

Anderson County Government

REQUEST FOR PROPOSAL (Formal)

Tony Foreman, Purchasing Agent
100 North Main Street, Suite 214
Courthouse
Clinton, Tennessee 37716
(865) 457-6218 Office
(865) 457-6252 Fax

purchasing@andersontn.org
<http://andersontn.org/purchasing>

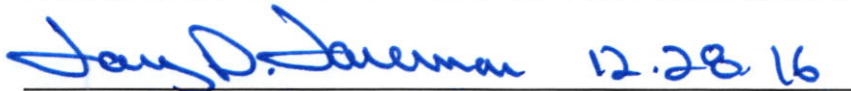
RFP No.: 4717

Date Issued: December 28, 2016

Bids will be received until
2:30 p.m. Eastern Time on January 19, 2017

Sealed RFPs are subject to the General Terms and Conditions of this bid, and any other data attached or incorporated by reference. RFPs will be received in the office of the Anderson County Purchasing Agent until the date and time specified above, and at that time publicly opened and read aloud.

THE ANDERSON COUNTY PURCHASING AGENT RESERVES THE RIGHT TO WAIVE ANY INFORMALITIES IN OR TO REJECT ANY OR ALL PROPOSALS AND TO ACCEPT THE PROPOSAL DEEMED FAVORABLE AND IN THE BEST INTEREST OF ANDERSON COUNTY.

 12.28.16

Tony Foreman, Anderson County Purchasing Agent

RFP DESCRIPTION

Adventure Anderson Promotion – Anderson County Government, Clinton, TN

**All vendors must submit one original and five (5) exact copies
of their proposal, including brochures.**

Contact Purchasing in writing with any questions. Refer to General Terms and Conditions Section 1.8.

Adventure Anderson Promotion Request for Proposal # 4717

A. Overview

The Anderson County Tourism Council started a promotional campaign called Adventure Anderson in March 2016. This campaign promoted Anderson County's adventures including water, mountain and historical adventures, through digital advertisements, social media, purchased and organic content and enhancements to the website.

The first step was using a "spokesperson" who experienced different adventures in Anderson County; including wakeboarding on Norris Lake, conquering the ropes course and mountain biking course at Haw Ridge, off-roading and trail running at Windrock Park, etc. These adventures were shared through video blogs on www.yallcome.org, digital ads, social media and were supported with purchased google words.

The campaign's audience was defined by the visitor's lifestyle; for example, people who are looking to participate in their vacation, people who hike, bike, waterski, etc. The geographic market was along the Interstate 75 corridor including Kentucky, Ohio, Georgia, Illinois, Florida and Michigan and along the Interstate 40 corridor from Middle Tennessee to the Western Carolinas.

The campaign was measured by visits to www.yallcome.org, views of videos, reach and interaction of social media advertisements, and by measured digital advertisements and paid searches.

The Anderson County Tourism Council wants to extend this promotion for four additional months (March through June 2017) through digital advertisements.

B. Explanation of Campaign

1. Conduct a four month digital advertising campaign that will feature 15-30 second videos and photography. The creative design will need to be changed at least every two months. The online advertisements need to be targeted geographically and matched with the consumer based on the content of the video. The Tourism Council will provide commercials, raw footage and/or photography. **Proposal must include explanation of the management fees and purchasing cost of the space.**
2. Conduct a four month pay per click google words campaign. **Proposal should include an explanation of the management fees, expectations of campaign and the cost of purchasing.**

The proposal also must include:

- At least two references for which similar promotions have been conducted and their contact information.
- Examples of campaigns and reports conducted.

The vendor submitting proposals must have staff available to present the proposal in person. The vendor will be given three potential meeting times on different dates to ensure every effort has been made to present the proposal.

The vendor must provide and present in person the final report at the end of the four month campaign at a time agreed upon by the Anderson County Tourism Council and the vendor awarded the bid.

Goals of Campaign:

- Increase traffic to Adventure Anderson website.
- Increase engagement on the Adventure Anderson website.

C. Deadline

Please be aware all campaign components must be completed by June 30, 2017.

The budget for this campaign is \$50,000. Your proposal should explain how your company can conduct the four month digital and google words campaign within the budget. If you feel that the campaign requires an increased budget, please include a detailed explanation including cost information. Lodging and meals are not provided by the County.

