

REQUEST FOR PROPOSAL (RFP)

Public Relations & Marketing Services

Bid Title:	REQUEST FOR PROPOSAL (RFP) Public Relations, Communications & Marketing Services
Category:	Special Projects
Status:	Open

Description:

REQUEST FOR PROPOSAL (RFP) Public Relations, Communications & Marketing Services ("Services"):
This Request for Proposal (RFP) has been prepared by the City of Boerne ("City") to retain the services of a Public Relations and Communications Consultant or Agency ("Consultant") to provide service and support to the City Special Projects Department ("Special Projects"). For this RFP, "City" means the City of Boerne, "Special Projects" means the Special Projects Department, "Consultant" means the individual practitioner or firm who will perform this work and "Services" means public relations, communications and marketing consulting services, as described in this RFP. The selected Consultant will be invited to enter into a Consultant Agreement ("Agreement") with the City in a form provided by the City. The City Council has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

PROJECT SCOPE & TIMELINE:

The City is soliciting proposals from communications professionals to provide Services remotely and on-site to Special Projects to increase the level and quality of effective communication to the public. An Agreement for 12 months is anticipated, and the starting date is projected as October 1, 2019. The successful Consultant must be located within 1 hour's drive of Boerne, TX. Any proposal that does not include the complete Scope of Services requested will be considered incomplete.

CITY CONTACT:

Mary Woods, Special Projects Manager
MWoods@ci.boerne.tx.us
830-248-1617

PROPOSAL SUBMITTAL DEADLINE & PROCESS:

An electronic copy of the proposal, plus samples of work products as detailed herein must be received via email at MWoods@ci.boerne.tx.us no later than **12:00 PM Noon, on Friday, 08/09/2019**. Proposals will be reviewed by an evaluation committee of the City. Questions regarding this RFP must be made in writing via email to City Contact listed above no later than 12 PM Noon on Friday, 08/02/2019.

SCOPE OF SERVICES REQUESTED:

The successful Consultant will be able to:

1. Be located within 1 hour's drive of Boerne, TX.
2. Develop public relations strategies with targeted outreach for the City's Special Projects; including Hill Country Mile, Dickens on Main, Art al Fresco, and others as assigned. Throughout the year, these projects may run concurrently or overlap for a period. Consultant must be able to work on multiple projects simultaneously when needed.
3. Act as clearinghouse for any media, public relations, marketing and advertising related inquiries, as needed.
4. Create targeted media list(s) for ongoing initiatives as well as special events.
5. Work as liaison with any Special Project partners to create and maintain communications and enlist their cooperation in promoting campaigns and events. Partners may be internal or external entities including media, event or PR companies, community and business organizations, individual businesses or other City departments, etc. with whom we collaborate.

6. Draft, edit, seek approval and distribute approved media materials such as press releases, advisories and pitches.
7. Work with City to pursue any appropriate strategic promotional partnerships.
8. Help seek out beneficial advertising arrangements that benefit Special Projects programs and projects. The successful Consultant will vet advertising opportunities and make recommendations based on Special Projects goals; the ultimate decision for purchases will be Special Projects.
9. To maintain brand consistency assist with copywriting and editing of all online and offline collateral promotional and marketing materials such as rack cards, brochures, advertisements, websites, social media sites, blogs, newsletters scripts, etc. Consultant will review websites periodically for accuracy and brand consistency.
10. Provide day-to-day management of social media channels for Hill Country Mile, Art al Fresco and Dickens on Main. Includes daily and timely monitoring, content creation, community engagement and advising on additional initiatives for effective communications. Current social media channels are Facebook and Instagram (subject to change with City's approval).
 - a. Social Media Management – includes year-round day-to-day management of the Hill Country Mile and Art al Fresco. Dickens on Main is a seasonal event with most social media management July-December each year; especially heavy in Sep-Nov. Exact volume is difficult to project as strategies evolve each year to improve outreach.
11. Provide on-site staff support at special events as requested by City. Currently:
 - a. Dickens on Main (occurs annually Friday & Saturday after Thanksgiving);
 - b. Art al Fresco Kick-off reception and/or events (occurs annually in March/April);
 - c. Art al Fresco National Sculpture Day event (occurs annually in April);
 - d. Other events as requested by the City.
12. Create and pitch fresh, new and unique story angles to local, regional and national media.
13. Schedule and coordinate media interviews, broadcast appearances, phone/radio interviews as needed.
14. Draft scripts/speaking points for key spokespeople and help with any interview preparation as needed.
15. Collect press hits/placements and maintain monthly media report, including social media data as directed by City. The method to collect this data is up to the discretion of the successful Consultant.
16. Attend City meetings either in person and/or by phone as requested by City. While some meetings are conducted via phone, the successful Consultant must be able to attend meetings in person, typically 1-2 times per month. Additionally, the successful consultant must visit Boerne in person regularly to experience the Hill Country Mile firsthand, to gather images/video for use in social media, to build face-to-face relationships with downtown business owners, to understand what is going on in the Boerne community in general, and specifically with Boerne downtown businesses.
17. Fees - should be stated as hourly rates; respondent may include an option for a monthly retainer if desired. All pricing should be based on approximately 450 to 500 hours of work over the year's period. Expenses – Typically there are no expenses reimbursed to the Consultant. No expense will be reimbursed without express request and written consent by Special Projects.
18. Key Performance Indicators (how we will measure success) – will include the demonstrated ability to meet deadlines, to be cost conscious and to demonstrate that the City is getting an appropriate outcome for the monies spent; demonstrated follow-through on commitments; understanding our brands and the City of Boerne and represent all as appropriate through verbal and written communication; demonstrated business and personal integrity; timely response to ad hoc requests; demonstrated ability to build and maintain relationships with our partners; and the demonstrated ability to bring fresh ideas and vision to our brand and events.
19. The work under this contract may not be outsourced to resources in another country.

