format and comply with the requirements of this RFP; and
 - b. Prospective firms must meet the requirements as stated in the Minimum Proposer Requirements as outlined in **Section I. A.**

2. **Technical Review** - Proposals meeting the above requirements will be evaluated on the basis of the following criteria:
 - a. Ability to provide services in a timely manner.
 - b. Ability to provide services as outlined in the Scope of Services (including, but not limited to, providing sufficient personnel and equipment);
 - c. Experience with Marketing/Media/Public Relations Program for the SBVEZ for like size buildings;
 - d. Procedures and systems for record keeping and other aspects of the requested services;

C. Agreement Award

The Agreement will be awarded based on a competitive selection of proposals received.

The contents of the proposal of the successful Proposer will become contractual obligations and failure to accept these obligations in a contractual agreement may result in cancellation of the award.

Award of the Agreement may or may not be on all or nothing basis. The SBVEZ reserves the option to make one or more awards as it deems to be in the best interest of the SBVEZ.

Exhibit A – Scope of Services

Scope of Services

Review the SBVEZ website and SBVEZ Facebook page including its project and mission statement. The goal for the RFP is to create a consistent media presence for SBVEZ to promulgate its message of creating and retain local jobs and enhance the local economy. Provide a detailed proposal for a Marketing/Public Relations/Media Campaign for SBVEZ. At a minimum, the proposal should include:

- Placement of favorable and educational news articles
- Outreach to business
- Business attraction
- Sponsorship opportunities

You are encouraged to offer a unique and cost effective solution to the scope of services requested.

Topic to address in the RFP:

- Create and maintain a favorable image and reputation, positive relationship, announcing milestones to promote the positive benefits of the enterprise zone program
- Identify opportunities as they arise for to develop news worthy stories that highlight the enterprise zone program
- Identify sponsorship opportunities with local and regional professional organizations that will provide opportunities for SBVEZ to highlight the zones benefits.
- Develop and implement a marketing strategy that will educate the existing business community on the benefits of the enterprise zone program.
- On a continuous basis identify local and regional articles and opinion pieces to be placed in media outlets.
- Develop clever and strategic placing of news articles in media outlets that highlight the benefits of the enterprise zone that concentrates on attracting new business to the zone.

KNOWLEDGE, SKILLS, ABILITIES AND COMPETENCIES

- Strong verbal communication skills and demonstrated ability to write clearly and persuasively.
- Ability to articulate the value of the enterprise zone program to the media and business community.
- Demonstrated organizational, interpersonal, time-management, and work load prioritizing.
- Proven track record of successful public relations campaigns.

CANDIDATES SHOULD DEMONSTRATE THE FOLLOWING COMPETENCIES:

- Interpersonal skills: Initiates and develops positive relationships. Works effectively with a wide range of people at varying levels of the organization. Communicates with others in ways that are clear and considerate.
- Results Orientation: Established goals that are relevant, realistic and attainable. Identifies and implements required plans to achieve specific goals. Stays on target to complete goals and achieve results regardless of obstacles.

Exhibit B – RFP SUBMITTAL CHECKLIST

Please use this checklist when submitting your RFP package.

<u>Item</u>	<u>Description</u>	<u>Included</u>
1.	RFP Submittal Checklist – Exhibit C	
2.	Cover Page – Exhibit C	
3.	Cover Letter	
4.	Statement of Certification – Exhibit E	
5.	Proposal Description	
6.	Scope of Work and Schedule	
7.	Statement of Qualifications	
8.	Organizational Chart	
9.	Resume of Owner/Manager	
12.	Cost Proposal in a separate sealed envelope	

Exhibit C – RFP COVER SHEET

**RFP – MARKETING/MEDIA/PUBLIC RELATIONS PROGRAM FOR THE
SBVEZ**

OFFICIAL AGENCY/ORGANIZATION NAME AND ADDRESS: Indicate address, as it is to appear on agreement.

Name: _____

Address: _____

City: _____

Zip Code: _____

Federal Employee ID #: _____

Telephone: () _____

Fax: () _____

Email: _____

Exhibit D– STATEMENT OF CERTIFICATION

Statement of Certification

(To be completed by all Proposers on their letterhead together with the information required by Section V.C.4.a. thru g.)

The undersigned hereby certifies that the statements contained in the application package are true and complete to the best of the applicant’s knowledge, and further, understands that this is a public document open to public inspection.

Original Signature _____

Title _____

Company Name (Print) _____

Date _____