D. Evaluation Criteria

A committee of three or more will meet to review and evaluate each bid proposal. Anderson County will award the proposal based on the following criteria:

- | | |
|---|-----------|
| 1. Experience and qualifications as demonstrated in the proposal working with other Tourism organizations | 40 POINTS |
| 2. Quality of examples of pervious work product | 30 POINTS |
| 3. Scope of work | 30 POINTS |

E. Proposal

Proposals must be sealed in an envelope or carton and clearly marked on the outside with the words "RFP #4717 – Adventure Anderson Promotion". Interested companies should submit one original and five (5) complete copies (including all brochures, special attachments, certificates, etc.) of the proposal package. Include all information requested and any other information thought to be relevant to completely address the Request for Proposal (RFP) requirements.

- Proposals are due by 2:30 p.m. on January 19, 2017 at which time they will be opened and names of vendors submitting proposals will be announced.
- Any questions concerning this RFP should be directed to Tony Foreman, Anderson County Purchasing Agent in writing via email sent to purchasing@andersontn.org.
- Each Proposal shall be valid for a period of sixty (60) calendar days from the opening date.

The envelope or carton must be mailed or delivered to:

Anderson County Courthouse
ATTN: Tony Foreman, Purchasing Agent
100 North Main Street, Suite 214
Clinton, TN 37716

RFP Number: 4717

Request for Proposal Title: Adventure Anderson Promotion

BID ENVELOPE/PACKAGE CONTAINING BID:

Bids **MUST** be received in a sealed envelope/package with the bid number, company name and opening date clearly marked. Failure to comply may result in rejection of your entire bid. Late bids, e-mailed bids and faxed bids will not be considered nor returned. Anderson County will not be responsible for any lost or misdirected mail.

ANDERSON COUNTY PURCHASING DEPARTMENT
100 NORTH MAIN STREET, SUITE 214
CLINTON, TN 37716

purchasing@andersontn.org
Website: <http://andersontn.org/purchasing>

(865) 457-6218 Phone
(865) 457-6252 Fax

SECTION 1 GENERAL TERMS AND CONDITIONS

1.1 PROTEST: Any vendor wishing to protest the award shall notify in writing the Anderson County Purchasing Agent. No protest will be accepted, except those protests made in writing and received within (10) ten calendar days of the award. Protests must be in writing and envelopes/package containing protest must be clearly marked with Request for proposal number and words "Request for Proposal Protest". The Purchasing Agent, in conjunction with the Purchasing Commission, and with the advice and counsel of the County Attorney, shall review and make a final decision as to any proposal protest. Appeals shall be filed in the Circuit or Chancery Courts of Anderson County within sixty (60) days of the final decision.

1.2 PROOF OF FINANCIAL AND BUSINESS CAPABILITY: Request for Proposals must, upon the request of Anderson County, provide satisfactory evidence of their ability to furnish products or services in accordance with the terms and conditions of these specifications. Anderson County will make the final determination as to the proposal's ability.

1.3 VENDOR'S DEFAULT: Anderson County reserves the right, in case of vendor default, to procure the articles or services from other sources and hold the defaulting vendor responsible for any excess costs occasioned thereby.

1.4 BACKGROUND CHECKS: Contractors shall comply with Public Chapter 587 of 2007, as codified in Tennessee Code Annotated Section 49-5-413, which requires all contractors to facilitate a criminal history records check conducted by the Tennessee Bureau of Investigation and the Federal Bureau of Investigation for each employee prior to permitting the employee to have contact with students or enter school grounds when students are present.

1.5 BID CLOCK: The bid/time clock in the Anderson County Purchasing office will be the time of record.

1.6 TAXES: Anderson County is not liable for Federal excise or State sales tax. Tax exemption certificates will be provided upon request.

1.17 DRUG-FREE WORKPLACE: Under the provisions of Tennessee Code Annotated §50-9-113 enacted by the General Assembly effective 2001, all employers with five (5) or more employees who contract with either the state or a local government

**SECTION 1 GENERAL TERMS AND CONDITIONS
(CONTINUED)**

to provide construction services are required to submit an affidavit stating that they have a drug free workplace program that complies with Title 50, Chapter 9, in effect at the time of submission of a proposal at least to the extent required of governmental entities. The statute imposes other requirements on the contractor and contractors should consult private legal counsel if legal questions arise under this section or any other provision of this document. All contractors shall provide a written affidavit signed by the principal officer of a covered employer acknowledging that the contracting entity is in compliance with the Drug Free Workplace laws of the State of Tennessee.

