

Request for Proposal

Dispatch via E-Mail

KENT COUNTY FISCAL SERVICES
PURCHASING DIVISION
COUNTY ADMIN BLDG - 2ND FLOOR
300 MONROE AVE NW
Grand Rapids MI 49503

Vendor: 0000039752
CONTACT INFORMATION
NAME / ADDRESS / PHONE / EMAIL

Proposal ID.	Date	Page
KENTC-0000000704	12/23/2009	1
Buyer	Phone	Fax
BRINKS CALVIN	616.632.7719	616.632.7715
Due Date		01/15/2010 02:00PM
Reference	Airport Marketing Services	

LATE PROPOSALS WILL NOT BE OPENED. FAXED RESPONSES ARE NOT ACCEPTED. E-MAIL RESPONSES ARE NOT ACCEPTED.

Failure to respond to four Bid Invitations, Requests for Proposals or Requests for Quotations shall indicate lack of interest, and your name shall be removed from the Bidder's list. Statement of No Bid/Proposal is accepted by e-mail or by form furnished.

Proposals will be available for review after the evaluation by staff, or 15 business days after the opening date, whichever occurs first.

Line	Commodity Code	Description
1	918	Airport Marketing Services

Kent County Department of Aeronautics (KCDA) is seeking Request for Qualifications for a marketing communications agency to assist the Department in the development and execution of a general airport marketing campaign. The purpose is to most effectively communicate with the airport's various stakeholder groups in regard to airport services and amenities, and to generate and maintain top-of-mind awareness of, and preference for, those services and amenities.

Proposal Specifications: Attachment "A"

Inquiries

Inquires regarding this request are to be addressed in writing to Kent County by email to purchasing@kentcountymi.gov or by FAX at (616) 632-7715. From date of issuance, and to the award announcement and all other firms are notified, all communications between the County and the Seller or any of their individual members, shall be formal and only with the Kent County Purchasing Division. Formal communications shall include, but not be limited to: (1) general inquiries, (2) pre-submittal written questions and answers, (3) site visits, and (4) addenda addressed to contact information provided.

No informal communication shall occur regarding this procurement, including requests for information, comments, speculation, etc., between the firm, or any of their individuals, and any County employee.

Proposal Submission

To be considered, complete proposals must be received in the Kent County Purchasing Division, 300 Monroe Ave., N.W., Grand Rapids, MI 49503 no later than the due date and prior to time specified (local time).

Kent County accepts electronic responses submitted at the Purchasing Department website page titled "Request for Bids, Proposals, and Quotes" at www.accesskent.com. Online responses must be submitted prior to the designated time. Kent County confirms electronic responses by email following successful submission (contact the Kent County Purchasing Division prior to solicitation opening if confirmation is not received by Respondent). Respondent is responsible to use confirmation to confirm submission is received and accessible. The time required to upload attachments following submission may vary. Online responses must be submitted and confirmed prior to the solicitation opening. By utilizing this service, the respondent assumes all risks associated with electronic submission (including all possible technical issues) and deems the County and its service provider harmless and without fault regardless the reason.

Responses not submitted electronically must be submitted to the Purchasing Division in writing and in a sealed envelope or package unless otherwise specified. The outside of the envelope or package must be clearly labeled with the proposal name, number, company name, opening date and time. One original CD/DVD ROM shall be submitted. The original response may be submitted in the form of one CD/DVD ROM in searchable, but not changeable PDF text. Each CD/DVD ROM must be labeled with the name and address of the submitting company, RFP number and date of the proposal. The CD/DVD ROM shall be labeled original and contain only one PDF file representing the entire proposal response and supporting documents unless otherwise specified.

If the proposal is delivered by an express mail carrier, electronic submission, or by any other means, it is the respondent's responsibility to ensure delivery to the Kent County Purchasing Division, County Administration Building, 300 Monroe NW., Grand Rapids, MI 49503 unless otherwise specified. Kent County is not responsible for deliveries made to any place other than the designated address, technical problems for any reason, or for any failure associated with any mode of delivery selected by the respondent.

