



REQUEST FOR PROPOSAL 791-08

Title: Comprehensive Communications Plan for the Alexander Black House Museum Capital Campaign Including Graphic Design and Branding

	Title Page	Page	1
I.	RFP Schedule and Instructions to Offerors		3
	1. Proposal Receipt		3
	2. Proposal Opening		3
	3. Evaluation		3
	4. Memorandum of Understanding		3
	5. Release of Information		3
	6. Addenda		3
	7. Funding		3
	8. Equals		3
	9. Acceptance of Proposals		3
	10. Award/Protest of Award		3
	11. Contractual Claims		3
	12. Timeliness		3
	13. Tax Exempt Status		4
	14. Material		4
	15. Contractual Documents		4
II.	General Terms and Conditions		5
	1. Qualifications		5
	2. Ownership of Material		5
	3. Laws and Regulations		5
	4. Audit		5
	5. Subcontracts		5
	6. Subcontractor Payment Requirement		5
	7. Proprietary Information		6
	8. Changes, Additions, Deletions		6
	9. Pricing Errors		6
	10. Quantities		6
	11. Delivery		6
	12. Anti-Trust		6
	13. License Requirement		6
	14. Multiple Awards		6
	15. Ethics in Public Contracting		6
	16. Applicable Laws and Courts		6
	17. Intellectual Property		7
	18. Addenda		7
	19. Default		7
	20. Valid Contract		7
	21. Debarment Status		7
	22. Payment		7
	23. Nonvisual Access to Technology		7
	24. Technology Improvements		7
	25. Drug Free Workplace		7
	26. Indemnification		8
	27. Assignment		8

	28. Cooperative Procurement	8
	29. State Corporation Commission Licensing	8
	30. Insurance	8
III.	Special Terms & Conditions	9
	1. Liquidated Damages	9
	2. Performance and Payment Security	9
IV.	Scope of Work	10
	1. Scope of Work	10
	2. Proposal Response	10
	3. Evaluation Criteria	10

TOWN OF BLACKSBURG, VIRGINIA
Request for Proposal for Non Professional Services

RFP Number: 791-08	Title: Comprehensive Communications Plan for the Alexander Black House Museum Capital Campaign Including Graphic Design and Branding
Issue Date: March 24, 2008	Pages: Page 3 of 11
Proposal Receipt Date and Time: April 14, 2008 3:00 PM Local Prevailing Time	Last Date for Written Questions: April 4, 2008
	Date addenda (if any) to be posted on Town Web Site April 7, 2008

