



BRANDING AND MARKETING SERVICES

**REQUEST FOR PROPOSAL
NO.: 2023-055**

Issued for:

ADMINISTRATION DEPARTMENT

Visit us on the web at: www.lauderhill-fl.gov and
<https://lauderdale.ionwave.net/>

Opens: October 19, 2023 @ 10:45 AM

Date Issued:

September 15, 2023

REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the Administration Department is seeking sealed proposals for the following work as specified:

RFP NUMBER #2023-055 REBRANDING AND MARKETING SERVICES

The City of Lauderhill will be accepting sealed proposals until 10:45 A.M. on **October 19, 2023**. All proposal shall be submitted via IonWave <https://lauderhill.ionwave.net/> and will open such proposals at 11:00 A.M. **Proposals received after 10:45 A.M. EST will not be considered and will be returned unopened.** *Per Section 287.05701, Florida Statutes, the City of Lauderhill will not request documentation of or consider a vendor's social, political, or ideological interests when determining if the vendor is a responsible vendor.*

The City of Lauderhill, Florida is actively seeking proposals from all qualified and interested firms with the experience and technical qualifications to provide Branding and Marketing services, in accordance with the terms, conditions, and scope of services of this solicitation document (RFP). The scope of services for this solicitation shall include, but is not limited to the development of a strategic brand and recommendations for funding, developing, and rolling out a sustainable branding campaign. The initial term of this contract will be for one (1) year, with options to renew for four (4) additional one (1) year terms. Although there are tasks and deliverables broken out in this solicitation document, the City is looking to the proposer to provide solutions and recommendations.

The RFP documents may be examined and obtained on and after **September 14, 2023** at the City's website or IonWave. Vendors who obtain solicitation documents from other sources than the Finance Department are cautioned that the solicitation package may be incomplete. Furthermore, all addendums will be posted and disseminated by the Finance/Purchasing Department via IonWave.

Responsible questions regarding this RFP offering may be directed to the Purchasing Department via IonWave question Tab. The last date for questions pertaining to this proposal is **ten (10) days prior to the proposal due date**. Questions received after this date will not be answered.

All proposers must register with the City online. The direct link is www.colvendor.com .

The City of Lauderhill has determined that this RFP shall be reserved for SBE participation and shall comply with City Code of Ordinance Chapter 2, Article III. Section 2-139.(f)(3) – Local Vendors.

Proposers agrees to extend identical pricing and goods under the same terms and conditions to other governmental entities. A contracting agency wishing to utilize like services will execute its own contract with the successful Proposer(s) for its requirements.

The City Commission of the City of Lauderhill reserves the right to reject any and all proposals, to waive any and all informalities or irregularities and to accept or reject all or any part of any proposal as they may deem to be in the best interest of the citizens of the City of Lauderhill. **The winning firm is required to enter into a contract with the City of Lauderhill.**

CITY OF LAUDERHILL

A handwritten signature in black ink that reads "Kentrea White". The signature is written in a cursive style and is contained within a thin black rectangular border.

Kentrea White
CITY OF LAUDERHILL
5581 W. Oakland Park Blvd
LAUDERHILL, FL, 33313

Advertised dates: September 15, 2023 and September 18, 2023

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**STATEMENT OF NON- PARTICIPATION
RFP NO.: 2023-055
REBRANDING AND MARKETING SERVICES**

Note: If you do not intend to submit a bid /proposal on this item/service, complete this form and mail to:

Purchasing Division
City of Lauderhill
5581 W. Oakland Park Blvd. Suite 230
Lauderhill, FL. 33313

Please indicate the Proposal number and title of the Proposal on the outside of the envelope.

We/I do not wish to participate in this proposal for the following reason:

- Specifications proprietary
- Cannot supply at this time
- We do not carry this item
- We do not provide this service
- Unable to meet specifications
- Unable to meet Bond requirements
- Other

Please keep us on your bid list for future projects _____yes _____no

Signature: _____

Name of Company: _____

Address: _____

SECTION 1 – DEFINITIONS

Whenever the following terms appear in the Proposal, the intent and meaning shall be interpreted as follows:

- 1.1 City:** The City of Lauderhill, Florida.
- 1.2 Contract:** The written agreement for performance of the Scope of Work entered into between the City and the successful Proposer.
- 1.3 Contract Administrator:** The Purchasing and Contracts Manager, or some other employee expressly designated as Contract Administrator in writing by the City Manager, who is the representative of the CITY concerning the Contract Documents.
- 1.4 Evaluation/Selection committee:** City staff and/ or outside consultants assigned to evaluate the submitted proposals.
- 1.5 Proposer:** Any individual, firm, or corporation submitting a proposal for this project, acting directly or through a duly authorized representative. For the purpose of this Agreement, Proposer shall mean the same thing as the Bidder.
- 1.6 Proposal:** shall refer to any term used interchangeably with Bid while retaining the same meaning.
- 1.7 Purchasing Office:** The Purchasing Division-Department of Finance of the City of Lauderhill.
- 1.8 "Provider", "Bidder", "Contractor", "Successful Proposer" "Vendor" or "Consultant":** The Proposer receiving an award as a result of this Request for Proposal. Said terms may be used interchangeably while retaining the same meaning.
- 1.9 Qualifications/Proposal, Proposals,** shall refer to any Offer(s) submitted in response to this Request for Proposal.
- 1.10 Request for Proposal, RFP", or Proposal:** This Request for Proposal including all Exhibits and Attachments as approved by the City, and addendums or change orders issued by the Purchasing Division.
- 1.11 Request For Proposal, or Proposal:** Terms used interchangeably in this Request for Proposal while retaining the same meaning.
- 1.12 Subcontractor/ Sub consultant:** Any person, firm, entity, or organization, other than the employees of the successful Proposer, who contract with the Successful Proposer to furnish labor, or labor and materials, in connection with the Work or Services to the City, whether directly or indirectly, on behalf of the Successful Proposer.

