



**Jones County Board of Commissioners**  
P.O. Box 1359  
Gray, GA 31032  
(478) 986-6405

**Jason Rizner**  
County Administrator

# **REQUEST FOR PROPOSALS MARKETING AND COMMUNICATIONS SERVICES**

**Issue Date: Thursday November 26, 2020**

**JONES COUNTY BOARD OF COMMISSIONERS  
166 INDUSTRIAL BLVD./P.O. BOX 1359  
GRAY, GA 31032  
PHONE: (478) 986-6405  
ATTN: JASON RIZNER, COUNTY ADMINISTRATOR**

**BIDS WILL BE RECEIVED UNTIL 3:00 PM ON TUESDAY JANUARY 12, 2021.**

**PROPOSALS ARE TO BE SEALED AND MAILED VIA USPS, FEDEX OR UPS TO THE ABOVE ADDRESS OR HAND DELIVERED TO THE COUNTY ADMINISTRATOR'S OFFICE LOCATED IN THE JONES COUNTY GOVERNMENT CENTER AT 166 INDUSTRIAL BLVD., GRAY, GA 31032. ENVELOPES SHOULD BE MARKED WITH "RFP - MARKETING."**



## Marketing & Communications Services Request for Proposal (RFP)

**RFP Due Date:** January 12, 2021

The Jones County Board of Commissioners is seeking proposals with cost estimates for the development and execution of a strategic marketing and communications plan by a qualified marketing and communications professional group or individual ("Consultant"). Required services include, but are not limited to:

- The development of a long range strategic marketing and communications plan for the organization to include:
  - Conducting planning sessions with our Board of Commissioners and County Employees that will include:
    - a review of our current outreach and communication efforts
    - identification of strengths and weaknesses
    - identifying strategic communication and marketing priorities for board members and County staff.
  - Work with the County Administrator and Employees to identify the organization's key messages, target audience(s), and potential communication actions.
  - Development of timelines for the implementation of priority actions to finalize a marketing and communications plan.
  - Implementation of task list.
  - Presenting the final plan to staff and board members.
- Implementing the approved plan to include:
  - Real-time monitoring and administration of multiple county pages.
  - Regularly developing content for distribution via social media channels (Facebook, Instagram, Twitter and other platforms) and posting said content on various social media platforms.
  - Coordination with various departments on items to be promoted on social media.
  - Tracking responses to various social media outlets to determine the most effective means of communication with the County's citizens.
  - Monitoring industry trends in social media and making recommendations on which social media platforms to use.
  - Where appropriate, make recommendations regarding marketing or promotional expenditures
  - Ensuring consistent, thorough, and appropriate messaging across all County social media outlets (e.g. various departmental Facebook pages)
  - Work with County staff and the County's website vendor to ensure consistency of messaging between that site and social media
  - Providing quarterly reports to demonstrate audience reach, interaction and measure effectiveness of content, images, and video.

### **Qualifications**



- Ability to communicate the County Commission's wide range of services and information to Jones County residents, business, and visitors in a highly professional manner.
- Understanding of Facebook, Twitter, Instagram and other social media platforms to reach the best/widest range of appropriate followers.
- High quality writing and graphic design
- Ability to strategic plan with County staff on a regular basis
- Ability to create professional quality photography, videos and drone footage
- A thorough understanding of social media advertising methods
- Experience with projects similar to the one described in this RFP

### **Proposal Contents**

Proposal submissions shall contain the following information:

- A general description of the Consultant's approach to this project, including an explanation of the approach and methodology used to perform the scope of work outlined above.
- A "not-to-exceed cost" to perform the scope of services listed above. Include, if applicable, hourly rates to perform work and a fee schedule for reimbursable expenses.
- Description of experience with similar projects.
- Any other information about the Consultant that would be applicable to this project.

### **Schedule & Due Date**

The Consultant shall submit the proposal no later than 3:00 P.M. on Tuesday, January 12, 2021. Please submit 1 hard copy and 1 electronic copy (on thumb drive) to Jason Rizner at the Jones County Government Center, 166 Industrial Blvd. Gray, GA 31032 (no email submissions will be accepted).

### **Questions**

Any questions regarding this Request for Proposal should be directed to Leslie Faulk at [Leslie.Faulk@jonescountyga.org](mailto:Leslie.Faulk@jonescountyga.org).

