

**CITY OF PALM DESERT
NOTICE INVITING PROPOSALS**

**REQUEST FOR STATEMENT OF QUALIFICATION AND FEE PROPOSAL
FOR CREATIVE DESIGN SERVICES**

PUBLIC NOTICE IS HEREBY GIVEN that the City of Palm Desert is soliciting Statements of Qualification and Fee Proposals from qualified professional design firms and/or individuals for the creation of a print advertising campaign.

Project Background

Over the past ten years, the City has undertaken an aggressive, image-awareness campaign. Palm Desert is changing strategy and seeking the development of a promotional campaign that is creative, action-oriented, yet still reflective of the Palm Desert brand.

Project Description/Scope of Service

- Creation of a print advertising campaign consisting of four different ads to reflect the seasonal happenings in Palm Desert.
- Resizing of advertisements (4 ads x 8 publications)
- The campaign also should be easily translated to online and radio mediums.
- The creative agency/individual *will not* be responsible for online creative, ad placements, or media buying.

Qualification/ Requirements

State the type and nature of your company, including background information, years in business, other lines of business, areas of operation, and any additional information that might help explain your qualifications to deliver the services identified in this request.

Describe why your firm is interested in this project and your understanding of Palm Desert's brand.

Provide the following contact information: Company, Contact, Address, City, State, Zip, Phone, and E-mail.

Submit up to five examples of print advertising campaigns that best reflect your work.

Examples must be submitted on CDs or DVDs. Please provide 4 copies.

Submission of Palm Desert-specific, speculative creative is optional.

Please provide a cost estimate for the scope of services outlined above. Prices can reflect one project cost or a la carte. Also provide your hourly rate for additional design and production services.

Submission Deadline

Materials must be received by **4:00 p.m. on Wednesday, June 2, 2010**, in the City Clerk's office, 73-510 Fred Waring Drive, Palm Desert, California 92260. No proposals will be accepted beyond the date and time noted above.

Finalists will be invited to present their qualifications to the Marketing Committee at its meeting on June 15, 2010. The Marketing Committee will make a recommendation to the City Council regarding the award of this project.

For further information, please contact Marketing Manager Kristy Kneiding at 760-346-0611 ext. 661 or via email at kkneiding@cityofpalmdesert.org

Projected Timeline

The following timeline should be used as a working guide for planning purposes. The City of Palm Desert reserves the right to adjust this timetable as required during the course of the RFP process.

RFQ Issued	Wednesday, May 19, 2010
Qualifications Due	Wednesday, June 2, 2010
Finalists Selected and Notified	Monday, June 7, 2010
Presentations to Marketing Committee	Tuesday, June 15, 2010
Palm Desert City Council	Thursday, July 8, 2010

Selection Methodology

Submitters will be judged based on their submitted advertising samples. Qualifications will be reviewed by a committee that will consist of representatives of the City. Selection will be made pursuant to the City's professional selection policy with relevant factors as follows:

1. Creativity 40%
2. Experience, competence, and capacity for performance 25%
3. Strategy and vision for the Palm Desert brand 20%
4. Price 15%

City Rights and Options

All submissions become a matter of public record.

The City reserves the right to award the project or reject any and all submissions. Proposals will be rejected for one or more reasons including, but not limited to 1) Failure of the vendor to submit the full requirements of the proposal on or before the deadline established; 2) Failure by the vendor to respond to a requirement for oral or written

clarification, presentation, or demonstration; 3) Any bidder who is not in a position to perform such a project satisfactorily; 4) Any bidder, who is in default of the payment of taxes, licenses, or other monies due to the City of Palm Desert.

DATE: May 20, 2010

RACHELLE D. KLASSEN, CITY CLERK
CITY OF PALM DESERT, CALIFORNIA