



## **REQUEST FOR PROPOSALS PUBLIC RELATIONS AGENCY**

### **INTRODUCTION**

The City of Forest Hills requests proposals for the services of an experienced public relations agency to promote the City. The City is responsible for the production of a variety of marketing material including digital, print, press releases for events, and social media content.

Written proposals shall be returned on or before **2:00 PM CST** on **Friday, May 15, 2020**, via electronic submission using the City of Forest Hills Vendor Registry site [HERE](#).

### **GENERAL INFORMATION**

The City of Forest Hills is a satellite city within Metro Nashville/Davidson County, Tennessee with a population of approximately 5,000. Forest Hills is strictly residential and does not permit commercial activity or development. The City primarily communicates using its website, email list, quarterly newsletter, and social media accounts. The City also advertises in the local newspaper as necessary.

### **SCOPE OF SERVICES**

The City's intention is to increase community engagement and communication by investing in public relations.

Desired services include:

- Work closely with staff to ensure seamless messaging and media relationships
- Design templates that the staff can utilize for email blasts
- Generate press releases for various events
- Create and schedule content for social media
- Gather content, create, print, and mail quarterly newsletters

### **DETAILED PROPOSAL**

The detailed proposal must address the items in the scope of services and the evaluation plan.

### **TIMELINE AND SCHEDULE OF EVENTS**

Request for Proposals	4/22/20
Quote Submission Deadline	5/15/20 by 2PM CST

### **EVALUATION CRITERIA**

Proposals will be evaluated based on the following:

- **Experience** - Provide evidence of businesses or organizations in which public relations campaigns have been implemented.

- **Proposed Plan** – Describe the proposed approach to the City’s public relations management, including potential designs and press releases.
- **Capacity** – Provide evidence that your firm has the capacity to meet the City’s needs. List the key employees that will be assigned to the project, their experience, and how much of their time will be allocated to the project.
- **Price**- Costs must be broken down into hourly rates and/or monthly fixed charges for each scope of service.

Each evaluation criterion carries a relative weight. The weight of each evaluation criterion listed above is defined in the Evaluation Plan attached. Best and final offers may be requested from the proposers who are rated in the competitive range. Negotiations may be conducted with proposers who submit responsive and responsible proposals.

**EVALUATION PLAN**

The following points will be assigned to each evaluation criterion set forth in the Request for Proposals. Each proposal received shall be rated per the evaluation criteria and point system listed below:

<b>SCORING EVALUATION PLAN PUBLIC RELATIONS AGENCY</b>		
<b>EVALUATION CRITERIA</b>	<b>ASSIGNED POINTS</b>	<b>SCORE</b>
<b>EXPERIENCE</b>	<b>25 Points</b>	
<b>PROPOSED PLAN</b>	<b>30 Points</b>	
<b>CAPACITY</b>	<b>25 Points</b>	
<b>PRICE</b>	<b>20 Points</b>	
<b>TOTAL POINTS</b>	<b>100 Points</b>	

**REQUIRED FORMS**

Proposals must include all required completed forms and certifications.

- ◆ Contractor Certification (**Exhibit A**)
- ◆ Contractor Certification Iran Divestment Act (**Exhibit B**)

**PROPOSAL SUBMISSION**

One (1) digital copy of the proposal (including required documents and forms), in PDF format, shall be returned no later than **2:00PM CST on May 15, 2020** via the City of Forest Hills Vendor Registry site. The site can be found at <https://vrapp.vendorregistry.com/Bids/View/BidsList?BuyerId=bb43feeb-0407-4794-836c-a1aa4278eac4>.

There will be no public opening of proposals. The City reserves the right to reject all proposals and to waive any informality whenever such rejection or waiver is deemed to be in the best interest of the City.

**CONTRACT AWARD**

The City anticipates awarding a contract to the most qualified, responsive and responsible proposer, unless all submissions are rejected as indicated above. Proposals will be evaluated on a combination of factors. These factors are outlined in “Evaluation Criteria.”

**COMMENCEMENT, EXECUTION, AND COMPLETION**

The proposer will be required to commence work under this contract within ten (10) days after its receipt of a written notice-to-proceed from the City to execute the work.

**REJECTION OF A PROPOSAL**

Failure to observe the foregoing instructions and conditions may constitute grounds for rejection of the proposal by the City.