STANDARD TERMS AND CONDITIONS:

Proposals submitted are offers only, and the decision to accept or reject is a function of quality, reliability, capability, reputation, and expertise of the Consultant submitting proposals. Issuance of this RFP does not obligate the City to pay any costs incurred by a respondent in its submission of a proposal or making any necessary studies or designs for the preparation of that proposal, or for procuring or contracting for the services to be furnished under this RFP.

The City reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of the City and to the public; to reject the proposal with the lowest Consultant fee; to accept any item of any proposal; to reject any and all proposals; and to waive irregularities and informalities in any proposal submitted or in the RFP process; provided, however, that the waiver of any prior defect or informality shall not be considered a waiver of any future or similar defect or informality. Consultants should not rely upon, or anticipate, such waivers in submitting their proposal. The City Council has the ultimate authority to approve any proposal and to authorize execution of the Agreement.

Publication Date/Time:

Friday, 07/19/2019 12:00 PM

Closing Date/Time:

Friday, 08/09/2019 12:00 PM

Contact Person:

Mary Woods - Special Projects Manager

MWoods@ci.boerne.tx.us

830-248-1617

Business Hours:

8:00 AM - 5:00 PM, M-F

Qualifications:

QUALIFICATIONS/EXPERIENCE:

A Bachelor's Degree in Communications, Journalism, Public Relations, Marketing, English, or Political Science is preferred. A minimum of five years of professional experience in communications is required, with a strong background in public relations, media relations, writing (including press materials, collaterals, marketing pieces, blogs and social media posting), social media strategy and community relations. Experience related to promoting retail businesses, food and beverage establishments and special events is required.

SELECTION CRITERIA:

1. Meets qualifications set forth in this RFP.
2. Cost-effectiveness and a demonstrated effort to be cost-conscious.
3. Proposal price.
4. Documented experience related to public and media relations, marketing and social media management.
5. Documented experience related to promoting retail businesses, food and beverage establishments and special events.
6. Documented experience handling project(s) of similar size and scope.
7. Demonstrated ability to meet deadlines.
8. Business integrity and reputation in the industry relevant to scope of services.
9. Demonstrated skill, integrity and reputation as confirmed by references including timeliness and demonstrable results.
10. Successful Consultant will be within 1 hour's drive of Boerne, TX.
11. The work under this contract shall not be outsourced to resources in another country.

PROPOSAL REQUIREMENTS:

1. A biography resume and/or background of Consultant, including applicable experience, education, awards and any case studies demonstrating prior campaigns, media results or other successes.
2. Include a description of the types of services to be provided and associated fees, including hourly billing rate. Hours will vary weekly based on the project(s). For this proposal, assume that the Consultant will work a minimum of 10 to 20 hours per week and more during weeks of special events. In the event of an emergency, the consultant may be contacted at any time of day.

3. Special Projects has a separate budget for advertising, media purchases, and printing. These purchases are not part of this proposal.
4. Not more than five (5) samples of work completed by the individual(s) who would be assigned to accomplish the work under the Agreement.
5. Identification of the method by which progress reports and performance measurements will be provided to the City.
6. A minimum of three (3) references from businesses to whom the firm/individual has provided services comparable to the services identified and described in this RFP.

Special Requirements:

An electronic copy of the proposal, plus samples of work products as detailed herein must be received via email at MWoods@ci.boerne.tx.us no later than 12:00 PM Noon, on Friday, 08/09/2019. Proposals will be reviewed by an evaluation committee of the City. Questions regarding this RFP must be made in writing via email to City Contact listed above no later than 12:00 PM Noon, on Friday, 08/02/2019.