1.13 Work, Services, Program, Project, or Engagement: All matters that will be required to be done by the successful Proposer in accordance with the Scope of Work, and the Terms and Conditions of this RFP.

1.14 Piggybacking: An agreement which establishes the ability of the City to piggy-back the contract of another governmental entity with a specific vendor. The Piggy-back agreement ensures that standard contractual requirements of the City are incorporated as a part of the contractual relationship with the vendor in addition to any requirements already incorporated in the agreement with the other governmental entity.

1.15 Local Vendor Bids: The City of Lauderhill Code has determined that this bid shall be reserved for participation by local City of Lauderhill vendors only. No vendor shall receive more than three set-aside bid award contracts in a fiscal year. Any local City of Lauderhill vendor that has received at least one local vendor bid award contract in each of three (3) consecutive fiscal years shall not be eligible to participate in local vendor bids for the following fiscal year. If the bid prices received from local vendors are not economically comparable to normal market pricing, the procurement shall be canceled.

SECTION 2 – SCOPE OF SERVICES

SUMMARY:

The scope of services for this solicitation shall include, but is not limited to the development of a strategic brand and recommendations for funding, developing, and rolling out a sustainable branding campaign. The City requires a professional, experienced consultancy in the conduct, analysis, and interpretation of research as well as demonstrated extensive experience with creating City brands. The main objective is to identify a clear, strong brand identity that represents the varied attributes of the City with variations for resident and business benefit.

To be eligible to respond to this RFP, the proposing firm (s) shall demonstrate that they are in the business of providing professional services and must possess sufficient financial support, equipment and organization to ensure that it can satisfactorily perform the services if awarded a Contract. Proposers must demonstrate that they, or the principals assigned to the project, have successfully provided services with similar magnitude to those specified in the Statement of Work to at least one City similar in size and complexity to the City of Lauderhill and the managerial and financial ability to successfully perform the work.

TASK:

1. TASK ONE: Quantitative and qualitative research to determine existing attitudes and perceptions of the City as well as opportunities and challenges to enhancing the City's image. Research should also include a comprehensive profile of the City's current and potential markets (target audiences). Why are businesses and residents choosing or not choosing Lauderhill and therefore what should the City's brand convey to these constituencies?
2. TASK TWO: Develop a brand positioning statement that provides a clear understanding of what the City stands for at its best. The statement should establish an overarching guide for initiatives and communications when conveying the City's image. The Contractor shall perform test marketing of the proposed brand message to ensure it is well received, endorsed, supported, and adopted by key public and private stakeholders.
3. TASK THREE: Develop a brand concept, to include message, tagline, and logo that are adaptable for use in business and resident attraction and retention. The concept shall identify the strengths and distinguish the City of Lauderhill from other jurisdictions. The brand shall align target audience perceptions of the City with the community's positive realities and promising vision for the future. The brand shall be easily recognizable, marketable, unique, and memorable.
4. TASK FOUR: The Contractor shall develop a comprehensive style guide that outlines correct brand usage, to include print / publication specifications and graphic standards. The Contractor will handle necessary trademark search and registration.

5. TASK FIVE: Recommend specific necessary elements to deliver the brand message; i.e., printed collateral, social media marketing, online / print advertising, web site design, public relations, special events. Include recommendations for priority allocation of limited funds, by target audience and by delivery method. The Contractor will develop an initial annual communications plan in conjunction with City staff.

6. TASK SIX: Develop a recommended marketing strategy that identifies short-and long-term strategies and tactics for maximizing the brand's value to the City. The strategy should include recommendations for priority allocation of limited funds by target audience and by delivery method.

The strategy shall address advertising and public relations. Advertising plans shall include the specific publications and other placements proposed within the budget limitations of the City to roll out the new brand concept and timeline. A public relations strategy for communicating with City's various audiences shall include, at a minimum, story ideas and proposed media to contact for print, television, radio, and web broadcast. Vendor may handle selected projects with key media with the approval of City staff.

DELIVERABLES:

1. FIRST DELIVERABLE: The Successful Proposer shall conduct quantitative and qualitative research. This may be conducted via one-on-one interviews, focus groups, surveys, use of social media or online surveying, or other methodologies recommended by the Successful Proposer, with consideration for the quality and level of detail necessary. Research shall include at least two (2) public outreach meetings facilitated by the Successful Proposer at which citizens and interested stakeholders will have an opportunity to share their viewpoints.

The Successful Proposer shall prepare a detailed report containing all research findings.

The Successful Proposer shall also facilitate a meeting with City staff, prior to development of a brand statement, to solicit and collect feedback.