I. INSTRUCTIONS TO OFFERORS

- Proposal Receipt:** Proposals must be delivered to the Town of Blacksburg, Purchasing Agent, 141 JACKSTON STREET (new address), Blacksburg, VA, 24060 by the above proposal receipt date and time in a sealed envelope or package. The envelope should clearly show the proposal number and due time/date. Proposals received after the above time and/or date will be returned to the offeror unopened. Submit five copies of your proposal as well as one electronic copy.
- Proposal Opening:** As this is a Request for Proposal, all responses shall be opened in private with no information being released until after the negotiation PROCESS. A selection Committee will be established to review and evaluate all responses.
- Evaluation:** Once proposals have been evaluated, selection of at least three offerors shall be made on the basis of the factors as stated in this Request for Proposal. Interviews/negotiations shall then be conducted with those firms until one firm is selected. If a contract can be satisfactorily negotiated at a fair and reasonable price, then an award shall be made to that offeror. If one proposal is deemed to be clearly more qualified and suited to the Town's needs prior to the interview process, then a contract will be negotiated with that offeror.
- Memorandum of Understanding:** During the contract negotiation, a more defined scope of work or refined specifications may be developed. These shall be known as a memorandum of understanding (MOU) and shall contain any agreed upon negotiation points. This memorandum shall then become part of the contract documents.
- Release of Information:** No information regarding the identity of the offerors nor the contents of the proposals shall be released until after the negotiation process. If your proposal contains information of a proprietary nature, the information must be noted and an explanation submitted on separate cover.
- Addenda:** If any offeror has questions about the Request for Proposal, the offeror should notify, in writing, the Purchasing Agent at bpreas@blacksburg.gov by the date as stated in this proposal package. The Town will answer questions in writing and post such as addenda on the Town's web site at www.blacksburg.gov/bid.php.
- Funding:** Should funding not be available for subsequent years and this purchase is of a term contract nature, then any contract entered by the Town shall be declared null and void.
- Equals:** Any reference to the name of a certain brand, make or manufacturer is used only to convey general style, type, character, and quality of the article desired. It is not intended to restrict offerors to the specific brand name; however, it will be the offeror's responsibility to prove their product as equal.
- Acceptance of Proposals:** Proposals submitted shall be binding for ninety (90) calendar days following the proposal opening date, unless extended by mutual consent of all parties.
- Award/Protest of Award:** Any offeror desiring to protest the award or decision to award this contract shall submit such protest in writing to the Purchasing Agent within ten days after public notice of award or the announcement of the decision to award, whichever occurs first. Public Notice of the award and/or decision to award shall be posted on the bulletin board in the Purchasing Office.
- Contractual Claims:** All claims which may arise under this contract shall be resolved through the procedure set forth in Blacksburg Town Code section 16-506 Contractual Disputes.
- Timeliness:** Completion/Delivery Time is of the essence. Offeror must comply with time frames as specified in the Request for Proposal unless different time frames are negotiated prior to Award. Failure to meet Delivery Schedules and Completion Time frames may be grounds for disqualification.
- Tax Exempt Status:** The Town of Blacksburg is exempt from State Sales Tax and Federal Excise Tax. Tax Exemption Certificate shall be furnished upon request. The Town's Federal Tax ID Number is 54-6001146.
- Material:** All material being offered shall be new, current model year, in first class condition and include containers suitable for shipment and storage, unless otherwise indicated in solicitation.
- Contractual Documents:** The contract entered into by the parties shall consist of the request for Proposal, the Instructions to

Offerors, the General Terms and Conditions, Special Terms and Conditions, the Scope of Work, the proposal submitted by the Offeror, the memorandum of understanding, the Town of Blacksburg's Contract and/or Purchase order, any change orders issued, addenda, all of which may be referred to as the contract documents. In the event of conflict, the Town's Request for Proposal, Instructions to Offerors, General Terms and Conditions, Special terms and conditions, Scope of Work and this Agreement shall control.

Bonnie B. Preas, CPPO, C.P.M.
Purchasing Agent

THE UNDERSIGNED ACKNOWLEDGES THAT BY THE SIGNATURE OF THE FORM, OFFEROR AGREES TO COMPLY WITH ALL INSTRUCTIONS TO OFFERORS, TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL AND IS DULY AUTHORIZED TO SIGN FOR OFFEROR COMPANY. ANY DEVIATIONS TO THE SCOPE OF WORK, INSTRUCTIOS TO OFFERORS, TERMS AND CONDITIONS MUST BE STATED, IN WRITING, WITH YOUR PROPOSAL SUBMITTAL

COMPANY_____

AUTHORIZED SIGNATURE_____

TITLE_____DATE_____

E-MAIL ADDRESS_____

Is you company certified as a SWAM vendor through the Dept of Minority Business Enterprises in VA?_____

Is your company certified as a DBE vendor through the federal government?_____

II. GENERAL TERMS & CONDITIONS

1. **QUALIFICATIONS:** The Offerors shall provide the names, addresses, e-mail addresses and telephone numbers of firms or government agencies for whom a similar type of work has been performed.

The Town of Blacksburg will consider, in determining the qualifications of a offeror, his record in performance of any contracts for the services into which he may have entered with the Town or with other public bodies or corporations; and, the Town of Blacksburg expressly reserves the right to reject the proposal of such offeror, if such record discloses that said offeror, in the opinion of the Town, has not properly performed such contracts or has habitually and without just cause neglected the payment of bills, or has otherwise disregarded his obligations to subcontractors, suppliers or employees.

The Town of Blacksburg will make an investigation as to the ability of the offeror to perform the work. The Town of Blacksburg reserves the right to reject any proposal, if the evidence submitted by, or investigation of offeror, fails to satisfy the Town that such offeror is properly qualified by experience and financial status to carry out the obligations of the contract and to complete the work contemplated therein. Conditional proposals will not be accepted.

The Town reserves the right to inspect offeror's facility, PRIOR TO AWARD, to satisfy questions regarding the offeror's capabilities.

