



**REQUEST FOR PROPOSALS FOR  
MARKETING AND COMMUNICATIONS SERVICES**

**PROPOSALS DUE: No later than January 18, 2016, 2:00 PM EST in hard copy.  
Electronic submissions via e-mail or fax will NOT be accepted.**

Questions should be directed in writing to City of Anniston Finance Department,  
via e-mail to:

[csalley@anniston.al.gov](mailto:csalley@anniston.al.gov)

**Submit Proposals to:  
City of Anniston  
Purchasing Division  
1128 Gurnee Ave  
Anniston, AL 36201**

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## PROPOSAL LETTER

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**(FAILURE TO INCLUDE THIS SIGNED PROPOSAL LETTER AND PROPOSAL CERTIFICATION MAY RESULT IN THE REJECTION OF YOUR PROPOSAL.)**

We propose to furnish and deliver any and all of the deliverables and services named in the attached Request for Proposals for Marketing and Communications Services for the City of Anniston for which prices have been set. The price or prices offered herein shall apply for the period of time stated in the RFP.

It is understood and agreed that this proposal constitutes an offer, which when accepted in writing by Finance Department, City of Anniston, and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the undersigned and the City of Anniston ("City").

It is understood and agreed that we have read the City's specifications shown or referenced in the RFP and that this proposal is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all such City specifications described in this RFP. We further agree, if awarded a contract, to deliver goods and services which meet or exceed the specifications. The City reserves the right to reject any or all proposals, waive technicalities, and informalities, and to make an award in the best interest of the City.

It is understood and agreed that this proposal shall be valid and held open for a period of one hundred twenty (120) days from proposal opening date.

### PROPOSAL SIGNATURE AND CERTIFICATION

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal ("Offeror") for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of the proposal and certify that I am authorized to sign this proposal for the Offeror.

Authorized Signature for Offeror \_\_\_\_\_

Date \_\_\_\_\_

Print/Type Name \_\_\_\_\_

Print/Type Offeror Name Here \_\_\_\_\_

## SCHEDULE OF EVENTS

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<u>EVENT</u>	<u>DATE</u>
RFP Issue Date .....	December 23, 2015
Deadline for Receipt of Written Questions .....	January 8, 2016 (2:00 PM)
Deadline for Posting of Written Answers to City’s Website .....	January 11, 2016
RFP Response Due Date .....	January 18, 2016 (2:00 pm)
RFP Opening – RFP Participants Declared .....	January 18, 2016 (2:30 pm)
Oral Presentations (if necessary).....	January 21 <sup>st</sup> and 22 <sup>nd</sup> , 2016
Anticipated Award Date .....	February 2016

## PROJECT OVERVIEW

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The City of Anniston is seeking proposals from qualified firms and individuals to provide marketing and communications services for the City. Successful applicants will demonstrate an ability to provide all of the following: creative development of advertising (including but not limited to radio, television, print, digital, and outdoor); branding; promotions; marketing; media support services; digital strategy and integration; and social media management.

## SECTION 1: RFP INSTRUCTIONS

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### 1.1 Single Point of Contact

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From the date this Request for Proposals (the “RFP”) is issued until an Offeror is selected, **Offerors are not allowed to communicate with any staff (other than designee below) or elected officials of the City regarding this solicitation.** Any unauthorized contact may disqualify the Offeror from further consideration. Contact information for the single point of contact is as follows:

Single Point of Contact	Cory Salley
Address:	1128 Gurnee Ave Anniston, AL 36201
Telephone Number:	256-231-7780
E-mail Address:	<a href="mailto:csalley@anniston.al.gov">csalley@anniston.al.gov</a>