2. SECOND DELIVERABLE: The Successful Proposer shall develop a brand positioning statement that encompasses findings and represents what is best about the City as a place to live and work. Statement elements should consider resident and business constituencies and identify audiences to which the statement will be most influential. The Successful Proposer, upon request of the City, shall prepare a presentation on the brand positioning statement for the City Commission if deemed necessary.

3. THIRD DELIVERABLE: Based on brand positioning statement and feedback received, the Successful Proposer shall develop a minimum of three (3) design schemes for a brand concept and logo, with three (3) rounds of revisions based on feedback received from the City.

The Successful Proposer shall provide final written presentation of brand concept and logo, tagline, and recommendation of specific elements to deliver the brand

message. The Successful Proposer shall include recommendations for priority allocation of limited funds, by target audience and by delivery method.

4. FOURTH DELIVERABLE: Within thirty (30) days of City-approved brand concept and logo, the Successful Proposer shall provide City staff with a formal style guide for brand usage. The Successful Proposer shall provide the style guide in MS Word format and hard copy for City staff mark-up and include, but not be limited to, permissible uses of logo and variations, sizing, spacing, color and typography, and examples of correct and incorrect usage. The City may request multiple rounds of style guide revisions if needed. The Successful Proposer shall provide the final guide to the City in Adobe PDF and MS Word format.

5. FIFTH DELIVERABLE: Within thirty (30) days of City-approved brand concept and logo, the Successful Proposer shall provide to City staff a written report outlining basic recommendations for maximizing the brand's value relative to wayfinding, merchandising (sale of City logo merchandise), and use with the City's mobile app. Recommendations should be produced after discussion with City staff and will consider realistic funding and personnel resources. The recommendations report should be provided to the City in PDF and MS Word format.

6. SIXTH DELIVERABLE (Optional): Upon completion of the City-approved brand concept and logo, and following delivery of the City-approved style guide, the Successful Proposer shall spearhead a marketing strategy that identifies short-term and long-term goals and how best to achieve them. The Contractor will spearhead the rollout of the new brand based on City budget and will make recommendations for continuation of the strategy upon completion of the Contractor's implementation role.

ADDITIONAL SERVICES:

Throughout the contract term, the City may use this contract as a vehicle to assign tasks to the Successful Proposer to achieve the objectives stated above. The types of tasks assigned will be generally similar to the task described above. For each assigned task, the City and the Successful Proposer will negotiate a specific scope of work, identify deliverables, and reimbursable expenses and agree on a maximum total amount that may be paid to the Successful Proposer for provision of those services. To be binding upon both parties, the scope and amount shall be approved in writing by authorized representatives of the City and the Successful Proposer in advance of the Successful Proposer starting work on the task(s).

TIME FRAME:

The Successful Proposer is to provide a six-month timeline with milestones of deliverables as indicated above and/or their suggested schedule and project roll out.

PROPOSAL REQUIREMENTS:

Proposal Format

Proposers should prepare their proposals using the following format. In preparing proposals, Proposers should assume that the City has had no previous knowledge of their products, services, or capabilities. Emphasis should be placed on clear, complete presentation of factual information. Proposers are not to make any reference to information they submitted in previous responses to competitive solicitations or quotes submitted to the City.

SUBMISSION OF PROPOSALS:

The following material is required to be submitted with your electronic Proposal:

a) Cover Letter: Cover Letter stating that the vendor formally submits his/her proposal for consideration in the selection process for this RFP. The letter shall briefly state the Proposer's understanding of the work to be done, the commitment to perform and work within the time period, a statement of why the firm believes itself to be best qualified to perform the engagement and a statement that the proposal is a firm and irrevocable offer for ninety (90) days from the date of the Proposal opening.

The cover letter should also indicate that upon City request the vendor will be available for interviews during the selection process. The Cover letter shall include the proposer's name, address, email address and telephone number of a contact person.

b) Detailed Proposal: The detailed proposal should address all the points outlined in the Request for Proposal as outlined in Work and Proposal Requirements.

c) All questions answered and properly completed and executed documents/forms are to be included in the electronic Proposal.

TECHNICAL PROPOSAL:

General Requirements-The proposed evaluation is an initial process to elicit a short list of vendors; with the contract awarded not necessarily to the Vendor of least cost, but rather to the Vendor with the best combination of attributes (i.e., qualifications and experience, technical approach, and cost), based upon the evaluation factors specifically established for this RFP.

Vendors should provide all information outlined in the Evaluation Factors to be considered responsive. Proposals will be evaluated based on the responsiveness of the Vendor's information to the Evaluation Factors which will demonstrate the Vendor's understanding of the Evaluation Factors and capacity to perform the required services of this Request for Qualifications. The maximum points that shall be awarded for each of the Evaluation Factors are detailed and described below.

As such, the substance of proposals will be evaluated based on what is deemed to be in the best interests of the City, including such factors as proposer's experience and expertise in providing services for municipalities, the clear and creative approach of the proposal, recommendations of entities for which the proposer has previously provided services, the persons assigned to the project by the proposer,

work done for other cities, and total cost. Cost will not be the sole factor in evaluating proposals.

Methodology including Technical Approach and Understanding of the Scope of Services:

Proposer shall provide a narrative which addresses the Scope of Work and shows Proposer's understanding of City of Lauderhill's needs and requirements. Proposers are welcomed to upload sample documents of work they have done of similar scope.