2. **OWNERSHIP OF MATERIAL:** Ownership of all information, materials and documentation originated and prepared for the Town of Blacksburg in conjunction with this proposal shall belong exclusively to the Town.

3. **LAWS AND REGULATIONS:** The Contractor shall give all notices and comply with all laws, ordinances, regulations, and lawful orders of any public authority bearing on the performance of the work.

The contract and all other contracts and subcontracts are subject to the provisions of Articles 3 and 5, Chapter 4, Title 40.1, Code of Virginia (1950), as amended, relating to labor unions and the "right to work", and all Contractors and Subcontractors, whether residents or nonresidents of the Commonwealth, who perform any work related to this project shall comply with all of the said provisions.

The Contractor shall furnish the Town copies of affidavits upon request giving the original dates, renewal dates and expiration dates of all labor contracts related to any phase of the work to be performed on the project site under this contract, if applicable.

The provisions of all regulations governing safety as adopted by the Safety Codes Commission of the Commonwealth of Virginia, issued by the Department of Labor and Industry under Title 40.1 of the Code of Virginia (1950), as amended, shall apply to all work under this contract.

4. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this Contract for five (5) years after final payment, or until audited by the Town of Blacksburg, whichever is sooner. The Town, its authorized agents, and/or State auditors shall have full access to and the right to examine any of the said materials during said period.

5. **SUBCONTRACTS:** Upon request, the Contractor shall provide the names and addresses of all major suppliers and subcontractors to the Town of Blacksburg.

6. **SUBCONTRACTOR PAYMENT REQUIREMENT:**

For any contract with a nongovernmental, privately owned enterprise, for goods or services, the contract shall include:

a payment clause which obligates the contractor to take one of the two following actions within seven days after receipt of amount paid to the contractor by the Town for work performed by the subcontractor under that contract:

Pay the subcontractor for the proportionate share of the total payment received from the Town attributable to the work performed by the subcontractor under that contract, or:

Notify the Town and subcontractor, in writing, of his intention to withhold all or a part of the subcontractor's payment with the reason for nonpayment.

A payment clause that requires (I) individual contractors to provide their social security numbers and (ii) proprietorships, partnerships, and corporations to provide their federal employer identification numbers.

An interest clause that obligates the contractor to pay interest to the subcontractor on all amounts owed by the contractor that remain unpaid after seven days following receipt by the contractor of payment from the Town for work performed by the subcontractor under that contract, except for amounts withheld as allowed above.

An interest rate clause stating, “Unless otherwise provided under the terms of this contract, interest shall accrue at the rate of one percent per month.

The contractor shall include in each of its subcontracts a provision requiring each subcontractor to include or otherwise be subject to the same payment and interest requirements with respect to each lower-tier subcontractor.

