



WASHINGTON COUNTY, VIRGINIA
1 GOVERNMENT CENTER PLACE, SUITE A
ABINGDON, VIRGINIA 24210

REQUEST FOR PROPOSALS
ECONOMIC DEVELOPMENT & MARKETING SUPPORT SERVICES

SEPTEMBER 25, 2013

PROPOSALS WILL BE RECEIVED UNTIL:

5:00 P.M. ON OCTOBER 10, 2013

PROPOSALS ARE TO BE MAILED OR DELIVERED DIRECTLY TO:

WASHINGTON COUNTY, VIRGINIA DEPARTMENT OF BUDGET & FINANCE
1 GOVERNMENT CENTER PLACE, SUITE A
ABINGDON, VIRGINIA 24210
(276) 525-1310

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REQUEST FOR PROPOSALS
ECONOMIC DEVELOPMENT & MARKETING SUPPORT SERVICES**

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**WASHINGTON COUNTY, VIRGINIA
REQUEST FOR PROPOSALS FOR
ECONOMIC DEVELOPMENT & MARKETING SUPPORT SERVICES**

I. PURPOSE:

The purpose of this Request for Proposals is to solicit proposals to establish a one year term contract through competitive negotiation for economic development & marketing support services for Washington County, Virginia.

II. SCOPE OF WORK

The Services Provider shall provide the following services:

1. The Services Provider shall work with the County Administrator and Director of Economic Development and Community Relations to jointly enhance current marketing and business outreach.
2. The Services Provider shall ensure senior-level consultant is present at key meetings with prospects and available to exhibit at marketing venues.
3. The Services Provider shall provide for extensive business community engagement and help to ensure information is targeted at the right audience
4. The Services Provider shall use a structured process that focuses on answering business case requirements and conduct joint SWOT Analysis with stakeholders. (SWOT is a tool that identifies the **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats of an organization. Specifically, SWOT is a basic, straightforward model that assesses what an organization can and cannot do as well as its potential opportunities and threats. The method of SWOT analysis is to take the information from an environmental analysis and separate it into internal (strengths and weaknesses) and external issues (opportunities and threats). Once this is completed, SWOT analysis determines what may assist the firm in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve desired results.)
5. The Services Provider shall provide experienced professional business analyst with senior-level expertise for strategic engagements in domestic and global markets.
6. The Services Provider shall provide strategic marketing of site information optimized for targeted prospects.
7. The Services Provider shall keep projects on budget and on schedule
8. The Services Provider shall have bi-monthly reviews with stakeholders
9. The Services Provider shall provide a Quality Assurance (QA) review of all deliverables prior to key meetings with prospects.
10. The Services Provider must have extensive experience for creating professional video, web, and print marketing collateral for economic development projects. (Marketing collateral is the collection of media used to support the sales of a product or service.)

11. The Services Provider shall provide a structured design process based on business requirements with screen mockups included in design to ensure consistent branding, proper marketing approved in advance for targeted audience, and world class multimedia product that will draw site consultants' attention to the County's offerings.

III. TERM OF CONTRACT

The contract term shall be for a period of one (1) year from date of award. At the County's option, the contract may be extended for four (4) additional one (1) year periods, under the terms of the current contract upon mutual consent of the County and Vendor. The Fee Schedule may be adjusted at the end of the initial contract (and at the end of each extension period, if applicable), upon mutual agreement of both parties.

IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

1. Proposal Due Date

Proposals are due on October 10, 2013 at 5:00 pm. Five (05) Hard copies and one (1) CD should be marked "Economic Development and Marketing Support Services Proposal" and mailed to:

Washington County, Virginia
Department of Budget & Finance
1 Government Center Place, Suite A
Abingdon, VA 24210

Proposals received after the deadline will not be considered.

2. Proposal Preparation:

- All information requested should be submitted. Failure to submit all information requested may result in the County requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. The County may reject proposals, which are substantially incomplete or lack key information. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are subject to negotiation.
- Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, sub letter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and sub letter should be repeated at the top of the next page. Information, which the Vendor desires to present, that does not fall within any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are

unable to find where the RFP requirements are specifically addressed.

- Each copy of the proposal should be bound or contained in a single volume where practical. All documentation submitted with the proposal should be contained in that single volume.
- Ownership of all data, materials and documentation originated and prepared for the County pursuant to the RFP shall belong exclusively to the County and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a vendor may not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Vendor shall provide written reference to specific statutory provisions to allow confidentiality and exempt such information from the mandatory disclosure requirements of the Virginia Freedom of Information Act, either before or at the time the data or other material is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection of the proposal.

An Offeror's failure to submit their Proposal based upon the above criteria, shall be a cause for rejection of the Proposal. Modification or additions to any portion of the RFP may be cause for rejection of the Proposal; however, the County reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such Proposal as nonresponsive.

3. Oral Presentation:

Vendors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the County. This provides an opportunity for the Vendor to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The County will schedule the time and location of these presentations. Oral presentations are an option of the County and may or may not be conducted.