FEE PROPOSAL:

Schedule of Compensation- Proposers shall list pricing as described on a fully-burdened basis, incorporating direct labor costs, indirect cost, and profit.

DBE:

Proposers are advised that the City promotes equal employment opportunity (EEO) and encourages the participation of minority and women business enterprises (M/WBE) as well as small business enterprises (SBE) in all aspects of contracting. Joint venturing at the prime and sub-consultant levels is encouraged where the joint venture results in a more qualified and/or more diverse proposer. Proposers shall make efforts to maintain no less than fifteen (15) percent DBE participation for contracts over one hundred thousand dollars (\$100,000.00). The City will accept certifications from offers, including their subcontractors identified in their response, as defined and certified by the Florida Department of Management, Office of Supplier Diversity or other certifying organizations or jurisdictions in accordance with Section 287.0943 (1) and (2) Florida Statutes. Any Contractor awarded a contract further agrees that it will abide.

SECTION 3 – QUALIFICATIONS

Firm Qualifications:

This section of the proposal should establish the ability of Proposer to satisfactorily perform the required work by reasons of: experience in performing work of a similar nature; demonstrated competence in the services to be provided; strength and stability of the firm; staffing capability; work load; record of meeting schedules on similar projects; and supportive client references.

Proposer should:

Provide a brief profile of the firm, including the types of services offered; the year founded; form of the organization (corporation, partnership, sole proprietorship); number, size and location of offices; and number of employees.

Provide a general description of the firm's financial condition and identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede Proposer's ability to complete the project.

Describe the firm's experience in performing work of a similar nature to that solicited in this competitive solicitation, and highlight the participation in such work by the key personnel proposed for assignment to this project.

Identify subcontractors by company name, address, contact person, telephone number and project function. Describe Proposer's experience working with each subcontractor.

Five (5) Provide as a minimum four (4) references for the projects cited as related experience, and furnish the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. Proposer may also supply references from other work not cited in this section as related experience.

Management, Supervisory and Staff Experience manage the Scope of Work as well as identify key personnel assigned to the Scope of Work.

Provide education, experience, and applicable professional credentials of project staff.

Furnish brief resumes (not more than one (1) page each) for the proposed Project Manager and other key personnel.

Identify key personnel proposed to perform the work in the specified tasks and include major areas of subcontract work.

Include a project organization chart, which clearly delineates communication/reporting relationships among the project staff.

Include a statement that key personnel will be available to the extent proposed for the duration of the project acknowledging that no person designated as "key" to the project shall be removed or replaced without the prior written concurrence of City of Lauderhill.

SECTION 4 - TERM OF CONTRACT

4.1 The initial term of this contract will be for one (1) year, with options to renew for four (4) additional one (1) year terms. Although there are tasks and deliverables broken out in this solicitation document, the City is looking to the proposer to provide solutions and recommendations. Failure to complete work or satisfy deadline requirements shall result in termination of any future obligations of the City of Lauderhill to the company. Services shall begin on the first day after the Contract Agreement is executed by all parties.

In the event services are scheduled to end because of the expiration of this contract, the Contractor shall continue the service upon the request of the City as authorized by the awarding authority. The extension period shall not extend for more than ninety (90) days beyond the expiration date of the existing contract. The Contractor

shall be compensated for the service at the rate in effect when this extension clause is invoked by the City.

SECTION 5 – INQUIRIES/AVAILABILITY

- 5.1 Inquiries concerning Proposal Submittals should be made in writing via IonWave.

Solicitation documents shall be obtained by download via IonWave at <https://lauderhill.ionwave.net/>.

CONTACT WITH PERSONNEL OF THE CITY OF LAUDERHILL OTHER THAN THE PURCHASING MANAGER OR DESIGNATED REPRESENTATIVE REGARDING THIS REQUEST FOR QUALIFICATIONS MAY BE GROUNDS FOR ELIMINATION FROM THE SELECTION PROCESS.

SECTION 6 – SUBMITTAL INFORMATION: How, When & Where

- 6.1 Proposer should submit (in a sealed envelope indicating Proposer’s name and Request for Proposal (RFP) number) copies of the Proposal, each identified as follows:

RFP No.: RFP 2023-055

RFP Name: **REBRANDING AND MARTING SERVICES**

Due Date/ Time: October 19, 2023@ 10:45 A.M.

- 6.2 All (RFP’s), must be submitted via IonWave <https://lauderhill.ionwave.net/>
- 6.3 Responses to the RFP must be signed by an authorized officer of the proposing firm who is legally authorized to enter into a contractual relationship in the name of the Proposer. The submittal of a Statement of Proposal by the Proposer will be considered by the city as constituting an Offer by the Proposer to perform the required services.

SECTION 7 - EVALUATION METHODOLOGY

Evaluation Criteria

A contract will be awarded to the consultant whose proposal is judged by the City of Lauderhill to be in its best interests, and whose proposal most closely satisfies the overall project specifications as well as other factors including, but not limited, to:

CRITERIA	MAXIMUM POINTS
A. Firm, Management, Supervisory, and Staff Experience	20
B. Examples of Prior City Campaigns and Recommendations from other Cities	30
C. Methodology including Technical Approach and understanding of the Scope of Services	25
D. Fee Proposal	25
F. Local Lauderhill Business Preference	10
Total	100

Firm Qualifications (20 points)

This section of the proposal should establish the ability of Proposer to satisfactorily perform the required work by reasons of: experience in performing work of a similar nature; demonstrated competence in the services to be provided; strength and stability of the firm; staffing capability; work load; record of meeting schedules on similar projects; and supportive client references.

