

CITY OF OLDSMAR, FLORIDA
Request for Proposal

RFP 2011-01: Strategic Marketing Plan

The City of Oldsmar, Florida, a political sub-division of the State of Florida, is soliciting proposals from qualified firms or individuals interested in providing professional services for creating a Strategic Marketing Plan (SMP) for Oldsmar's economic development. The City intends to select one firm or individual to provide the services.

A "Request for Proposal" package can be obtained from: City Manager's Office, City Hall, 100 State Street West, Oldsmar, Florida 34677-3655; telephone (813)749-1102. The entire "Request for Proposal" will be published on the City of Oldsmar website (www.MyOldsmar.com) on Monday, May 2, 2011. The proposal shall be submitted to City of Oldsmar, to the attention of the Administrative Services Department, at City Hall, 100 State Street West, Oldsmar, Florida 34677-3655 no later than 11:00 AM, local time, Friday, May 20, 2011.

The City of Oldsmar reserves the right to waive informalities in any proposal and to accept or reject any and all proposals in whole or in part without cause and to accept the proposal that in the judgment of the City Manager and/or City Council will be in the best interest of the City of Oldsmar.

CITY OF OLDSMAR, FLORIDA



Al Braithwaite
Administrative Services Director

Advertisement Schedule:

Tampa Tribune: Sunday, May 1, 2011

Oldsmar Website www.MyOldsmar.com: Monday, May 2, 2011

Proposal Available: 8:00 A.M. Monday, May 2, 2011

CITY OF OLDSMAR

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SECTION I: GENERAL PROVISIONS

A. Purpose

The City of Oldsmar, a political subdivision of the State of Florida, is a mixed use residential, commercial, and light industrial community located on the north shore of Tampa Bay in Pinellas County, Florida.

The City Manager's office of Communications & Marketing, is seeking the services of a firm or individual to develop the marketing strategy, design materials, and create an implementation plan for positioning the City within the marketplace to retain existing businesses, connect with prospective clients and to attract new businesses to Oldsmar for its economic opportunities.

B. Background

Currently, economic development efforts in Oldsmar are driven by the City, the private sector, Pinellas County and the Upper Tampa Bay Regional Chamber of Commerce. A clearly defined, jointly-adopted, overall marketing strategy among all entities is not in effect, although the City collaborates with businesses, developers, the County and the Chamber in targeted aspects.

The City of Oldsmar Community Redevelopment Agency (Agency) was established in 1994. The primary function of the Agency is redevelopment of a designated geographic area, called the "Town Center." The current economic climate has had an impact on the redevelopment of the downtown. Residential and commercial units are slowly being sold, leased and occupied in the most recent projects, while others are delayed indefinitely.

The Town Center Plan is to maintain the unique small town character. Specific goals are to enhance appeal to businesses through streetscaping, marketing and improved access to downtown.

Oldsmar's Downtown Fresh Market, held in the lot next to City Hall on Wednesdays from November to March, struggled since its inception in 2009 and was discontinued in December 2010 for lack of vendor interest and shoppers.

Oldsmar's award-winning Library anchors one end of the Town Center and includes an attractive, leasable space designed to accommodate a café or coffee bar.

C. Submission and Receipt of Proposals

1. The City of Oldsmar will receive proposals until Friday, May 20, 2011 at 11:00 AM, local time, for the purpose of selecting a qualified firm or individual to provide strategic marketing services. Certain minimum qualifications have been established in order for prospective vendors to be considered for the operational agreement described in this Request for Proposal (RFP).
2. Proposals received after the above-stated time and date will not be considered. It shall be the sole responsibility of the prospective firm or individual to have their proposal delivered to the City of Oldsmar by U.S. mail, hand delivery, or any other method available to them. Delay in delivery will not be the responsibility of the City.
3. Six (6) signed copies must be submitted to the City in one package, clearly marked on the outside "**Proposal: RFP 2011-01 – Strategic Marketing Plan**" and sent or delivered to:

Administrative Services Department
City of Oldsmar
100 State Street West
Oldsmar, Florida 34677-3655

4. Proposals shall clearly indicate the legal name, federal taxpayer identification number, address, telephone number and e-mail of the prospective firm (corporation, partnership, individual). Proposals shall be signed above the typed or printed name and title of the signer. The signer shall have the authority to bind the prospective firm to the submitted proposal.
5. All expenses for making proposals to the City are to be borne by the prospective vendor.
6. A proposal may be withdrawn until the date and time set above for the opening of the proposals. Any proposal not so withdrawn shall upon opening, constitute an irrevocable offer for a period of 90 days to provide the City of Oldsmar the services set forth in the attached specifications until one or more of the proposals have been duly accepted by the City. Action on proposals normally will be taken within 45 days of opening, however, no guarantee or representation is made herein as to the time between proposal opening and acceptance.
8. The City reserves the right to accept or reject any and all proposals, to waive irregularities and technicalities and to request re-submission.
9. Nothing in the resulting agreement shall be deemed to affect the rights, privileges and immunities of the City as set forth in Section 768.28, Florida Statutes. Any agreement or contract resulting from the acceptance of the proposal shall be on forms either supplied or approved by the City and shall contain as a minimum, applicable provisions of the proposal. The City reserves the right to reject any agreement that does not conform to the Request for Proposal and any City requirements for agreements and contracts.