7. **PROPRIETARY INFORMATION OR TRADE SECRETS:** Offerors are advised that Section 2.2-4342 of the Code of Virginia, i.e., the Virginia Public Procurement Act, shall govern public inspection of all records submitted by the Offeror. Specifically, if Offeror seeks to protect any proprietary data or materials, pursuant to Section 2.2-4342, Offeror shall (i) invoke the protections of this section prior to or upon submission of the data or other materials, (ii) identify the data or other materials to be protected, and (iii) state the reasons why protection is needed. Furthermore, the Offeror shall submit proprietary information under separate cover, and the Owner reserves the right to submit such information to the Town Attorney for concurrence of the Offeror’s claim that it is in fact proprietary. References may be made within the body of the proposal to proprietary information; however, all information contained within the body of the proposal not labeled proprietary or otherwise not meeting all three of the requirements of Section 2.2-4342 shall be public information in accordance with State statutes.
8. **CHANGES, ADDITIONS, DELETIONS:** No changes, additions, deletions or substitutions of specifications, terms and conditions, quantity, unit of issue, delivery date, delivery charges, or price will be permitted without the prior written approval from the Purchasing Office of the Town of Blacksburg
9. **PRICING ERRORS:** In case of an error in price extension, the firm fixed unit price shall govern.
10. **QUANTITIES:** The Town does not guarantee any minimum or maximum quantities. Quantities as specified are approximate and are prepared for the solicitation. The exact quantities shall be stated at time of order placement.
11. **DELIVERY:** Proposals must show number of days required to complete the project. Failure to state delivery time obligates Offeror to complete delivery within the specified time frame. This information should be stated even though a delivery date/schedule is contained in the solicitation. Unrealistically short or long delivery promised may cause proposal to be disregarded. Consistent failure to meet delivery promised without valid reason shall constitute a default and may cause removal from proposal list. All deliveries shall FOB destination, inside delivery unless otherwise stated.
12. **ANTI-TRUST:** By entering into a contract the Offeror conveys, sells, assigns, and transfers to the Town of Blacksburg all rights, title and interest in and to all causes of the action it may now have or hereafter acquire under the antitrust laws of the United States and the commonwealth of Virginia, relating to the particular goods or services purchased or acquired by the Town of Blacksburg under the contract.
13. **LICENSE REQUIREMENT:** All firms having a business location or office in the Town of Blacksburg are required to be licensed in accordance with the Town’s “Business, Professional and Occupational Licensing (BPOL) Tax” Ordinance and the BPOL license number must be indicated on the proposal form. Wholesale and retail merchants without a business location in the Town are exempt from this requirement. Questions concerning the BPOL tax should be directed to the Finance Department, telephone number (540)961-1108.
14. **MULTIPLE AWARDS:** The Town reserves the right to award multiple contracts for all of the specified item(s) or service(s) described by the invitation for proposal to more than a single responsive and responsible offeror. Multiple contracts may also be awarded to the lowest responsive and responsible offeror for each required good, service, or equipment, described by the invitation for proposal.
15. **ETHICS IN PUBLIC CONTRACTING:** The provisions contained in Sections 2.2-4367 – 2.2-4377 of the Virginia Public Procurement Act as set forth in the Code of Virginia(1950), as amended, shall be applicable to all contracts solicited or entered into by the Town of Blacksburg. A copy of these provisions may be obtained from the Purchasing Office upon written request.

By submitting their proposals, all Offerors certify that their proposals are made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other Offeror, supplier, manufacturer or subcontractor in

connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction of any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater value was exchanged.

16. **APPLICABLE LAWS AND COURTS:** Any Town contract shall be governed in all respects by the laws of the Commonwealth of Virginia, and any litigation with respect thereto shall be brought in the courts of Montgomery County. The Contractor shall be responsible for compliance with all the laws of the Commonwealth of Virginia, all ordinances and regulations of the Town of Blacksburg and such other standards, codes, and regulations having application to the goods or services provided.
17. **INTELLECTUAL PROPERTY:** The Offeror agrees to assign to the Town all worldwide right, title and interest in and to all works, including literary works, pictorial, graphic and sculptural works, architectural works, works of visual art and any other work that may be the subject matter of copyright protection; advertising and marketing concepts; models; drawings; for the Town pursuant to this Contract
18. **ADDENDA:** All addenda will be issued by the Town and posted on the Town's web site. All such addenda shall become a part of the solicitation documents, must be addressed in the proposal and shall become a Contract Document. The Town accepts no liability for late nor non-receipt of addenda.
19. **DEFAULT:** In case of failure to deliver goods or services in accordance with the contract terms and conditions, the Town of Blacksburg, after due written notice, may procure them from other sources and hold the Contractor responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies which the Town of Blacksburg may have.
20. **VALID CONTRACT:** In order for any contract document entered into with the Town of Blacksburg to be valid, it must be executed by an authorized person as defined in Chapter 2, Article V of the Code of the Town of Blacksburg, Virginia.
21. **DEBARMENT STATUS:** By submitting a Proposal or by the acceptance of a Town of Blacksburg Purchase Order, all firms certify that they are not currently debarred from doing business with or in the Commonwealth of Virginia, nor are they an agent of any person or entity that is currently debarred from doing business with or in the Commonwealth of Virginia.
22. **PAYMENT:** The Town's terms are Net 30 after receipt and acceptance of all material and/or services. In the contract, payment may be made per each Phase of the work.
23. **NONVISUAL ACCESS TO TECHNOLOGY:**

All information technology which, pursuant to this Agreement, is purchased or upgraded by or for the use of any State agency or institution or political subdivision of the Commonwealth (the "Technology") shall comply with the following nonvisual access standards from the date of purchase or upgrade until the expiration of this Agreement:

 - (i) effective, interactive control and use of the Technology shall be readily achievable by nonvisual means; the Technology equipped for nonvisual access shall be compatible with information technology used by other individuals with whom any blind or visually impaired user of the Technology interacts;
 - non visual access technology shall be integrated into any networks used to share communications among employees, program participants or the public; and
 - the technology for nonvisual access shall have the capability of providing equivalent access by nonvisual means to telecommunications or other interconnected network Services used by persons who are not blind or visually impaired.