Proposer should:

- (1) Provide a brief profile of the firm, including the types of services offered; the year founded; form of the organization (corporation, partnership, sole proprietorship); number, size and location of offices; and number of employees.
- (2) Provide a general description of the firm's financial condition and identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending merger) that may impede Proposer's ability to complete the project.
- (3) Describe the firm's experience in performing work of a similar nature to that solicited in this competitive solicitation, and highlight the participation in such work by the key personnel proposed for assignment to this project.

- (4) Identify subcontractors by company name, address, contact person, telephone number and project function. Describe Proposer's experience working with each subcontractor.
- (5) Provide as a minimum four (4) references for the projects cited as related experience, and furnish the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. Proposer may also supply references from other work not cited in this section as related experience. Please do not include the City of Lauderhill or City of Lauderhill employees as references.

c) Management, Supervisory and Staff Experience (20 points)

This section of the proposal should establish the method that will be used by the Proposer to manage the Scope of Work as well as identify key personnel assigned to the Scope of Work.

Proposer should:

- (1) Provide education, experience, and applicable professional credentials of project staff.
- (2) Furnish brief resumes (not more than one (1) page each) for the proposed Project Manager and other key personnel.
- (3) Identify key personnel proposed to perform the work in the specified tasks and include major areas of subcontract work.
- (4) Include a project organization chart, which clearly delineates communication/reporting relationships among the project staff.
- (5) Include a statement that key personnel will be available to the extent proposed for the duration of the project acknowledging that no person designated as "key" to the project shall be removed or replaced without the prior written concurrence of City of Lauderhill.

d) Methodology including Technical Approach and Understanding of the Scope of Services (25 points):

Proposer shall provide a narrative which addresses the Scope of Work and shows Proposer's understanding of City of Lauderhill's needs and requirements. Proposers are welcomed to upload sample documents of work they have done of similar scope.

Fee Proposal (30 points):

- a) Schedule of Compensation- The Proposer shall complete the "Fee Proposal" included in the electronic bidding platform. Proposers shall list pricing as described on a fully-burdened basis, incorporating direct labor costs, indirect cost, and profit. The proposals response with the lowest proposed grand total amount being offered will receive thirty (30) points

SECTION 8 - SELECTION PROCEDURE

- 8.1 An Evaluation Committee appointed by the Visit Lauderhill Advisory Board will be responsible for selecting the most qualified firms. The Evaluation Committee may also, at its sole discretion, request additional or clarifying information from any responder. The Evaluation Committee may expressly request such information to remedy any incomplete response, but will not be obligated to do so. The occurrence or absence of such a request shall not be cause for objection by any responder. Proprietary information from competing responders shall not be disclosed to the public or to competitors prior to any award subject to Public Records Law, Chapter 119, Florida Statutes.
- 8.2 The firms may be asked to make a presentation of its qualifications and methodology to staff and /or the City Commission.
- 8.3 The City reserves the right to award to one proposer, to split the award among multiple proposers or to not award.
- 8.4 NO AWARD WITH RESPECT HERETO SHALL BE DEEMED FINAL AND ALL SUCH AWARDS SHALL BE DEEMED CONDITIONAL, UNLESS AND UNTIL THE PARTIES SHALL HAVE FULLY EXECUTED THE AGREEMENT(S) CONTEMPLATED HEREIN, AND A FULLY EXECUTED AGREEMENT HAS BEEN RETURNED TO THE BIDDER BY THE CITY. THE CITY RESERVES THE RIGHT TO REVOKE ANY AWARD MADE HEREUNDER, WITHOUT PENALTY, PREMIUM, OR OBLIGATION, AT ANY TIME PRIOR TO THE DELIVERY OF THE FULLY EXECUTED AGREEMENT(S) TO THE BIDDER, NOTWITHSTANDING THAT AN AWARD MAY HAVE BEEN PUBLISHED. NO BIDDER SHALL BE ENTITLED TO RELY ON ANY ANNOUNCEMENT OF AWARDS, AND THE CITY SHALL IN NO WAY BE ESTOPED IN THE REVOCATION OF AN AWARD PREVIOUSLY GRANTED.

SECTION 9- REJECTION CRITERIA

- 9.1 Your proposal shall be considered non-responsive if any of the following criteria exist, (this list is not all-inclusive):
- 9.2 All questions and instructions, including the questions in the Qualifications Package, have not been properly completed.
- 9.3 The instructions, order, and matrixes in the Proposal Package have not been properly followed.
- 9.4 The RFP response Package is found to have concealed or contained false and/or misleading information.
- 9.5 The City did not receive the RFP Package prior to the submittal deadline.
- 9.6 Your firm is not licensed with the Florida Secretary of State to do business in Florida. **You must submit a State of Florida Certificate of Status for your firm.**

- 9.7 Executed Non-Collusive/and or Drug Free Workplace Affidavits are not submitted with the response.
- 9.8 The Proposal signature page and certification is not properly executed.