### 1.2 Required Review

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- 1.2.1 **Review RFP:** Offerors should carefully review this RFP in its entirety including all instructions, requirements, specifications, and terms/conditions and promptly notify the Single Point of Contact, identified above, in writing or via e-mail of any ambiguity, inconsistency, unduly restrictive specifications, or error that may be discovered upon examination of this RFP.
- 1.2.2 **Addenda:** The City of Anniston may revise this RFP by issuing an addendum prior to its opening. The addendum will be posted on the City’s Purchasing Division’s website alongside the posting of the RFP at <http://www.anniston.al.gov>. Addenda will become part of the proposal documents and subsequent contract. Offerors must sign and return any addendum with their RFP response. Failure to propose in accordance with an addendum may be cause for rejection. In unusual circumstances, the City of Anniston may postpone an opening in order to notify vendors and to give Offerors sufficient time to respond to the addendum.
- 1.2.3 **Form of Questions:** Offerors with questions or requiring clarification or interpretation of any section within this RFP must address these questions in writing or via e-mail to the Single Point of Contact referenced above on or before **January 8, 2016 at 2:00 PM**. Each question must provide clear reference to the section, page, and item in question. Questions received after the deadline may not be considered.
- 1.2.4 **The City of Anniston’s Answers:** The City of Anniston will provide by **January 11, 2016**, an official written answer to all questions received within the period stipulated under *Section 1.2.3*. The City of Anniston’s response will be by formal written addendum. Any other form of interpretation, correction, or change to this RFP will not be binding upon the City of Anniston. Any formal written addendum will be posted on the City’s Purchasing Division’s website alongside the posting of the RFP at <http://www.anniston.al.gov> by the close of business on the date listed. Offerors must sign and return any addendum with their RFP response.

### 1.3 Pre-Proposal Conference

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There is no pre-proposal conference scheduled for this RFP.

### 1.4 Submitting a Sealed Proposal

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**1.4.1 Organization of Proposal:** Each proposal shall be prepared simply and economically, providing straight-forward, concise delineation of the Offeror's capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays, and promotional material are not required. Emphasis in each proposal shall be on completeness and clarity of content. To expedite the evaluation of proposals, it is essential that Offerors follow the format and instructions contained herein.

Offerors must organize their proposals in the following format with tabs separating each section:

1. Proposal Letter – Offeror's authorized representative(s) shall complete and sign the Proposal Letter on page 3 of this RFP and return it with the proposal.
2. Letter of Interest - Offeror's authorized representative(s) shall complete and sign a Letter of Interest (LOI) and return it with the proposal. The LOI should be signed by a principal of the Offeror stating a brief summary of the intent of the Offeror with regard to this RFP. The LOI should include the name of the firm, address and contact information for the primary contact regarding this RFP.
3. Scope of Project/Specifications – Offeror shall respond comprehensively and clearly to the requirements of *Section 3 and 4* and shall include all documents, information, exceptions, clarifications, etc., as requested therein. Number the responses so they are keyed to the paragraph of the RFP that the response addresses. If the Offeror cross-references supplemental materials as enclosures or appendices or annexes to the proposal, be sure that this information is numbered in the supplemental materials showing exactly what paragraph in the RFP the supplemental material is addressing.
4. Addenda – if any addenda have been issued, complete, sign and return Page 1, Addendum Acknowledgement (for each addenda issued) with proposal.

**1.4.2 Failure to Comply with Instructions:** Offerors failing to comply with these instructions may be subject to scoring reductions. The City of Anniston may also choose not to evaluate, may deem non-responsive, and/or may disqualify from further consideration any proposals that do not follow this RFP format, are difficult to understand, are difficult to read, or are missing any requested information.

**1.4.3 Multiple Proposals:** Offerors may, at their option, submit multiple proposals, in which case each proposal shall be evaluated as a separate document. Multiple proposals must

be submitted in separate envelopes and marked plainly to notify that each envelope contains a separate and single proposal response.

1.4.4 **Copies Required and Deadline for Receipt of Sealed Proposals:** All proposals must be received in sealed opaque packaging. Offerors must submit the following number of copies to the address set forth on the Cover Page:

A. Proposal:

- i. One (1) unbound hard copy (3-ring binder OK) marked "Original" with original signatures; and
- ii. One (1) electronic copy. The electronic copy shall be submitted in pdf format (OCR) and organized in the same format as the original submission with each Chapter or Section of the original having a corresponding Electronic File.

B. Proposals must be received sealed and at the Purchasing Office of the location noted on the Cover Page prior to **2:00 PM (EST), on January 18, 2016**. Facsimile or e-mail responses to requests for proposals are NOT accepted.