4. Specific Proposal Requirements:

Proposals should be as thorough and as detailed as possible to enable the evaluation committee to properly evaluate the vendor's capabilities to provide the required services. Firms are required to submit the following information/items as a complete proposal:

- a. Executive Summary - The firm must submit an Executive Summary of the entire proposed project signed by an authorized official of the company.
- b. Qualifications and Experience - Provide relevant qualifications and experience in providing economic development and marketing support services to municipal governments.
- c. Staff Qualifications – The firm must describe the professional qualifications and experience for the staff who will be assigned to work on this project.

- d. Proposed Solution - The firm must submit a written plan to address each service identified in the Scope of Work. Required tasks must be performed in a timely manner.
- e. References - Please provide five (5) references from the last three (3) years of clients for whom work of similar scope and complexity has been performed.

V. EVALUATION AND AWARD CRITERIA

1. EVALUATION CRITERIA

The following criteria will be utilized in the evaluation of proposals received by the County:

- Firm's informational resources, knowledge and experience to support the proposed role of provider of economic development and marketing support services.
- Experience in developing professional quality marketing collaterals
- Experience and qualification of key personnel, who will be assigned as services provider.
- References
- Completeness and quality of proposal.

The objective of the evaluation process will be determining the proposal that provides the best economic development and marketing support solution for Washington County at a reasonable and fair price. Individual criteria will be assigned varying weights to reflect relative importance as determined by the evaluation committee.

2. AWARD OF CONTRACT

The County shall select in order of preference two (2) or more Offerors whose professional qualifications and proposed services are deemed most meritorious. Negotiations shall then be conducted, beginning with the Offeror ranked first. If a contract satisfactory and advantageous to the County can be negotiated at a price considered fair and reasonable, the award shall be made to that Offeror. Otherwise, negotiations with Offeror ranked first shall be formally terminated and negotiations will be conducted with the Offeror ranked second, and so on until such a contract can be negotiated at a fair and reasonable price. Should Washington County determine in writing and in its sole discretion that only one Offeror is fully qualified, or that one Offeror is clearly more highly qualified and suitable than the others under consideration, a contract may be negotiated and awarded to that Offeror.

VI. INSURANCE

By signing and submitting a proposal under this solicitation, the Offeror certifies that if awarded the contract, it will have the insurance coverage specified on the attached proposed agreement document at the time work commences. Additionally, the Offeror certifies that it will maintain all required insurance coverage during the entire term of the contract and that all insurance coverage will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

VII. GENERAL TERMS AND CONDITIONS

1. Cancellation of Contract

Washington County reserves the right to cancel and terminate any resulting contract in part or in whole, without penalty, upon thirty (30) days written notice to the Firm. Any contract cancellation notice shall not relieve the Firm of the obligation to deliver and/or perform on all services prior to the effective date of the cancellation.

2. Default

In case of failure to deliver services in accordance with the contract terms and conditions, the County, after due oral or written notice, may procure them from other sources and hold the Firm responsible for any resulting additional purchase and administrative costs. This remedy shall be in addition to any other remedies with the County may have.

3. Qualifications of Prospective Offeror/Bidder

The County may make such reasonable investigations as are deemed proper and necessary to determine the ability of the Firm proposing to perform the work. The County reserves the right to reject any proposal if the evidence submitted by the Firm, or investigations of the Firm, fail to satisfy the County that such Firm is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein.

4. Applicable Laws and Courts

This solicitation and any resulting contract shall be governed in all respects by the law of the Commonwealth of Virginia, and any litigation with respect thereto shall be brought in the Circuit Court of Washington County, Virginia. The Firm shall comply with all applicable federal, state and local laws, rules and regulations.

5. Anti-Discrimination

By submitting their Proposal, the Offeror certifies to the County that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, and The Virginians With Disabilities Act, the Americans With Disabilities Act and § 2.2-4311 of the *Virginia Public Procurement Act (VPPA)*.

6. Ethics in Public Contracting

By submitting their Proposals, Vendor certifies that its proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other bidder, supplier, manufacturer or sub-contractor in connection with their proposal, and that they have not conferred on any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit or money, services or anything of more than nominal value, present or promised unless consideration of substantially equal or greater value was exchanged.

7. Immigration Reform and Control Act of 1986

Vendor certifies that he does not and will not during the performance of this contract employ illegal alien workers or otherwise violate the provisions of the federal Immigration Reform and Control Act of 1986.

8. Clarification of Terms

If any prospective Vendor has questions about the specifications or other solicitation documents, the prospective Vendor should contact the Washington County, Virginia Department of Budget & Finance no later than five (5) working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the County.

9. Payment

- Invoices for items ordered, delivered and accepted shall be submitted by the Vendor directly to the payment address shown on the purchase order/contract. All invoices shall show the County purchase order number and the Vendor's federal employer identification number.
- Any payment terms requiring payment in less than thirty (30) days will be regarded as requiring payment thirty (30) days after the invoice or delivery, whichever occurs last. This shall not affect offers of discounts for payment in less than thirty (30) days, however.

10. Modification of Contract

The RFP and subsequent contract constitute the entire agreement between the Offeror and Washington County. No alteration, amendment, or modification in the provisions of the contract shall be effective unless it is put in writing and signed by all parties and attached. Changes can be made to the Contract in any one of the following ways:

11. Availability of Funds

It is understood and agreed between the parties herein that Washington County shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.

12. Taxes

The County is exempt from State sales tax. State sales and use tax certificates of exemption will be issued upon request.