### **Selection of Qualified Consultant**

Jones County Board of Commissioners shall select a consultant for this project based on a combination of factors, such as:

- Responsiveness and comprehensiveness of the proposal with respect to the RFP
- Approach to this particular project; and
- Consultant's proposed cost to perform the scope of services

Jones County Board of Commissioners reserves the right to reject any proposal and may elect to make a decision without further discussion or negotiation. This solicitation is not to be construed as a contract of any kind. Jones County Board of Commissioners is not liable for any costs or expenses incurred in the preparation of responses to this RFP, and may withdraw or modify this request at any time.



## Terms and Conditions

- The County reserves the right to reject any or all bids or proposals, to waive technicalities, and to make a selection and final award as deemed to be in the best interest of the County. The County also reserves the right to solicit additional bids/proposals and to amend or revise bid/proposal documents.
- Provider selection will be based on the information contained in the bids, and incomplete or inaccurate information may result in disqualification of a proposal or a bidder.
- Bidders are required to submit three references from projects similar in size and cost that have been completed in the past 5 years.
- The bid/proposal submitted by each proposed service provider will be treated as best and final. There will be no opportunity to negotiate fees during the selection process.
- If you plan to use subcontractors to perform any of the work described above, please identify the subcontractors you plan to use and explain the role they would play in this project. Also provide 3 references for the subcontractor you plan to use.
- The County does not guarantee the purchase of any/all equipment or services.
- The County reserves the right to terminate any contract for this equipment and/or services for any of the following reasons:
  - o a. If the equipment/service is not delivered/completed on an agreed-upon schedule.
  - o b. If the equipment/services delivered is not the same equipment/services bid.
  - o c. Receipt of substandard product/service.
  - o d. Poor workmanship.
- Prospective vendors are responsible for monitoring the County's Vendor Registry site for any addenda that may be issued. Vendors shall acknowledge receipt of any addenda on the "Receipt of Addenda" sheet included in this document.
- All questions regarding this procurement shall be submitted in accordance with the procedure listed above. Representations made by any other County employee or official regarding this procurement shall not be binding upon the County. Only responses included in written, officially-issued addenda shall be binding upon the County.



## **References**

**Government/Company:**

\_\_\_\_\_

**Contact Person:**

\_\_\_\_\_

**Title:**

\_\_\_\_\_

**Phone Number:**

\_\_\_\_\_

**Project Description:**

\_\_\_\_\_

\_\_\_\_\_

**Date of Project:**

\_\_\_\_\_

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**Government/Company:**

\_\_\_\_\_

**Contact Person:**

\_\_\_\_\_

**Title:**

\_\_\_\_\_

**Phone Number:**

\_\_\_\_\_

**Project Description:**

\_\_\_\_\_

\_\_\_\_\_

**Date of Project:**

\_\_\_\_\_

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**Government/Company:**

\_\_\_\_\_

**Contact Person:**

\_\_\_\_\_

**Title:**

\_\_\_\_\_

**Phone Number:**

\_\_\_\_\_

**Project Description:**

\_\_\_\_\_

\_\_\_\_\_

**Date of Project:**

\_\_\_\_\_



**Receipt of Addenda**

**Number**

**Signature**

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**Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)**

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of (Jones County) has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

\_\_\_\_\_  
Federal Work Authorization User Identification Number

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
Name of Contractor

\_\_\_\_\_  
Name of Project

\_\_\_\_\_  
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on \_\_\_\_\_, \_\_, 2020\_\_ in \_\_\_\_\_ (city), \_\_\_\_\_ (state).

\_\_\_\_\_  
Signature of Authorized Officer or Agent

\_\_\_\_\_  
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME  
ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2020\_\_.