SECTION 10 - WAIVERS

The City in its sole discretion, reserves the right to reject any and all proposals, accept any proposal or any combination of proposals or waive any minor irregularity or technicality in proposals received and may, at its sole discretion, request a re-proposal, when in its sole judgment, it will best serve public interest.

SECTION 11 - INSURANCE REQUIREMENTS

- 11.1 The Successful Proposer shall furnish proof of insurance requirements as indicated below. The coverage is to remain in force at all times during the contract period. The following minimum insurance coverage is required. The City is to be added as an "additional insured" with relation to General Liability Insurance. This MUST be written in the description section of the insurance certificate, even if you have a check-off box on your insurance certificate. Any costs for adding the City as "additional insured" will be at the contractor's expense.
- 11.2 The City of Lauderdale shall be given notice 30 days prior to cancellation or modification of any stipulated insurance. The insurance provided will give 10 days' notice for non-payment of premium. The insurance provided shall be endorsed or amended to comply with this notice requirement. In the event that the insurer is unable to accommodate, it shall be the responsibility of the Successful Proposer to provide the proper notice. Such notification will be in writing by registered mail, return receipt requested and addressed to the Purchasing Division.
- 11.3 The Successful Proposer's insurance must be provided by an A.M. Best's "A-" rated or better insurance company authorized to issue insurance policies in the State of Florida, subject to approval by the City's Risk Manager. Any exclusions or provisions in the insurance maintained by the Successful Proposer that precludes coverage for work contemplated in this RFP shall be deemed unacceptable, and shall be considered breach of contract.
- 11.4 Any firm performing work on behalf of the City of Lauderdale must provide Workers' Compensation insurance. Exceptions and exemptions can only be made if they are in accordance with Florida Statute. For additional information, contact the Department of Financial Services, Worker's Compensation Division at (850) 413-1601 or on the web at <http://www.fldfs.com>
- 11.5 Commercial General Liability Insurance
Covering premises-operations, products-completed operations, independent contractors and contractual liability.

Limits: Combined single limit bodily injury/property damage \$1,000,000.

This coverage should include, but not limited to:

- a. Coverage for the liability assumed by the contractor under the indemnity provision of the contract.
- b. Coverage for Premises/Operations
- c. Personal and Advertising Injury Liability
- d. Products/Completed Operations
- e. Broad Form Contractual Liability

Covering all owned, hired, and non-owned automobile equipment, and other vehicles used by the successful bidder in the performance of the work with the following limits of liability:

Limits: Combined single limit bodily injury/property damage \$1,000,000

Professional Liability (Errors & Omissions)

Limits: \$2,000,000 per occurrence

This coverage should include, but not limited to:

- a. Coverage for the liability assumed by the contractor under the indemnity provision of the contract.
- b. Coverage for Premises/Operations
- c. Products/Completed Operations
- d. Broad Form Contractual Liability

11.6 Automobile Liability Insurance

Covering all owned, hired, and non-owned automobile equipment, and other vehicles used by the successful bidder in the performance of the work with the following limits of liability:

Limits: Bodily injury	\$500,000 each person, \$500,000 each occurrence
Property damage	\$100,000 each occurrence

Professional Liability (Errors & Omissions)

Limits: \$2,000,000 per occurrence

11.7 A copy of ANY current Certificate of Insurance should be included with your proposal.

11.8 In the event that you are the successful bidder, you will be required to provide a certificate naming the City as an "additional insured" for General Liability.

11.9 Certificate holder should be addressed as follows:
City of Lauderhill

Finance Department
5581 West Oakland Park Blvd.
Lauderhill, FL 33311

SECTION 12 - SUBMITTAL PACKAGE

Submit this portion of the Request for Proposal as your firms Qualifications Package. Complete the following information exactly as shown including numbering and tabbing sections. This information is vital for the City to rate your firm, as your evaluation and ranking will be based on the information supplied below along with any other information required by the City.

TAB #1 Insert Proposer’s Qualification Statement (Attachment “A”)

TAB #2 **Statement of Capabilities:**

Provide a statement that addresses why the specific Proposer would be in the best posture to deliver the required services. (Limit to one (1) page.)

TAB #3 **Proposal:**

1. Submit an outline of the elements and organizational structure of the team established to manage the project. This is to include the administrative operation and key personnel and their area of responsibility.
2. Describe the Proposer’s approach to the management of this contract; describe the methodology employed to ensure prompt service, customer satisfaction, prompt complaint resolution, effective employee performance and training. Please explain any differences or challenges you may have encountered with any client, and the method(s) you employed to overcome them.

TAB #4 **Specific Related Experience of the Firm**

List the last five (5) contracts held comparable to this specific project and related experience accomplished by the proposer firms. Indicate:

- Client Name, address, and telephone number
- Principal/ Project Manager in Charge, licensing/ certifications, various team positions
- Whether your firm was the primary or subcontractor
- Description of the contract including;
- Contract Objective (s)/ accomplishments
- Challenges encountered, resolutions
- Contract Starting and Ending Dates

Tab #5 **Scope of Work**

Proposer should prove the consultant’s capability; describing strategies to be used and quality controls. The scope of work should demonstrate knowledge and understanding of branding and the shifting dynamics of how consumers receive and use information today.

TAB #6 **Cost Schedule**

Submit your cost schedule here.