D. Insurance

Without limiting any of the other obligations or liabilities of the selected firm, the successful prospective vendor shall, at its own expense, provide and maintain in force until all of its services to be performed under this agreement have been completed and accepted by the City (or for such duration as otherwise specified hereinafter), the following insurance coverage:

1. Worker's Compensation insurance to apply to all of the consultant's employees in compliance with the "Worker's Compensation Law" of the State of Florida and all applicable federal laws. Notice of Cancellation and/or Restriction of the policy(ies) must be endorsed to provide the City with thirty (30) days notice of cancellation and/or restriction.
2. Comprehensive General Liability with minimum limits of \$1,000,000 per occurrence combined single damage liability and property damage liability. Coverage must be afforded on a form no more restrictive than the latest edition of the comprehensive general liability policy, without restrictive endorsements as filed by the Insurance Services Office and must include:
 - a. Premises and/or operations.
 - b. Independent contractors.
 - c. Broad form property damage.
 - d. Broad form contractual coverage.
 - e. Personal injury coverage with minimum limits of \$1,000,000 bodily injury liability.
 - f. The vendor's insurance, including that applicable to the City as an additional insured, shall apply on a primary basis and any other insurance maintained by the City shall be in excess of and shall not contribute with the vendor's insurance.
 - g. Notice of cancellation and/or restriction of the policy(ies) must be endorsed to provide the City with thirty (30) days notice of cancellation and/or restriction.
3. Prior to commencement of services, the selected vendor shall provide to the City, certificates of insurance evidencing the insurance coverage specified in the foregoing paragraphs 1 and 2. The required certificates of insurance shall not only name the type of policies provided, but also shall refer specifically to this Request for Proposal (RFP) and Section and to the above Paragraphs of this RFP. The policies for general, professional and business automobile liability shall also name the City as additional insured. If the initial insurance policies required by this agreement expire prior to the completion of the services, renewal certificates of insurance or policies shall be furnished thirty (30) days prior to the date of their expiration.

E. Hold Harmless

The selected vendor will act as an independent contractor. Following the notification of award and during the course of performance of the contract by the successful vendor, and during actions taken by the City or its contractors based on or in reliance of the services provided by the successful firm, they shall indemnify, save harmless, and defend the City, its officers, employees and agents from and against all claims, suits, actions, damages, or causes of action arising during the term of the resulting agreement entered into, the consultant's agents, employees, invitees, and all other persons, and from and against any orders, judgments or decrees, which may be entered thereto, and from and against all costs, attorney's fees, expenses and liabilities incurred in or by reason of the defense of any such claim, suit or action, and the investigation thereof.

F. Conflict of Interest

Each prospective vendor, by acceptance of this proposal, certifies that to the best of their knowledge or belief that no elected or appointed official or employee of the City, a spouse thereof or other person residing in the same household, is financially interested, directly or indirectly, in providing the goods or services specified in this proposal. Additionally the prospective vendor must provide as part of the proposal submittal the name of any relative of an elected or appointed official or employee of the City other than those identified above that has a financial interest in providing the goods or services specified in this proposal. The City evaluation team, at its sole discretion, will determine if a conflict of interest exists and whether to accept or reject the proposal.

G. Public Entity Crimes Statement

A person or affiliate who has been placed on the convicted vendor list following a conviction for Public Entity Crimes is restricted from submitting a bid on a contract to provide goods or services to a public entity. Each prospective vendor must submit a completed notarized Public Entity Crimes Statement with their proposal.

H. Licenses and Permits

The selected vendor will be required to secure all licenses and permits necessary and shall comply with all applicable laws, regulations and codes established by the State of Florida, Pinellas County and the City of Oldsmar.

I. Selection and Ranking

The City desires to award the consultant contract to the firm or individual that best demonstrates the ability to provide the desired services and can guarantee financial stability over the term of the contract. The City will review and evaluate all proposals submitted based on, but not limited to, the following criteria:

1. Ability to provide the type and quality of services that best meet the needs of the City and is consistent with good communications and marketing practices
2. Quality and extent of experience and past performance with similar government

or private operations

Based upon an evaluation of the proposals submitted, the City Staff will negotiate the final agreement with the selected vendor and make a recommendation to the City Manager for approval.

J. Technical Assistance/Clarification

Questions or protesting any provision herein may be presented via email to hlibaire@myoldsmar.com until end-of-day Monday, May 9, 2011. An addendum to the RFP will be posted to MyOldsmar.com on Thursday, May 12 to answer the questions.