\_\_\_\_\_  
NOTARY PUBLIC  
My Commission Expires: \_\_\_\_\_



**Sub-subcontractor Affidavit under O.C.G.A. § 13-10-91(b)(4)**

By executing this affidavit, the undersigned sub-subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract for

( \_\_\_\_\_ -name of subcontractor or sub-subcontractor with whom such sub-subcontractor has privity of contract) and

( \_\_\_\_\_ name of contractor) on behalf of (Jones County)

has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned sub-subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned sub-subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the sub-subcontractor with the information required by O.C.G.A. § 13-10-91(b). The undersigned sub-subcontractor shall submit, at the time of such contract, this affidavit to (name of subcontractor or sub-subcontractor with whom such sub-subcontractor has privity of contract). Additionally, the undersigned sub-subcontractor will forward notice of the receipt of any affidavit from a sub-subcontractor to (name of subcontractor or sub-subcontractor with whom such sub-subcontractor has privity of contract). Sub-subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

\_\_\_\_\_  
Federal Work Authorization User Identification Number

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
Name of Sub-subcontractor

\_\_\_\_\_  
Name of Project

\_\_\_\_\_  
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on \_\_\_\_\_, \_\_\_, 2020 in \_\_\_\_\_ (city), \_\_\_\_\_ (state).

\_\_\_\_\_  
Signature of Authorized Officer or Agent

\_\_\_\_\_  
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME  
ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 2020.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_





**Affidavit Verifying Status  
County Public Benefit Application  
Jones County Board of Commissioners**

By executing this affidavit under oath, as an applicant for a Jones County Georgia Business Occupation Tax Certificate, Alcohol License, Taxi Permit or other public benefit as referenced in O.C.G.A. Section 50-36-1, I am stating the following with respect to my application for a Jones County Business Occupation Tax Certificate, Alcohol License, Taxi Permit or other public benefit (circle one) for \_\_\_\_\_ . [Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

1) \_\_\_\_\_ I am a United States citizen

**OR**

2) \_\_\_\_\_ I am a legal permanent resident 18 years of age or older or I am an otherwise qualified alien or non-immigrant under the Federal Immigration and Nationality Act 18 years of age or older and lawfully present in the United States.\*

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.

Signature of Applicant:

Date

\_\_\_\_\_

\_\_\_\_\_

Printed Name:

\_\_\_\_\_

SUBSCRIBED AND SWORN  
BEFORE ME ON THIS THE

\_\_\_ DAY OF \_\_\_\_\_, 20\_\_

\*

\_\_\_\_\_

Alien Registration number for non-citizens

Notary Public \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

**\*Note:** O.C.G.A. § 50-36-1(e)(2) requires that aliens under the federal Immigration and Nationality Act, Title 8 U.S.C., as amended, provide their alien registration number. Because legal permanent residents are included in the federal definition of "alien", legal permanent residents must also provide their alien registration number. Qualified aliens that do not have an alien registration number may supply another identifying number below:

\_\_\_\_\_



**OPTIONAL — FOR NON-BIDDERS ONLY**

**JONES COUNTY BOARD OF COMMISSIONERS – PURCHASING DEPARTMENT  
NO BID STATEMENT**

In an effort to make the procurement of goods and services for the County as competitive as possible, we are soliciting information from contractors and/or vendors who cannot bid. Your responsiveness and constructive comments will be appreciated. Completion of this form will assist us in evaluating factors which relate to the competitiveness of our bids. Please check any of the boxes below which may apply. Please explain any issues that you feel needs to be addressed.

- Specifications - Restrictive, too light", unclear, specialty item, geared toward one (1) brand or manufacturer only. *(Please explain in detail below).*
- Manufacturing - Unique item, production time for model has expired, etc.
- Bid Time - Insufficient time to properly respond to bid or proposal.
- Delivery Time - Specified delivery time cannot be met.
- Payment - Payment terms unacceptable. *(Please be specific)*
- Bonding - We are unable to meet bonding requirements.
- Insurance - We are unable to meet insurance requirements.
- Removal - Remove our firm from your bidders list for the particular commodity or service.
- Keep - Please keep our company on your bidders list for future reference.
- Project is: \_\_\_\_\_ / Too Large \_\_\_\_\_ / Too Small \_\_\_\_\_ / Site or Location is Too Distant
- Miscellaneous - Do not wish to bid, do not handle this type of item(s) or services, unable to compete, Contract clauses are unacceptable, etc. *(Please be specific)*
- Our company would only be interested in this project as a subcontractor or supplier.

**VENDOR STATEMENT:**

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Bid Description: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Official Name: \_\_\_\_\_

Company Official Signature: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**JONES COUNTY BOARD OF COMMISSIONERS – PURCHASING DEPARTMENT  
(478) 986-6405 x 161  
leslie.faulk@jonescountyga.org**