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Sales and Marketing material beyond the scope of this request will not be used to determine award of this proposal. Each proposal should be simply and economically prepared providing a concise description of the vendor's ability to perform the services requested. Emphasis should be on completeness and clarity of content.

Proposals submitted not meeting these criteria may be deemed non-responsive.

Late, faxed or emailed proposals will NOT be considered. To be considered timely, a complete proposal must be received before the stated due date and time.

Kent County is not responsible for delays caused by any occurrence. The time/date stamp clock located in the Purchasing Division (or any other designated area) shall serve as the official authority to determine lateness of any proposal. Under no circumstances shall proposals delivered after the time specified be considered. The decision to refuse or consider a proposal that was received beyond the date/time established in the solicitation shall not be the basis for a protest.

Costs

The respondent shall include all associated costs to successfully complete the project, including but not limited to, this request as specified. These costs shall include all associated expenses for the entire contract term, and must be clearly defined.

While cost is a consideration, the County will not use it as the sole determining factor in awarding this contract.

Status Updates/Award Notification

Kent County appreciates your interest, effort and the time your firm has spent in responding to this request. Award notifications are posted on the Purchasing Department's Bid/RFP Status Page link at website www.accesskent.com. It is the sole responsibility of the respondent to monitor the website for status updates.

Right to Request Additional Information

Kent County reserves the right to request any additional information that it may deem necessary after the proposal is received.

As part of the evaluation process, your firm may be requested to make an oral presentation, at the vendor's expense, to the Evaluation Committee. Staff to be assigned to this project must participate in this presentation. The presentation may be followed by a question and answer session.

Errors/Omissions/Discrepancies

In the event of extension error(s), the unit price shall prevail and the vendor's total offer will be corrected accordingly. In the event of addition errors, the extended totals will prevail and the vendor's total will be corrected accordingly. Vendor must check their proposal where applicable. Failure to do so will be at the vendor's risk. Proposals having erasures or corrections must be initialed in ink by the vendor. Vendors are cautioned to recheck their proposals for possible errors.

Any errors, omissions or discrepancies in the specifications discovered by a prospective vendor shall be brought to the attention of the Purchasing Division as soon as possible after discovery. Further, the vendor shall not be allowed to take advantage of error, omissions or discrepancies in the specifications.

Clarifications

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It is the vendor's responsibility to become familiar with and fully informed regarding the terms, conditions and specifications of this request. Lack of understanding and/or misinterpretation of any portions of this proposal shall not be cause for withdrawal after opening or for subsequent protest of award. Vendor must contact the Purchasing Division a minimum of three business days prior to proposal opening should clarification be required.

Contract

The proposal must include any contract which Kent County may be asked to sign. Kent County reserves the right to present its own contract document in lieu of accepting the standard offered by the vendor.

Contract Cancellation

The County reserves the right to terminate the contract, at its sole discretion, should the seller fail to provide services to the sole satisfaction of the County. No penalty shall accrue nor will the County be obligated or liable for any further payments due or for any damages as a result of termination under this agreement.

Incurring Costs

Kent County is not liable for any costs incurred by any prospective vendor prior to the awarding of a contract, including any costs incurred in addressing the proposal.

Changes

No payment shall be made to the vendor for any extra material or services, or of any greater amount of money than stipulated to be paid in the contract, unless some changes in or additions to the contract requiring additional outlay by the vendor shall first have been expressly authorized and ordered in writing by contract amendment or otherwise furnished by the Purchasing Division.

Evaluation and Award

Kent County, at its sole discretion, shall select the responsive proposals and responsible respondents and evaluate all responsive proposals based on the requirements and criteria set forth within this request. Kent County reserves the right to reject any and all proposals as a result of this request regardless of price, or waive any irregularities.