If, in the City's opinion, additional information or interpretation is necessary, such information will be supplied in the form of Addenda that will be posted to MyOldsmar.com also before or no later than Thursday, May 12. Such Addenda shall have the same binding effect as though contained in the main body of the Request for Proposal. Oral instructions or information concerning the proposal given out by City employees or agents to prospective vendors shall not bind the City of Oldsmar.

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SECTION II: SCOPE OF SERVICES AND SPECIAL CONDITIONS

A. Intent

The City seeks expertise to engage the City offices of Communications & Marketing and Planning & Redevelopment in devising an economic development marketing blueprint for the City to implement in the 2011-2012 fiscal year and beyond.

B. City's Obligations

The City will provide for on-site workspace, if necessary, and make staff and materials readily and respectively available for meetings and study.

C. Term of the Agreement

The term of the Agreement will be for a period of six (6) months. The "Agreement Period" will commence on the date the Agreement is executed and may be extended for an additional length of time at the mutual agreement of both parties, upon the same administrative terms and conditions of the original Agreement.

D. Services to be Provided by Consultant

1. Review, evaluate and assess the budget, merits and/or shortcomings of the City's current economic development marketing efforts. Define what strategies and actions would be needed for the City to connect/communicate with prospective businesses in order to present Oldsmar's economic development opportunities during the City's 2012-2013 fiscal year.
2. Provide the City with direction for the activities and communications platforms that will be necessary to achieve the greatest benefit and results from the overall marketing strategy as well as projected costs.
3. Define Oldsmar's appeal as a prime destination for business and economic development opportunities and, secondarily, as a choice location for residents and visitors to the Tampa Bay Area.
4. Identify the internal and external factors that are favorable and unfavorable to attracting new businesses to Oldsmar. Also, provide insights into potential opportunities.
5. Create a plan for harnessing the strengths of electronic and other media and adapting current trends in communications, technology and globalization to Oldsmar's economic development marketing messages and methods to reach an ever-evolving marketplace.
6. Provide a plan for evaluating the SMP. Establish benchmarks, identify outcome measures. Have a plan for tracing performance against objectives and whether changes in the SMP are needed in order to accomplish the specified objectives within budget constraints.
7. Propose an action plan outline with specific dates of when elements of the SMP are to be executed. Propose an implementation plan and schedule with costs.

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SECTION III: PROPOSAL REQUIREMENTS

A. Standard Requirements

This Request for Proposal provides basic requirements and guidelines for Oldsmar's Strategic Marketing Plan needs. Prospective vendors should feel free to be creative and expand upon these requirements, recommending ways not outlined here.

To assure consistency of proposals each prospective vendor must conform to the following format. All proposals will be signed by an officer of the company authorized to act for the company in their name.

Cover Letter - Introduction
Qualifications
Business Operating Plan
Improvements Plan
Public Entity Crimes Statement

B. Cover Letter – Introduction

The Cover Letter should contain basic introductory information about the company, firm or individual submitting the proposal. The prospective vendor should express their reasons for submitting the proposal and a brief summary of why they are qualified and should be selected.

C. Qualifications

This section should contain a brief overview of the firm's (or individual's) history and organization that includes the name of the firm's contact person, telephone, email address and fax number. A description of the organization, including names of principals, number of employees, longevity, client base, areas of specialization and expertise and any other pertinent information in such a manner that proposal evaluators may reasonably formulate an opinion about the stability and financial strength of the firm or individual.

D. Project Plan

Based on your understanding of the RFP, describe the methodology you intend to employ for the project and an explanation of how it will support all project requirements and logically lead to the required deliverables. The description must include the organization of the project team, including accountability and lines of authority. Describe how you anticipate meeting the project schedule.

E. Costs

Based on your understanding of the RFP and the scope of your proposed plan, provide an outline and description of associated costs to the City. The City's budget for this endeavor shall not exceed \$25,000.

F. References

The prospective vendor will provide a minimum of three non-financial references who can attest to the Company's ability. The reference information will include the following:

- Organization Name
- Contact Person
- Address
- Phone Number
- E-Mail
- Business Relationship and Relevance

G. Public Entity Crimes Statement

Each prospective vendor will complete the Public Entity Crimes Statement as Attachment #1.

constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5. I understand that a "person" as defined in paragraph 287.133(1)(e), **Florida Statutes**, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officer, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement in which I have marked below is true in relation to the entity submitting this sworn statement. **(Indicate which statement applies).**

☐ Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

☐ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. **(attach a copy of the final order).**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, **FLORIDA STATUTES** FOR CATEGORY TWO OF

ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

(Corporate Seal)

Authorized Representative-Sign in Ink

Authorized Signature (typed) Title

Company Name

Mailing Address

City, State, Zip

(Area Code) Telephone Number

SUBSCRIBED AND SWORN BEFORE ME AT:

THIS ____ DAY OF _____ 2011.

NOTARY PUBLIC

MY COMMISSION EXPIRES: _____