1.4.5 **Late Submissions, Withdrawals, and Corrections:**

A. **Late Proposal:** Regardless of cause, late proposals will not be accepted and will automatically be disqualified from further consideration. It shall be the Offeror's sole risk to assure delivery to the Purchasing Office by the designated time. Late proposals will not be opened and may be returned to the Offeror at the expense of the Offeror or destroyed if requested.

B. **Proposal Withdrawal:** An Offeror requesting to withdraw its proposal prior to the RFP due date and time may submit a letter to the Single Point of Contact requesting to withdraw. The letter must be on company letterhead and signed by an individual authorized to legally bind the firm.

C. **Proposal Correction:** If an obvious clerical error is discovered after the proposal has been opened; the Offeror may submit a letter to the Single Point of Contact within two business days of opening, requesting that the error be corrected. The letter must be on company letterhead and signed by an individual authorized to legally bind the firm. The Offeror must present clear and convincing evidence that an unintentional error was made. The Single Point of Contact will review the correction request and a judgment will be made. Generally, modifications to opened proposals for reasons other than obvious clerical errors are not permitted.

## 1.5 Cost of Preparing a Proposal

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1.5.1 **Anniston Not Responsible for Preparation Costs:** The costs for developing and delivering responses to this RFP and any subsequent presentations of the proposal as requested by the City of Anniston are entirely the responsibility of the Offeror. The City of Anniston is not liable for any expense incurred by the Offeror in the preparation and presentation of its proposal.

1.5.2 **All Timely Submitted Materials Become Anniston's Property:** All materials submitted in response to this RFP become the property of the City of Anniston and are to be

appended to any formal documentation, which would further define or expand any contractual relationship between the City of Anniston and Offeror resulting from this RFP process.

## SECTION 2: RFP RECEIPT AND EVALUATION PROCESS

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### 2.1. Authority

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This RFP is issued under the authority of the City of Anniston.

### 2.2. Receipt of Proposals and Public Inspection

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2.2.1 **Public Information:** During the opening of sealed proposals, only the name of each Offeror shall be announced. No other information will be disclosed nor shall the proposals be considered open record until after council award. All information received in response to this RFP, including copyrighted material, is deemed public information and will be made available for public viewing and copying shortly after the council award with the following four (4) exceptions: (1) bona fide trade secrets meeting confidentiality requirements that have been properly marked, separated, and documented; (2) matters involving individual safety as determined by the City of Anniston; (3) any company financial information requested by the City of Anniston to determine vendor responsibility, unless prior written consent has been given by the Offeror; and (4) other constitutional protections.

2.2.2 **Single Point of Contact's Review of Proposals:** Upon opening the sealed proposals received in response to this RFP, the Single Point of Contact in charge of the solicitation will review the proposals and separate out any information that meets the referenced exceptions in *Section 2.2.1* above, providing the following conditions have been met:

- Confidential information is clearly marked and separated from the rest of the proposal;
- Proposal does not contain confidential material in the cost/price section; and
- An affidavit from an Offeror's legal counsel attesting to and explaining the validity of the trade secret claim is attached to each proposal containing trade secrets.

Information separated out under this process will be available for review only by the Single Point of Contact, the Evaluation Committee members, and limited other designees. Offerors must be prepared to pay all legal costs and fees associated with defending a claim for confidentiality in the event of a "right to know" (open records) request from another party.

### 2.3. Classification and Evaluation of Proposals

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2.3.1 **Initial Classification of Proposals as Responsive or Nonresponsive:** All proposals will initially be classified as either "responsive" or "nonresponsive". Proposals may be found nonresponsive at any time during the evaluation process or negotiations if: any of the required information is not provided; the submitted price is found to be excessive or

inadequate as measured by criteria stated in the RFP; or the proposal is not within the plans and specifications described and required in the RFP. Proposals found nonresponsive may not be considered further.

