

Mayor
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City Council
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**NOTICE TO CONSULTANTS REGARDING A REQUEST FOR QUALIFICATIONS AND LETTERS OF INTEREST
FOR PUBLIC TELEVISION SERVICES**

10 December 2021

The City of Shelbyville, Tennessee, an Equal Opportunity, Affirmative Action Employer, seeks to retain the services of a professional consultant to develop a comprehensive public television department for the City. Responsibilities of the professional consultant include, but are not limited to:

- Research, review, and purchase equipment necessary to establish access, content development, and publication of content for public television department
- Development of Policies and Procedures for department
- Preparation of a public television plan
- Seek grants and other funding as may be identified to assist with the plan
- Work with City staff to develop and manage a content plan for the department
- Work with local attractions, events, and businesses to market our community and to promote tourism

Consultants may request consideration by submitting a letter of interest along with qualifications to Mrs. Lori Saddler, Purchasing Agent, 201 North Spring Street, Shelbyville, TN 37160. **All letters of interest and qualifications must be received by the Purchasing Agent on or before 11:00 a.m. CST, Thursday 30 December 2021.** The letter of interest and qualifications shall indicate the scope of services to be completed by any sub-consultants.

The City will evaluate the submitted letters of interest and qualifications and make a selection. Each consultant from which a response was received will be informed of their success or failure after the evaluation. The factors that will be considered in evaluation of Statement of Qualifications are:

1. Experience in required disciplines
2. Experience in department development
3. Experience in effective communication
4. Understanding of our community and the region
5. Understanding of local, regional, and national tourism & marketing approaches
6. Proposed budget to provide services to the City

Evaluation proceedings will be conducted within the established guidelines regarding equal employment opportunity and nondiscriminatory action based upon the grounds of race, sex, religion, color, national or ethnic origin, age, disability or military service. Interested certified Disadvantaged Business Enterprise (DBE) consultants as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements by the City of Shelbyville.

GENERAL SCOPE OF WORK


The City Council has allocated \$30,000 within the Fiscal Year 2022 (FY22) budget to establish the Public Television Department. The intent for these funds is to purchase equipment that will be utilized to establish the public television department, to create and edit content for public television, and to deliver the content to our service providers. City Council will be required to allocate additional operational funds in order to hire a consultant to manage our public television department. This consultant will work under the direction of the City Manager as the sole contract employee of the Public Television Department. The consultant will have an office space provided that will include phone services, computer services, internet services, and printing services.

The requested length of a contract will be approximately 1 year, effectively ending on 31 December 2022 (or one year after the contract has been agreed upon and accepted by both parties). If approved by City Council, the contract will include renewal options for up to 5 years. These items can be negotiated prior to acceptance.

The consultant will be responsible for establishing the foundation of the Public Television Department. Over the course of the contract, the consultant will work with the City Manager to establish the policies and procedures for the department. The consultant will also be responsible for establishing contacts within the community to effectively create partnerships that will form the foundation of long-term success for the City of Shelbyville.

The City will establish a selection committee consisting of City staff and any other professionals that may provided benefit to the selection process. The selection committee will select a qualified candidate from all submittals. Upon selection, a specific professional services agreement shall be negotiated based upon the scope of work proposed. Staff will present the contract to City Council for consideration.

For more detail concerning this RFQ and proposed scope of work, please contact City Manager Josh Ray at 931.684.2691 (ext. 114) or via email at josh.ray@shelbyvilletn.org.

A handwritten signature in blue ink, appearing to read "Josh W. Ray", is enclosed within a blue oval scribble.

Joshua W. Ray
City Manager