TAB #7 **Personnel/Management**

TAB #8 **Attachments:**

Non-Collusive Affidavit (Attachment "B")
Cost Schedule (Attachment "C")
Confirmation of Drug-Free Workplace (Attachment "D")
Signature Page (Attachment "E")
List of Subcontractors (Attachment "F")
References (Attachment "G")
Acknowledgement of Addendums (Attachment "H")
Certificate of Insurance, and Licenses

**ATTACHMENT A
PROPOSER'S QUALIFICATIONS STATEMENT**

PROPOSER shall furnish the following information. Failure to comply with this requirement will render Bid non-responsive and shall cause its rejection. Additional sheets shall be attached as required.

PROPOSER'S Name and Principal Address:

Contact Person's Name and Title: _____

PROPOSER'S Telephone and Fax Number: _____

PROPOSER'S Email: _____

PROPOSER'S License Number: _____

(Please attach certificate of competency and/or state registration.)

PROPOSER'S Federal Identification Number: _____

Number of years your organization has been in business, in this type of work: _____

Names and titles of all officers, partners or individuals doing business under trade name:

The business is a: Sole Proprietorship Partnership
 Corporation

Name, address, and telephone number of surety company and agent who will provide the required bonds on this contract:

Have you ever failed to complete work awarded to you. If so, when, where and why?

Have you personally inspected the proposed WORK and do you have a complete plan for its performance?

Will you subcontract any part of this WORK? If so, give details including a list of each sub-contractor(s) that will perform work in excess of ten percent (10%) of the contract amount and the work that will be performed by each subcontractor(s).

The foregoing list of subcontractor(s) may not be amended after award of the contract without the prior written approval of the Contract Administrator, whose approval shall not be reasonably withheld.

List and describe all bankruptcy petitions (voluntary or involuntary) which have been filed by or against the Proposer, its parent or subsidiaries or predecessor organizations during the past five (5) years. Include in the description the disposition of each such petition.

List and describe all successful Bond claims made to your surety (ies) during the last five (5) years. The list and descriptions should include claims against the bond of the Proposer and its predecessor organization(s).

List all claims, arbitrations, administrative hearings and lawsuits brought by or against the Proposer or its predecessor organizations(s) during the last (5) years. The list shall include all case names; case, arbitration or hearing identification numbers; the name of the project over which the dispute arose; and a description of the subject matter of the dispute.

List and describe all criminal proceedings or hearings concerning business related offenses in which the Proposer, its principals or officers or predecessor organization(s) were defendants.

Has the Proposer, its principals, officers or predecessor organization(s) been CONVICTED OF a Public Entity Crime, debarred or suspended from bidding by any government during the last five (5) years? If so, provide details.

The PROPOSER acknowledges and understands that the information contained in response to this Qualification Statement shall be relied upon by CITY in awarding the contract and such information is warranted by PROPOSER to be true. The discovery of any omission or misstatement that materially affects the PROPOSER'S qualifications to perform under the contract shall cause the CITY to reject the Bid, and if after the award, to cancel and terminate the award and/or contract.

By _____
(Signature)

**ATTACHMENT B
NON-COLLUSIVE AFFIDAVIT**

STATE OF _____

COUNTY OF _____

_____ being first duly sworn
deposes and says that:

BIDDER is the _____,
(Owner, Partner, Officer, Representative or Agent)

BIDDER is fully informed respecting the preparation and contents of the attached Bid and of all pertinent circumstances respecting such Bid;

Such Bid is genuine and is not a collusive or sham Bid;

Neither the said BIDDER nor any of its officers, partners, owners, agents, representative, employees or parties in interest, including this affidavit, have in any way colluded, conspired, connived or agreed, directly or indirectly, with any other BIDDER, firm or person to submit a collusive or sham Bid in connection with the Contract for which the attached Bid has been submitted; or to refrain from bidding in connection with such Contract; or have in any manner, directly or indirectly, sought by agreement or collusion, or communications, or conference with any BIDDER, firm, or person to fix the price or prices in the attached Bid or any other BIDDER, or to fix any overhead, profit, or cost element of the Bid Price or the Bid Price of any other BIDDER, or to secure through any collusion conspiracy, connivance, or unlawful agreement any advantage against (Recipient), or any person interested in the proposed Contract;

The price of items quoted in the attached Bid are fair and proper and are not tainted by collusion, conspiracy, connivance, or unlawful agreement on the part of the BIDDER or any other of its agents, representatives, owners, employees or parties in interest, including this affidavit.

By _____

Subscribed and sworn to before me this _____ day of _____, 20____.