1.8 NO CONTACT POLICY: After vendor receives a copy of this bid, any contact initiated by any vendor with any Anderson County representative, other than the Purchasing Department, concerning this invitation for bid is prohibited and agreements made thereto will not be considered binding on Anderson County. Any such unauthorized contact may cause the disqualification of the bidder from this procurement transaction.

1.9 QUESTIONS: Any questions concerning the bid document must be submitted to purchasing@andersontn.org no less than ninety-six (96) hours before bid opening date.

1.10 DUPLICATE COPIES: Anderson County requires that all vendors submit one original hard copy, tow (2) digital copies and four exact copies of their bids, including brochures.

1.11 ADDENDUM: § T.C.A. 12-14-113 Anderson County Government reserves the right to amend this solicitation by addendum. Addendum will be posted to the website www.andersontn.org/purchasing up to 48 hours in advance of the bid/proposals due date and time. It is the bidder's responsibility to check the website for addendum. If in the County's opinion revisions are of such a magnitude, the deadline for this solicitation may be extended in an addendum. In addition, addendum can change specifications, reply sheets, and times and dates for pre-bid meetings as well as due dates/deadlines for questions and bids/proposals.

1.12 WAIVING OF INFORMALITIES: Anderson County reserves the right to waive minor informalities or technicalities when it is in the best interest of Anderson County.

1.13 APPROPRIATION: In the event no funds are appropriated by Anderson County for the goods or services in any fiscal year or insufficient funds exist to purchase the goods or services, then the Contract shall expire upon the expenditure of previously appropriated funds or the end of the current fiscal year, whichever occurs first, with no further obligations owed to or by either party.

1.14 ASSIGNMENT: Contractor shall not assign or sub-contract this agreement, its obligations or rights hereunder to any party, company, partnership, incorporation or person without the prior written specific consent of Anderson County.

1.15 WEATHER AND COURTHOUSE CLOSINGS: In the event of a situation severe enough to necessitate the closing of Anderson County Government offices, bidders/proposers will receive notification of the new date and time upon re-opening of county government offices. No bids will be opened until the rescheduled date for bid opening and all bidders/proposers whose submissions meet the extended deadline will be given equal consideration at that time. Anderson County shall not be liable for any commercial carrier's decision regarding deliveries during inclement weather.

1.16 PROPOSALS: All proposals once received become property of Anderson County Government and will not be returned.

1.17 IRAN DIVESTMENT ACT OF 2014: Pursuant to the Iran Divestment Act of 2014, Tenn. Code Ann. § 12-12-106 requires the State of Tennessee Chief Procurement Officer to publish, using creditable information freely available to the public, a list of persons it determines engage in investment activities in Iran, as described in § 12-12-105. Inclusion on this list makes a person ineligible to contract with the City of Johnson City; if a person ceases its engagement in investment activities in Iran, it may be removed from the list. The State of Tennessee list is available here: <http://tennessee.gov/generalservices/article/Public-Information-library>.

SECTIONS: 2, 3 AND 4 OF THIS FORM ARE TO BE SUBMITTED/RETURNED WITH YOUR REQUEST FOR PROPOSAL AND ARE PART OF THE CONTRACT DOCUMENTATION.

SECTION 2 REQUEST FOR PROPOSAL INFORMATION

- 2.1 I acknowledge the receipt of:
(Please write "Yes" if you received)
- Addenda 1 _____ Addenda 2 _____
Addenda 3 _____ Addenda 4 _____
- 2.2 Payment terms _____.
- 2.3 Proposal pricing will remain stable _____ days
from bid opening.

The undersigned agrees if this Request for Proposal is accepted, to furnish any and all of the license information listed below at the request of Anderson County, if required by law. Please indicate if your company has the following.

Anderson County Business License _____
(Yes or No)

Business License in State of Tennessee _____
(Yes or No)

If yes, which county?

