



CITY OF AVONDALE
Finance and Budget Department
11465 West Civic Center Drive Suite 250
Avondale, AZ 85323-6807
Phone: 623-333-2047
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**INFORMAL REQUEST FOR PROPOSAL
FOR
EVENT MARKETPLACE AND MANAGEMENT SOFTWARE
ED 22-067**

All responses due by March 23, 2022, 3:00 P.M., Local Time, Phoenix, Arizona. Please email your response to Jill Lin at jlin@avondaleaz.gov.

The City of Avondale (the “City”) Economic Development Department is seeking a licensed and qualified Vendor to provide cloud-based software (“software”) that helps the City to promote the city venues and events. The software must host a marketplace that connects event planners and venue owners for the purpose of planning, promoting, sourcing, managing events, and venues. The software must have the capabilities to collect and analyze market and sales data. The resultant contract is intended for a period of one year, with four renewable one-year options.

Section I – Project Information

- 1.1. Required Specification: The software is required to meet the following functional and technical capabilities.
 - 1.1.1. Offer robust file and data storage options
 - 1.1.2. Provide specific contact information on key corporate-level contacts
 - 1.1.3. Provide searchable features specific to city, zip code, region, and down to NAICS code for specific industry types.
 - 1.1.4. Provide a marketplace for potential prospects looking to expand or locate their operations.
 - 1.1.5. Provide advertisement design tool(s) to promote City’s brand, venues, and destination.
 - 1.1.6. Must possess cloud-based and/or mobile accessibility
 - 1.1.7. Preferably contains advanced permissions and filtering options to access the content
 - 1.1.8. Preferably contains API Integrations to connect/interface with the online advertising, social networks, and CRM platforms
 - 1.1.9. Designed to meet the unique prospecting needs of economic development organizations

1.2. Other Requirements:

- 1.2.1. Technical and internal end-user training support.
- 1.2.2. Functional support offering, such as implementation and initial setup.
- 1.2.3. Report development support.
- 1.2.4. Maintenance and Support: Please describe your maintenance and support services.
- 1.2.5. Data Retention: The selected proposer shall comply with City of Avondale and other applicable federal, state, and county record retention policies.

1.3. Waiver; Rejection; Reissuance: Notwithstanding any other provision of this informal Request for Proposal, the City expressly reserves the right to: (i) waive any immaterial defect or informality, (ii) reject any or all proposals submitted or portions thereof and (iii) reissue an informal Request for Proposal.

1.4. Invoice Submission and Required Format: The selected vendor shall email invoices to Avondale Account Payable at accountspayable@avondaleaz.gov and Linda Shoemaker lshoemaker@avondaleaz.gov.

Section II – Instructions and Conditions

2.1. By submitting a proposal to this RFP, the Consultant certifies that in addition to reviewing and understanding the requirements in this RFP, it has reviewed the Exhibit 4 - Sample Professional Service Agreement.

2.2. Quantities: The City reserves the right to adjust the quantities as necessary to meet its needs.

2.3. If hardware are proposed, Proposer must state the manufacturer of each hardware and specification.

2.4. All proposals must contain the quoting firm's name and be signed by an authorized agent, officer or employee.

2.5. Evaluation: The City will evaluate the proposal in accordance with the criteria below. The evaluation of the responses will be combination of references, approach and price proposal with respect to this RFP and regulations and shall be within the sole judgment and discretion of the Selection Committee. Proposer may be required to submit additional information to clarify their proposals at any time throughout the evaluation process.

2.5.1. References (maximum 10 points): Please complete Exhibit 2.

2.5.2. Project Approach (maximum 60 points)

2.5.2.1. Proposed Product (maximum 30 points): Explain how it meets all requirements using Exhibit 3. Any screenshot and product literature shall be included in your submittal as Attachment 1. If the proposed project meets all requirements, the vendor will be invited for a demo.

2.5.2.2. Demo (maximum 30 points): The invited vendors will demonstrate all the features required in Exhibit 3.

2.5.3. Price Proposal (maximum 30 points)

Price proposal shall be based on the format example in Exhibit 1. The lowest responsive price proposal shall receive the full 30 points. The next lowest responsive price proposal shall receive a portion of the full 30 points equivalent to the percentage between the lowest and next lowest price proposal (i.e., if Proposal X submits the lowest responsive price proposal of \$80 and Proposal Y submits the next lowest responsive price proposal of \$100, Proposal X receives 30 points and Proposal Y receives 30 points x (\$80/\$100) or 24 points).