Compliance with the foregoing nonvisual access standards shall not be required if the head of the using agency, institution or political subdivision determines that (1) the Technology is not available with nonvisual access because the essential elements of the Technology are visual and (ii) nonvisual equivalence is not available.
24. **TECHNOLOGY IMPROVEMENTS**

The Town acknowledges the Contractor's right to enhance, but not to degrade, the attributes of any Service provided at any time under this Agreement. The Contractor will provide the Town with written notification of any know hardware, firmware, and software changes as well as any changes to procedures to be followed by the Town at least 30 days in advance of the Contractor's scheduled implementation of such changes, is such changes are of a type that may affect the features, functionality or method of operation or delivery of any Service offered under this agreement. Upon the Town's request, the Contractor shall promptly provide all documentation needed to evaluate the impact of such changes. There shall be no charge for the implementation of such changes, nor shall the cost of the Service be affected.
25. **DRUG FREE WORKPLACE:**

During the performance of this contract, if the contract is over \$10,000 the contractor agrees to (i) provide a drug free workplace for the contractor's employees; post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug free workplace and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000 so that the provisions will be binding upon each subcontractor or vendor.

26. **INDEMNIFICATION:** The Offeror shall indemnify, defend and hold harmless the Town of Blacksburg, Virginia, its officers, officials, agents, and employees from any claim, damages, injury, or death and action of any kind, whether at law or in equity, arising from or caused by the use of any materials, goods, or equipment of any kind or nature furnished by the Offeror or any services of any kind or nature furnished by the Offeror in relation to this project. This undertaking shall not apply to damage, injury, or death suffered in the performance of a contract caused by or resulting solely from the negligence of the Town, its agents or employees attributable to the sole negligence of the Town, its agents or employees.
27. **ASSIGNMENT:** Neither party shall assign the contract without the prior written consent of the other party. The contract shall bind the successors and assigns of the parties. Any Town contract shall be deemed made in Montgomery County, Virginia.
28. **COOPERATIVE PROCUREMENT:** Other public bodies and agencies within the Commonwealth of Virginia may purchase from this solicitation if the successful offeror is in agreement.
29. **STATE CORPORATION COMMISSION LICENSING:** Corporations conducting business within the Commonwealth of Virginia must be incorporated in the Commonwealth of Virginia or present certification as issued by the VA State Corporation Commission.
30. **INSURANCE:** Whenever any work or services are provided, either in or on Town property the Bidder shall provide the Purchasing Agent with a Commonwealth of Virginia Certificate of Insurance prior to the commencement of any work under the contract and agrees to maintain such insurance until the completion of the contract. The minimum limits of liability shall be: Worker's Compensation – Standard Virginia Worker's Compensation Policy. Broad Form Comprehensive General Liability - \$1,000,000 Combined Single Limit. This coverage shall include a s appropriate as determined by Town, Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability; Automotive Liability - \$1,000,000 Combined Single Limit. These are minimum requirements only and may be increased if stated in the proposal package. Contractor shall notify Town at least 30 days prior to cancellation or non-renewal of this insurance
31. **TERMINATION BY OWNER FOR CONVENIENCE:**

Owner may terminate this Contract, in whole or in part, at any time without cause upon giving the Contractor written notice of such termination. Upon such termination, the Contractor shall immediately cease Work. Upon such termination, the Contractor shall take such steps as Owner may require to assign to the Owner the Contractor's interest in all Subcontracts and purchase orders designated by Owner. After all such steps have been taken to Owner's satisfaction, the Contractor shall receive as full compensation for termination and assignment the following:

 - a. All amounts then otherwise due under the terms of this Contract,
 - b. Amounts due for Work performed in accordance with the Contract subsequent to the latest approved Certificate for Payment through the date of termination.
 - c. Reasonable compensation for the actual cost of demobilization (if any) incurred by the Contractor as a direct result of such termination. The Contractor shall not be entitled to any compensation or damages for lost profits or for any other type of contractual compensation or damages other than those provided by the preceding sentence. Upon payment of the foregoing, Owner shall have no further obligations to Contractor of any nature.