SECTION 3 VENDOR INFORMATION

Vendor Name

Vendor Address

City, State Zip

Telephone Number

Fax Number

Contact Person (Please Print)

E-Mail Address

Taxpayer Identification Number: Social Security, Employer
Identification Number:

Authorized Representative (Please Print)

Authorizing Signature (Please sign original in blue ink)

I agree to abide by all Terms and Conditions of this Request for Proposal and certify that I am authorized to sign this bid for the vendor. Failure to include any information mentioned in the request for proposal or to comply with these RFP instructions may result in rejection of your entire proposal.

RFP TITLE: Adventure Anderson Promotion

SECTION 4 - INSURANCE REQUIREMENT CHECKLIST

The bidder awarded this bid or contract will maintain, at their expense adequate insurance coverage to protect them from claims arising under the Worker's Compensation Act, any and all claims for bodily injury and property damage to the Bidder and to Anderson County Government while delivery and service are being done. A certificate of insurance must be on file in the Purchasing Department before work may begin and must be maintained until work is completed.

Only the items marked with an "X" are applicable to this bid and or contract.

- 1. **Workers Compensation
Employers Liability** Statutory limits
100,000/100,000/500,000
- 2. **Commercial General Liability** \$1,000,000 per occurrence
\$2,000,000 aggregate
 - Occurrence Form Only
 - Include Premises Liability
 - Include Contractual
 - Include XCU
 - Include Products and Completed Operations
 - Include Personal Injury
 - Include Independent Contractors
 - Include Vendors Liability
 - Include Professional or E&O Liability

- 3. **Business Auto** \$1,000,000
 - Include Garage Liability \$1,000,000
 - Include Garage Keepers Liability
 - Copy of Valid Driver's License
 - Copy of Current Motor Vehicle Record
 - Copy of Current Auto Liability Declarations Page

- 4. **Crime Coverages**
 - Employee Dishonesty
 - Employee Dishonesty Bond

- 5. **Property Coverages**
 - Builders Risk
 - Inland Marine
 - Transportation

6. Performance Bond Required – A One Hundred Percent (100%) performance or an irrevocable letter of credit in favor of Anderson County Government at a federally insured financial institution. This **MUST** be submitted before purchase order issued.

Certificate Holder Shall Be: Anderson County Government, Clinton, Tennessee, and shall show the bid number and title. Anderson County Government shall be named as an additional insured on all policies except worker's compensation and auto. Insurance carrier ratings shall have a Best's rating of A-VII or better, or its equivalent. Cancellation clause on certificate should strike out "endeavor to" and include a 30-day notice of cancellation where applicable. Any deviations from the above requirements must be disclosed to the Anderson County Purchasing Agent. Any liability deductibles or exclusions must also be disclosed. Exceptions can be granted if applicable.

Bidders Statement and Certification

I understand the insurance requirements of these specifications and will comply in full within **21 (twenty-one) calendar days** if awarded this bid and or contract. I agree to furnish the county with proof of insurance for the entire term of the bid and or contract.

Vendor Name

Authorized Signature

Bid Representative Name (Please Print)

Date

**ACKNOWLEDGEMENT OF REQUIREMENTS
FOR BIDS, REQUESTS FOR PROPOSALS, AND
CONTRACTS BETWEEN ANDERSON COUNTY
GOVERNMENT AND OTHER PARTIES AND THE
REQUIREMENTS OF IRAN DIVESTMENT ACT**

MUST BE COMPLETED AND RETURNED WITH BID PACKAGE

Bid Name: _____

Bid Number: _____ Name of Bidder: _____

The Undersigned hereby acknowledges that the Bidder has carefully reviewed the Requirements for Bids, Requests for Proposals, and Contracts between Anderson County Government and other Parties and the requirements of the Iran Divestment Act, and understands that this document is considered part of the Contract Documents and all Bids shall be conditioned by the document.

NOTICE: Pursuant to the Iran Divestment Act of 2014, Tenn. Code Ann. § 12-12-106 requires the State of Tennessee Chief Procurement Officer to publish, using creditable information freely available to the public, a list of persons it determines engage in investment activities in Iran, as described in § 12-12-105. Inclusion on this list makes a person ineligible to contract with the Anderson County Government; if a person ceases its engagement in investment activities in Iran, it may be removed from the list. The State of Tennessee list is available here: <http://tennessee.gov/generalservices/article/Public-Information-library>.

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to T.C.A. § 12-12-106.

Name of & Title of Signer (Print or Type):

Signature: _____ Date: _____