Notary Public (Signature)

My Commission Expires: _____

**ATTACHMENT C
COST SCHEDULE**

Cost Proposal

ATTACHMENT D
CONFIRMATION OF DRUG-FREE WORKPLACE

In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibitions.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or Contractual services that are under Bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or Contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any State, for a violation occurring in the workplace no later than five (5) days after the conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

A signed copy of your Drug-Free Workplace Policy must be attached to this signed copy and submitted with the Bid Documents.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Vendor's Signature

**ATTACHMENT E
SIGNATURE PAGE**

The undersigned attests to his (her, their) authority to submit this Submittal and to bind the firm(s) herein named to perform as per agreement. Further, by signature, the undersigned attests to the following:

1. The Proposer is financially solvent and sufficiently experienced and competent to perform all of the work required of the Proposer in the Contract;
2. The facts stated in the Proposer's response pursuant to Request for Submittals, instructions to Proposer and Specifications are true and correct in all respects;
3. The Proposer has read and complied with, and submits their proposal agreeing to all of the requirements, terms and conditions as set forth in the Request for Proposals.
4. The Proposer warrants all materials supplied by it are delivered to the CITY of Lauderhill, Florida, free from any security interest, and other lien, and that the Proposer is a lawful owner having the right to supply the same and will defend the conveyance to the CITY of Lauderhill, Florida, against all persons claiming the whole or any part thereof.
5. **Proposer understands that if a team is short listed and selected to make oral presentations to the selection committee and/or CITY, only the team members evaluated in the written submissions may present at the oral presentations. Any changes to the team at the oral presentations will result in that team's disqualification.**
6. The undersigned certifies that if the firm is selected by the City the firm will negotiate in good faith to establish an agreement.
7. Proposer understands that all information listed above may be checked by the City of Lauderhill and Proposer authorizes all entities or persons listed above to answer all questions. Proposer hereby indemnifies the City of Lauderhill and the persons and entities listed above and holds them harmless from any claim arising from such authorization or the exercise thereof, including the dissemination of information pursuant thereto.

Submitted on this _____ day of _____, 20__.
(If an individual, partnership, or non-incorporated organization)

Witness	Company
Printed	By
Title	Printed Name, Title
(If a corporation, affix seal)	Company
	By
Attested by Secretary	Printed Name, Title

Incorporated under the laws of the State of _____.

CERTIFICATE
(For Partnership)

I HEREBY CERTIFY that a meeting of the partners of _____, a Partnership under the laws of the State of _____ held on _____, 20____, the following resolution was duly passed and adopted:

"RESOLVED, that _____ as _____ of the Partnership, is hereby authorized to execute the Bid Form dated _____, 20____, between the City of Lauderdale, Florida, and this Partnership, and that the execution thereof, attested by the _____ of the Partnership be the official act and deed of this Partnership."

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of _____, 20____.

(Signature)

(Title)

STATE OF FLORIDA

COUNTY OF _____

Sworn to and subscribed before me on this ____ day of _____, 20____ by _____ who is personally known to me or who has presented the following type of identification: _____.

Signature of Notary Public, State of Florida

Notary seal (stamped in black ink)

OR

Printed, typed or stamped name of
Notary and Commission Number

CERTIFICATE
(For Corporation)

I HEREBY CERTIFY that a meeting of the Board of Directors of _____, a corporation under the laws of the State of _____ held on _____, 20 ____, the following resolution was duly passed and adopted:

"RESOLVED, that _____, as _____ of the Corporation, is hereby authorized to execute the Bid Form dated _____, 20____, between the City of Lauderhill, Florida, and this Corporation, and that the execution thereof, attested by the Secretary of the Corporation and with corporate seal affixed, shall be the official act and deed of this Corporation".

I further certify that said resolution is now in full force and effect.

IN WITNESS WHEREOF, I have hereunto set my hand this ____ day of _____, 20____.

Secretary

STATE OF FLORIDA

COUNTY OF _____

Sworn to and subscribed before me on this _____ day of _____, 20____ by _____ who is personally known to me or who has presented the following type of identification: _____.

Signature of Notary Public, State of Florida

Notary seal (stamped in black ink)
OR
Printed, typed or stamped name of Notary and Commission Number

**ATTACHMENT G
PERFORMANCE REFERENCE
VERIFICATION SURVEY FORM**

RFP # _____

Vendors Name:
Agency Providing Reference:
Agency Contract:
Contact E-mail:
Contact Phone #:
Solicitation Name:

Please rate your experience with the vendor. The completed questionnaire form must be attached with your response. Thank you.

Please use the following rating scale to answer the questions:

Ratings: 1 Poor 2 Good 3 Exceptional 4 Not Applicable

- 1. Rate the level of commitment of the Contractor when performing the work. ____
- 2. Rate the competency and accessibility of the personnel performing the work. ____
- 3. Rate the vendor's success at keeping you updated and informed of problems and issues. ____
- 4. Rate the vendor's knowledge of procedures required by regulatory agencies. ____
- 5. Rate the vendor's ability to meet deadlines. ____
- 6. Rate the vendor's ability to complete punch list items. ____
- 7. Rate the vendor's commitment to safety. ____
- 8. Rate the level of comfort and confidence you had in the contractor during the project. ____
- 9. Rate the overall performance of the vendor. ____

Additional comments:

Vendor Name: _____ Title: _____
(Please print – Person completing survey)

Signature: _____ Date: _____
(Person completing survey)

Reference verified by City Employee: _____ Date: _____

**ATTACHMENT H
ACKNOWLEDGEMENT OF ADDENDUM**

RFP _____
TITLE _____

Acknowledgement is hereby made of the following Addenda received since issuance of Specifications:

Addendum No. _____ -Dated _____

Addendum No. _____ -Dated _____

Addendum No. _____ -Dated _____

Name of Vendor's Service Contact: _____

Address: _____

Signature _____ Date _____

This page must be submitted with RFP. Failure to provide the requested documents may result in your proposal being deemed Non-Responsive.