Non-Collusion

The undersigned certifies that this proposal has not been made or prepared in collusion with any other vendor and the prices, terms or conditions thereof have not been communicated by or on behalf of the vendor to any other vendor and will not be so communicated to any other vendor prior to the official opening of this proposal. This certification may be treated for all purposes as if it were a sworn statement made under oath, subject to the penalties for perjury. Moreover, it is made subject to the provisions of 18 U.S.C. Section 1001.

Non-Discrimination

The vendor shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

The vendor shall observe and comply with all applicable federal, state and local laws, ordinances, rules and regulations

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which shall be deemed to include, but not be limited to, the Elliott-Larsen Civil Rights Act and the Persons with Disabilities Civil Rights Act

Kent County encourages and solicits participation of qualified minority and women businesses consistent with the principle of utilizing the most highly qualified and competitive firms.

Freedom of Information

Information submitted in this request is subject to the Michigan Freedom of Information Act and may not be held in confidence after the proposal is opened. The proposal will be available for review after staff has evaluated it, or fifteen (15) business days after the opening date, whichever comes first.

Proprietary and Confidential Information

Kent County cannot assure that any of the information submitted as part of, peripheral to, your proposal will be kept confidential. Any language designated as confidential may be considered void. Kent County is subject to the Michigan Freedom of Information Act, which prohibits it from concealing information on or associated with proposals, successful or unsuccessful, once they are opened.

Availability of Funds

Each payment obligation of County is conditioned upon the availability of government funds appropriated or allocated for the payment of this obligation. If funds are not allocated and available for continuance of the services or product performed herein, either party may terminate this Agreement at the end of the period for which funds are available. County shall notify [other party] at the earliest possible time of the services that will or may be affected by the shortage of funds. No penalty shall accrue to either party in the event this provision is exercised, and neither party shall be obligated or liable for any further payments due or for any damages as a result of termination.

Signature

Each proposal must be signed by a person authorized to sign contracts on the behalf of the firm. The name of the person signing must be followed by title.

Addendums

Addendums are published on the Kent County's website at www.accesskent.com under the Purchasing Division section. It is the vendor's sole responsibility to monitor the website for addendums and consider accordingly during preparation of this request.

Taxes

Kent County is tax exempt. A copy of the Tax Certificate of Exemption is posted on the Purchasing Form Page at www.accesskent.com.

URL: http://www.accesskent.com/YourGovernment/Departments/Purchasing/pur_doc.htm

Insurance

Insurance requirements are posted on the Purchasing Documents Page at www.accesskent.com. Form "Insurance Requirements, Standard" apply to all bids other than professional services. Form "Insurance Requirements, Professional Services" applies to professional services proposals.

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URL: http://www.accesskent.com/YourGovernment/Departments/Purchasing/pur_doc.htm

Withdrawal

A proposal may be withdrawn in person or by written request prior to the time specified for opening the proposal.

Proposal Acceptance Period

A proposal shall constitute an irrevocable offer for a period of sixty (60) days from the opening date or until the date of award, whichever is earlier. In the event that an award is not made by Kent County within sixty (60) days from the opening date, the vendor may withdraw his/her proposal or provide a written extension of his/her proposal.

Accelerated Pay Discounts

Accelerated discounts should be so stated on the proposal form. If quick pay discounts are offered, Kent County reserves the right to include that discount as part of the award criteria. Prices must, however, be based upon payment in thirty (30) days after receipt, inspection and acceptance. In all cases, quick pay discounts will be calculated from the date of the invoice or the date of acceptance, whichever is later.

No Proposal _____

Please provide reason and email to purchasing@kentcountymi.gov or by fax at (616) 632-7715.

