

City of Decatur, Alabama

REQUEST FOR QUALIFICATION 18-004

Date Issued: May 9, 2018

The City of Decatur (“City”) will accept sealed and marked Requests for Qualifications (RFQ) for the following services:

Description: **Municipal Branding & Identity**

RFQ submissions must be received before: May 29, 2018 at 2:30pm 3rd Floor City Hall Purchasing Department

Include (1) original and (1) Adobe .pdf electronic format version in your sealed and marked RFQ Submission.

Return sealed and marked RFQ submissions to:

Regular Mail

City of Decatur
Purchasing Department
P.O. Box 488
Decatur, AL 35602

Courier

City of Decatur
Purchasing Department
3rd Floor
402 Lee St., NE
Decatur, AL 35601

If you have any questions, please contact: **Emme Long, Public Information Liaison Phone: 256-341-8842**

Standard Terms & Conditions

- RFQ response envelopes shall be properly identified on the front with the RFQ number, opening date and time.
- The Purchasing Department assumes no responsibility for late RFQ responses that occur due to the U.S. Postal Service or private courier service.

- RFQ responses and signature page must be submitted on this form in ink or typewritten or the RFQ will be rejected. Submit the original and (1) Adobe .pdf electronic format version of the original in your submission.
- RFQ responses must be received in the office of the Purchasing Department not later than the date and time specified.
- The Purchasing Department will not accept facsimile (fax) nor email transmissions of RFQs.
- Changes or modifications of this RFQ are allowed only by written authority of the Purchasing Agent.
- The City of Decatur reserves the right to modify all or any portion of this RFQ when the best interest of the City is involved.
- Any individual, company, or corporation doing business with the City of Decatur must possess and show proof of all proper licenses and/or proper certifications required by Federal, state and local statutes and regulations prior to award.
- The City of Decatur reserves the right to terminate any contract resulting from this RFQ for just and reasonable cause whereby it appears to be in the best interest of the City.
- The successful respondent(s) agrees, by entering into this contract, to defend, indemnify, and hold the City of Decatur harmless from any and all causes of action or claims of damages arising out of or related to respondents performance under this contract.
- The successful respondent shall abide by all Federal, State, and Local Statutes, laws, regulations, and ordinances.
- The City reserves the right to award to a single respondent, multiple respondents or reject all submissions.
- An electronic version of this RFQ is available on the City's website at www.decaturalabamausea.com or by emailing purchasing@decatur-al.gov. In order to decrease the evaluation time and insure award by the award date please submit your response in an electronic version if possible, and return it with a hard copy with your RFQ response package.
- The hard copy of the invitation to RFQ on file in the City of Decatur Purchasing office shall serve as the master document. Any alterations, deletions, additions or other changes that materially change the intent of the RFQ could be considered grounds for rejection of the RFQ response.
- The City shall not be liable for any costs incurred by any firm responding to this request.
- Any information in a submission considered a trade secret or proprietary information will be protected under the Public Records Laws of the State of Alabama.

LETTER OF QUALIFICATION

The undersigned have reviewed our enclosed submittals in response to the Request for Qualifications (RFQ) issued by the City of Decatur, Alabama (City) in connection with the City’s need for **Municipal Branding & Identity**.

We affirm that the contents of our RFQ submittal is accurate, factual, and complete to the best of our knowledge and belief and that RFQ is submitted in good faith upon express understanding that any false statement may result in the disqualification from consideration.

(Respondent shall sign and complete the spaces provided below. If a joint venture, appropriate offices of each company shall sign.)

(Signature of Chief Executive Officer)

(Signature of Chief Financial Officer)

(Typed Name and Title)

(Typed Name and Title)

(Type Name of Firm)*

(Type Name of Firm)*

Dated:

Dated:

*If a joint venture, partnership, or other formal organization is submitting, each participant shall execute this Letter of Qualification.

Project Scope:

The City of Decatur has issued this Request for Qualifications in support of a city-wide rebranding effort that will better position the city for future growth in three key areas:

1. Promotion of our quality of life, cultural offerings, and amenities to attract new residents across all demographics, *particularly in the younger generations.*
2. Promotion of our local educational institutions, training programs, and available workforce to attract new businesses to the area.
3. Promotion of our tourism attractions, recreational opportunities, and sports facilities to bring additional visitors to the area.

Requested Deliverables:

We request that your firm submit a response to this RFQ that outlines:

1. An **overview of your company** and its core capabilities as related to this project. Highlight any institutional strengths that you believe might give your organization a distinct advantage.
2. **Representative bios on your staff** – especially each of your personnel who would be assigned to this project.
3. **Case studies or other information on past projects of similar scope that your agency has conducted** – particularly projects delivered for a municipality or other local / state agency.
4. **Your methodology and approach** (start to finish) for delivering results on a project of this scope. We'd like to know your analytic measures, how you would define "campaign success," and how you intend to

Note: *We are not asking for pricing, concepts, or tactical deliverables at this time.*

Background Information:

Additional information about the City of Decatur can be found here:

- Municipal Website: <https://www.decaturlabamausa.com/>
- One Decatur (Community-Based Municipal Planning Project): <http://onedecatur.org/>
- Municipal Facebook: <https://www.facebook.com/DecaturAlabama/>
- Municipal Twitter: <https://twitter.com/CityofDecaturAL?lang=en>

RFQs will be reviewed, vetted, and a selected number of vendors asked to respond to a future Request for Proposal.