**RIGHTS AND REMEDIES**

The rights and remedies of the City as stated in the foregoing shall not be exclusive and are in addition to any other rights and remedies provided by law or under the contract.

**RESTRICTION ON DISCLOSURE AND USE OF DATA**

A proposer, including proprietary or confidential information in its proposal, shall state whether this information is to be disclosed to the public or used for any purpose other than proposal evaluation.

In addition to the requirements above, the proposer shall conspicuously mark each sheet containing proprietary or confidential information the proposer wishes not to be disclosed with a notation to that effect.

**COMPLETE AND ACCURATE SUBMISSION**

A proposer’s failure to provide accurate information in response to this RFP may disqualify the proposer from further participation in the RFP selection process.

A proposal may be corrected, modified or withdrawn, provided that the correction, modification or request for withdrawal is made by the proposer, in writing, and is received at the place and prior to the date and time designated in the RFP for final receipt of proposals. After such date and time, the proposer may not change any provision of its proposal in a manner prejudicial to the interest of the City and/or fair competition.

**PROPOSAL RETENTION**

All proposals are the property of and shall be retained by the city, and therefore, will not be returned to the proposer.

**INSURANCE**

Prior to the execution of the contract for services, the proposer shall provide proof of current Commercial General Liability Insurance (\$1,000,000 minimum), Professional Liability, and Workers Compensation as required by law. If awarded a contract, the contractor will agree to name the City of Forest Hills as an additional insured on all commercial or comprehensive general liability policies for the duration of the contract. Additionally, contractor shall state that a thirty-day notice of prior cancellation or change will be provided to the City.

**GENERAL**

Persons who require special accommodations should contact the City at (615) 372-8677.

The City of Forest Hills reserves the right to accept or reject any or all proposals, or any part of any proposal, and to waive any informalities or irregularities.



**EXHIBIT A  
CONTRACTOR CERTIFICATION**

Date:

To: Contractor Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State \_\_\_\_\_

Contract Name/description: \_\_\_\_\_

The City of Forest Hills has executed and hands you herewith an executed counterpart of its contract with you for the performance of the above work. In your performance on this contract, we call to your attention the provisions of Tennessee Code Annotated Section 12-4-101 (a) and (b), which provide in part that “it is unlawful for any...person whose duty it is to...overlook or in any manner to superintend any work or any contract in which” the City “shall or may be interested” to be directly or indirectly interested in such contract. Accordingly, it will be a violation of the law of the state and the policies of the City of Forest Hills for any employee of the City to participate in any manner in the performance of this contract or to share in the proceeds of the same. In your performance of this contract, we shall expect full compliance with the requirements of this statute and request your confirmation of this fact upon the line provided below.

THE CITY OF FOREST HILLS

By: \_\_\_\_\_  
City Manager

Date: \_\_\_\_\_

\_\_\_\_\_ (Contractor) certifies that it understands the requirements of the above-referenced statute and agrees that it will comply fully with the same in the performance of the above contract.

By: \_\_\_\_\_  
(Contractor’s Representative)

Date: \_\_\_\_\_

\_\_\_\_\_  
Print name of Representative



**EXHIBIT B  
CONTRACTOR CERTIFICATION  
TCA Title 12, Chapter 12 – Iran Divestment Act**

Date: \_\_\_\_\_

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

Address \_\_\_\_\_

City, State \_\_\_\_\_

Contract Name/description: \_\_\_\_\_

The City of Forest Hills has executed and hands you herewith an executed counterpart of its contract with you for the performance of the above work. In your performance on this contract, we call to your attention the provisions of Tennessee Code Annotated Title 12, Chapter 12, Iran Divestment Act, which requires that any bidder submitting a bid or proposal, or who contracts with the state or political subdivision of the state, including a contract renewal or assumption, shall certify the following statement as true under the penalties of perjury: “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 TCA Section 12-12-106” (copy attached).

In your performance of this contract, we shall expect full compliance with the requirements of this statute and request your confirmation of this fact upon the line provided below.

THE CITY OF FOREST HILLS

By: \_\_\_\_\_  
City Manager

Date: \_\_\_\_\_

\_\_\_\_\_ (Contractor) certifies that it understands the requirements of the above-referenced statute and agrees that it will comply fully with the same in the performance of the above contract.

By: \_\_\_\_\_  
(Contractor’s Representative)

Date: \_\_\_\_\_

\_\_\_\_\_  
Print name of Representative