- ____ Specifications are too "tight"
- ____ Specifications are unclear
- ____ We are unable to meet specifications
- ____ Insufficient time to respond
- ____ Our schedule will not permit us to perform
- ____ We do not offer this product or service
- ____ Remove us from your vendor list for this commodity
- ____ Remove us from your vendor list for all commodities
- ____ Other (specify below)

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**FISCAL SERVICES DEPARTMENT
PURCHASING DIVISION**

Jon Denhof, Division Manager

Kent County Administration Building 300 Monroe Avenue, N.W. Grand Rapids, Michigan 49503-2289
Phone: (616) 632-7720 • Fax: (616) 632 -7715 • Email: purchasing@kentcountymi.gov

**REQUEST FOR STATEMENT OF QUALIFICATIONS PROPOSALS
MARKETING SERVICES**

RFI 704 Attachment “A” Technical Specifications

Introduction

The Kent County Department of Aeronautics (KCDA) is seeking Request for Qualifications for a Marketing Communications Agency to assist the Department in the development and execution of a general airport marketing and branding campaign. The purpose is to most effectively communicate with the Airport’s various stakeholder groups in regard to airport and airline services and amenities, and to generate and maintain top-of-mind awareness of, and preference for, those services and amenities.

Terms of Contract

KCDA wishes to receive proposals for selection of an agency, licensed to practice in the State of Michigan, to provide services as described herein for a period of one (1) year, beginning upon receipt of Notice to Proceed. This proposal shall be extended/renewed for two (2) additional one (1) year periods at the sole discretion of the KCDA, provided there are no changes in pricing, terms and conditions.

RFP Submission [Proposals must be submitted in the format outlined below]

1.1 Executive Summary – One (1) page maximum

Summarize your firm’s strong points and describe how your experience, particularly with similar responsibilities, will benefit KCDA.

1.2 Problem Statement & Management Summary – Two (2) pages maximum

State in succinct terms your understanding of the major issues of this request. Describe specifically your firm’s intended process and responsibilities. Identify important steps your firm will take to meet Kent County’s expectations.

1.3 Project Staffing – Two (2) pages maximum

Provide a chart with the staff you are committing to the Request. Show lines of authority and communication, and provide a brief role description and responsibilities for each person as they relate to the Request.

1.4 Business Organization – One (1) page maximum

State the full name and address of the organization and, if applicable, the branch office, consultants, or other subordinate elements that will provide or assist in providing the service. Include phone number(s), fax number(s) and firm's website address.

Indicate whether you operate as an individual, partnership, or corporation; if as a corporation, include the state in which you are incorporated. State the names of the principles of your firm who are licensed to practice in the State of Michigan.

1.5 Experience – Five (5) pages maximum

Demonstrate your practical knowledge, skills, past participations, personal encounters, and experience that qualifies your firm to provide the services requested.

1.6 References - Two (2) pages maximum

Provide a minimum of five (5) references of current/past customers who can verify the quality of services your company provides. Kent County requests references of similar size and scope.

Pricing Methodology

Project fees and expenses will NOT be part of the initial submission. Kent County will develop a short-list of firms that will be asked to present at a future interview. The firms selected to the interview will receive additional contact information and will be requested to submit a Fee Proposal. This Fee Proposal will be hand-delivered in a separate sealed envelope at the interview. Those firms selected to present will be asked to clarify their proposals and ensure a mutual understanding of the project. All key members of the project team are required to attend.

While cost is a consideration, the County will not use it as the sole determining factor in awarding this contract.

Do NOT provide fees and expenses within the CD/DVD ROM proposal.

Conflict of Interest

In addition to complying with any applicable professional conduct standards relating to conflicts of interest, respondent affirms and agrees that he/she has not represented any client in any matter that may result in a conflict of interest. Any potential conflict of interest shall be clearly disclosed in the respondent's proposal.

Evaluation

A committee represented by the Kent County Department of Aeronautics and the Kent County Purchasing Division will evaluate the proposal submissions. The evaluation shall include, but not be limited to, the quality of response and demonstrated experience and ability of the respondent to meet the requirements as outlined within this Request. The committee shall submit a recommendation to the Kent County Department of Aeronautics Board for award.