- 2.3.2 **Determination of Responsibility:** The Single Point of Contact will determine whether an Offeror has met the standards of responsibility. Such a determination may be made at any time during the evaluation process and through negotiation if information surfaces that would result in a determination of non-responsibility. If an Offeror is found non-responsible, the determination must be in writing and made a part of the procurement file.
- 2.3.3 **Evaluation of Proposals:** The Evaluation Committee will evaluate the remaining proposals and recommend the highest-scored Offeror or, if necessary, to seek discussion/negotiation or a “best and final offer” in order to determine the highest-scored Offeror. Responsive proposals will be evaluated based on stated evaluation criteria (*Section 5*). In scoring against stated criteria, the Evaluation Committee may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFP responses in terms of differing price, quality, and contractual factors. These scorings will be used to determine the most advantageous offering.
- 2.3.4 **Completeness of Proposals:** Selection and award will be based on the Offeror’s proposal and other items outlined in this RFP. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by Offerors outside the formal response or subsequent discussion/negotiation or “best and final offer,” if requested, will not be considered, will have no bearing on any award, and may result in the Offeror being disqualified from further consideration.
- 2.3.5 **Opportunity for Discussion/Negotiation and/or Oral Presentation:** After receipt of all proposals and prior to the determination of the award, the City of Anniston may initiate discussions with one or more Offerors should clarification or negotiation be necessary. Offerors may also be required to make an oral presentation to clarify their RFP responses or to further define their offer. In either case, Offerors should be prepared to send qualified personnel to the City of Anniston to discuss technical and contractual aspects of their proposals. Oral presentations, if requested, shall be at the Offeror’s expense.
- 2.3.6 **Best and Final Offer:** The “best and final offer” is an option available to the City of Anniston under the RFP process which permits the City of Anniston to request a “best and final offer” from one or more Offerors if additional information is required to make a final decision. The decision to seek “best and final offer” is at the sole discretion of the City. Offerors may be contacted asking that they submit their “best and final offer”, which must include any and all discussed and/or negotiated changes.
- 2.3.7 **Negotiation:** Upon recommendation from the Evaluation Committee, the Single Point of Contact may begin negotiations with the responsive and responsible Offeror whose proposal achieves the highest scoring and is, therefore, the most advantageous to the City of Anniston. If negotiation is unsuccessful or the highest-scored Offeror fails to provide necessary documents or information in a timely manner, or fails to negotiate in good

faith, the City of Anniston may terminate negotiations and begin negotiations with the next highest-scored Offeror.

- 2.3.8 **Contract Award:** Award, if any, will be made to the highest-scored Offeror who provides all required documents and successfully completes the negotiation process.

## 2.4. Anniston’s Rights Reserved

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While the City of Anniston has every intention to make an award as a result of this RFP, issuance of the RFP in no way constitutes a commitment by the City of Anniston to award and execute a contract. Upon a determination such actions would be in its best interest, the City of Anniston, in its sole discretion, reserves the right to:

- Cancel or terminate this RFP at any time. A notice of cancellation will be issued on the Anniston website. If the RFP is cancelled, the City of Anniston will not reimburse any Offeror for the preparation of its proposal. Proposals may be returned upon request if unopened;
- Reject any or all proposals received in response to this RFP,
- Make a contract award, based directly on the proposals received, determined to be in the best interest of the City, in its sole discretion,
- Enter into further discussions with one or more Offerors;
- Waive and/or amend any undesirable, inconsequential, or inconsistent provisions/specifications of this RFP which would not have significant impact on any proposal;
- Not award if it is in the best interest of the City of Anniston; or
- Terminate any contract if the City of Anniston determines adequate funds are not available.

## **SECTION 3: SCOPE OF PROJECT/SPECIFICATIONS**

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### 3.1 Project Overview and Background

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The City of Anniston is seeking proposals from qualified firms and individuals to provide marketing and communications services for the City. Successful applicants will demonstrate an ability to provide all of the following: creative development of advertising (including but not limited to radio, television, print, digital, and outdoor); branding; promotions; marketing; media support services; digital strategy and integration; and social media management.