2.6. Award will be made to the vendor whose proposal is the most advantageous to the City.

2.7. Email the completed package to Jill Lin, Procurement Officer at jlin@avondaleaz.gov.

2.8. Upon request, the selected vendor shall provide the Services in accordance with a safety plan that is compliant with Occupational Safety and Health Administration (“OSHA”), American National Standards Institute and National Institute for Occupational Safety and Health standards. If, in the selected vendor’s sole determination, the Services to be provided do not require a safety plan, the selected vendor shall notify the City, in writing, describing the reasons a safety plan is unnecessary. The City reserves the right to request a safety plan following such notification.

2.9. If you need additional information or have questions please contact Jill Lin by email jlin@avondaleaz.gov.

Section III – Price Proposal:

3.1. All responses shall be considered firm for a period of 90 calendar days, commencing the day following the date of the request for proposal due date. Any responses specifying any time less than 90 calendar days shall be deemed non-responsive.

EXHIBIT 1
TO
INFORMAL REQUEST FOR PROPOSAL
FOR
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[Proposer's Price Proposal]

See following page.

EXHIBIT 1

PRICE PROPOSAL

ED 22-067

EVENT MARKETPLACE AND MANAGEMENT SERVICES

NOTE: Pricing shall be all-inclusive including but not limited to overhead, profit, design, equipment, labor, and material.

Item #	Item Description	Annual Fee ¹
1	Marketplace Tool(s) - Connects Event Planners and Venue Owners, allowing them to post advertisements, allowing Event Planners to source event needs, and allowing Venue Owners to submit proposals. It must have the capability to analyze the market data.	\$
2	Online Advertisement Design Tool	\$
Total		\$

Item Description	Year 2	Year 3	Year 4	Year 5
	Amount	Amount	Amount	Amount
Marketplace Tool(s)	\$	\$	\$	\$
Online Advertisement Design Tool	\$	\$	\$	\$
Grant Total	\$	\$	\$	\$

Company Name: _____

Authorized Signature: _____ Date: _____

¹ Taxes excluded

EXHIBIT 2
TO
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[References]

See following page.

EXHIBIT 2 – REFERENCES

Project 1. Product Name and Feature Description:		Start Date:	End Date:
		Key personnel(S) for this project:	
Client Name/Title:	Client Email:	Client Phone Number:	
Client Address:			

Project 2. Product Name and Feature Description:		Start Date:	End Date:
		Key personnel(S) for this project:	
Client Name/Title:	Client Email:	Client Phone Number:	
Client Address:			

Project 3. Product Name and Feature Description:		Start Date:	End Date:
		Key personnel(S) for this project:	
Client Name/Title:	Client Email:	Client Phone Number:	
Client Address:			

EXHIBIT 3
TO
INFORMAL REQUEST FOR PROPOSAL
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[Project Approach]

Product Name: _____

Requirements	Does it meet reequipment?	Explain how the proposed product meets all requirements
1.1.1 Offer robust file and data storage options	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.1.2. Provide specific contact information on key corporate-level contacts	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.1.3. Provide searchable features specific to city, zip code, region and down to NAICS code for specific industry types.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.1.4. Provide a marketplace for potential prospects looking to expand or locate their operations.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
		Describe the size of your network by indicating the numbers of (1)planner and (2)supplier/venue owner you have as of 03/16/2022: (1) Planner: (2) Supplier/Venue Owner:
1.1.5. Provide advertisement design tool(s) to promote city's brand, venues and destination.	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Requirements	Does it meet reequipment?	Explain how the proposed product meets all requirements
1.1.6. Must possess cloud based and/or mobile accessibility	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.1.7. Preferably contains advanced permissions and filtering options to access the content	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.1.8. Preferably contains API Integrations to connect/interface with the online advertising, social networks, and CRM platforms	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.1.9. Designed to meet the unique prospecting needs of economic development organizations	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.2.1. Technical and internal end user training support.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.2.2. Functional support offering, such as implementation and initial set up.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.2.3. Report development support.	<input type="checkbox"/> Yes <input type="checkbox"/> No	
1.2.4. Maintenance and Support: Please describe your maintenance and support services.	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Requirements	Does it meet reequipment?	Explain how the proposed product meets all requirements
1.2.5.Data Retention: The selected proposer shall comply with City of Avondale and other applicable federal, state, and county record retention policies.	<input type="checkbox"/> Yes <input type="checkbox"/> No	

(See following page(s).)

EXHIBIT 4
TO
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NFS 22-026

[SAMPLE PROFESSIONAL SERVICE AGREEMENT]

Please see separate document "Exhibit 4 – Sample PSA"

ATTACHMENT 1
TO
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[Any product information, software license agreement, additional terms and conditions shall be included in your submittal as Attachment 1]