End of General Terms & Conditions

III. SPECIAL TERMS & CONDITIONS

1. LIQUIDATED DAMAGES:

Liquidated damages will not be assessed on this project.

2. PERFORMANCE AND PAYMENT SECURITY:

A performance bond will not be required for this project.

IV. PROJECT DESCRIPTION

The mission of the Blacksburg Museum is to establish and inform a sense of place and time for Blacksburg citizens and visitors. The museum, in collaboration with other Town of Blacksburg departments, local nonprofit organizations and Virginia Tech, participates in several arts and cultural initiatives in the community. The museum is administered by the Town of Blacksburg. The main headquarters of the museum will be in the historic Alexander Black House, an 1897 Queen Anne Victorian home moved to its location on Draper Road in 2002. The Black House will be a cultural center that celebrates Blacksburg's heritage while providing space for public and private events.

Alexander Black, son of Dr. Harvey Black, was a prominent businessman in Blacksburg owning a dry goods store and hardware shop on Main Street. In 1891 he established the National Bank of Blacksburg and served as its president until his death in 1935.

After the owner's death, the prominent and highly visible location of the Alexander Black House on Main Street lent itself to a commercial use and the building was eventually occupied by the Oakey's Funeral Home. This funeral home service continued until 2002 when the McCoy Funeral Home sold the house.

In March 2002, a 400 space parking garage and retail development called Kent Square was proposed on the site of one of the Town's original "Sixteen Squares" which included the Alexander Black House. The development was envisioned by the Downtown Master Plan, the Town's Economic Development Plan and the 2001 Comprehensive Plan, each of which recognizes the value of the character of the downtown while noting a significant need for parking and retail development. In agreement with the developer, Town Council allocated \$2 million toward the parking garage, and one month later approved the purchase of the historic Alexander Black House. Council then contracted to have the house moved to a new location on Draper Road and initiated plans to restore and preserve the historic structure.

An architectural firm's study of the house has given us an estimate of \$3 Million to restore the house for use as the Blacksburg Museum. Our goal is to raise half of that (\$1.5 Million) in a Capital Campaign and to use Town funding and Preservation Tax Credits to fund the remainder of the cost.

1. Scope of Work

The Town of Blacksburg is seeking a full service graphic design and advertising agency to launch a comprehensive communications plan for the Alexander Black House Capital Campaign. The project will include the development of a theme/brand for the campaign, design of campaign materials, both print, and electronic, media strategy, and event planning.

2. Proposal Response

Your proposal should contain:

1. A brief history of your company.
2. Resumes of key personnel who will be assigned to this project and similar projects they have designed and implemented.
3. A listing of similar projects which your company has successfully performed and examples of materials from those projects.
4. Timeliness – when you can begin work on this project and an estimated completion time.
5. Your approach to this particular project
6. Estimated consultant fees and method of compensation.
7. Proposals must demonstrate a clear understanding and creative approach to the project.
8. A listing a three references to include contacts, telephone numbers and email addresses.

Please submit five (5) copies of your response and one electronic copy (may be a CD).

Note: Submittals are strongly encouraged to be compatible with the Town's in-house office paper recycling program. Therefore, they should be printed on recycled paper, copied front and back, and stapled in the upper left-hand corner. Three-ring notebooks, spiral bindings, plastic covers and any other materials contributing to the Town and County's waste stream are not encouraged. Twenty sheets is the maximum, not including sample materials. Also, please note that any sample materials submitted with the proposal will become part of the proposal package and retained by the Town.

3. Evaluation Criteria:

Evaluation criteria shall include, but not be limited to:

1. Your overall proposal for this project.
2. Expertise, specifically as it relates to campaigns for museums and/or the restoration of historic structures.
3. Estimated consultant fees (hourly fees with an estimated total).
4. Experience, creativity, and the quality of performance of previous projects.

5. The ability, capacity, and skill of your company to perform the work.
6. Location of the company as it pertains to responsiveness and ease of operation.
7. References.