### 3.2 Scope of Project

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The City of Anniston anticipates selecting a marketing firm to assist with the following activities:

1. Provide strategic marketing support for special projects including special projects related to tourism, museum operations, and City events. This will include developing and providing a variety of promotional, publicity and advertising plans, and informational materials consistent with specifications provided by the City.
2. Provide advice and recommendations to the City Manager and City officials for development and

implementation of designated marketing projects. Assist the City agencies and departments as assigned to provide approved marketing services (agencies include: Office of the City Manager, Department of Economic Development, Museum Operations, Department of Parks and Recreation, Police and Fire Departments, Public Works Department, Planning Department, and Food and Special Events).

3. Design, develop, and deliver promotional materials for designated City initiatives and events.
4. Develop a strategy for the City's digital presence (including website and social media sites) and assist in its implementation and management.
5. Provide graphic design and produce advertising and communication materials (write, edit, and proof).
6. Provide advice and recommendations for citywide marketing strategies and improving citywide brand awareness.
7. Guide the process for branding the Museum and Botanical Gardens campus. Work will involve all public visual identity to include (but not limited to) print, website, social media, signage, business printing, and publications.
8. Develop and implement a public relations strategy (including writing and issuing of press releases) to generate more visibility for the City's brand and activities, to draw visitors to the City.
9. Provide media training as requested.

## SECTION 4: OFFEROR QUALIFICATIONS/SERVICES

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### 4.1 City's Right to Investigate

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The City may make such investigations as deemed necessary to determine the ability of the offeror to provide the supplies and/or perform the services specified.

### 4.2 Experience/Qualifications

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Provide responses to the items below in the order presented.

1. Firm Qualifications and Experience – Offeror shall include the qualifications and experience of the firm as well as resumes of the key firm personnel that will be assigned to this contract if awarded. The proposal should include narrative on the firm's ability to respond to the City's needs as outlined in Section 3.

This section should include three to five local government references where the firm has provided (or is providing) ongoing professional services as generally described herein. These references should be recent examples of the firm's performance (last 5 to 7 years) in providing these type services and shall include:

- the scope and goals of the project and how success was measured;

- a description of your role in the project;
  - a reference for the project – client’s name, title, email address, and telephone number;
  - if applicable, a visual representation of the work (for example, a URL for a website, a printed screenshot, etc).
2. Firm’s Key Personnel – The firm should identify the Project Principal, Project Manager(s), Task manager(s) and other key personnel that will be assigned. Individual resumes (limit 5) should be limited to two pages and include project experience that is not more than 5 years old.
  3. Firm’s Approach/Work Plan – Describe how the Offeror approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?
  4. Cost – Offeror should provide a schedule of hourly rates for various labor categories that may be assigned work tasks by the City. The Offeror may provide other fee structures. This information should include any information about proposed annual rate increases as well as travel and any other direct costs (ODCs) that the firm intends to invoice to the City.

## SECTION 5: EVALUATIONS

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### 5.1 Initial Single Point of Contact Review

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All proposals received will be reviewed by the Single Point of Contact to ensure that all administrative requirements of the RFP package have been met, such as all documents requiring a signature have been signed and submitted. Failure to meet these requirements may be cause for rejection. All proposals that meet the administrative requirements will be turned over to the Evaluation Committee for further evaluation.

### 5.2 Evaluation Committee and Criteria

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The Evaluation Committee will review all proposals received and determine a scoring based on the information provided in Section 4 of this RFP.

Proposals will be evaluated and scored based upon the following categories:

A.	Firm’s Experience/Qualifications/References	35 points
B.	Firm’s Key Personnel	30 points
C.	Firm’s Approach	20 points
D.	<u>Cost</u>	<u>5 points</u>
	<u>Subtotal</u>	<u>90 points</u>
E.	<u>Oral Presentation (if needed)</u>	<u>10 points</u>
	<u>TOTAL</u>	<u>100 points</u>

### 5.3 Oral Presentations

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In the City's discretion, short-listed Offerors may be required to give an oral presentation to the evaluation committee to demonstrate their understanding of the project and their ability to meet the specifications of the proposal. If needed, the presentations are **tentatively** scheduled for **January 21<sup>st</sup> and 22<sup>nd</sup>, 2016**. The City reserves the right to change these dates. **It is the Offeror's responsibility to ensure the necessary personnel are available for the presentation.**