



NOTICE OF REQUEST FOR PROPOSAL

REQUEST FOR PROPOSAL NO. 2021-RFP-01

CITY OF JOPLIN BRANDING

RFP Due Date: **NOON, December 7, 2020**

Location: City of Joplin
Convention & Visitors Bureau
602 S. Main Street
Joplin, MO 64801

Staff: Patrick Tuttle, Convention & Visitors Bureau Director
Email: ptuttle@joplinmo.org

Phone: 417-625-4789

Proposals will be received by the Convention & Visitors Bureau at the specified location until the time and date cited above. Only proposals received by the correct time and date will be recorded.

Proposals must be submitted in a sealed envelope with the Request for Proposal number and the Vendor's name and address clearly indicated on the envelope. All proposals must be completed in ink or typewritten and submitted by the time and date above.

Consultants are strongly encouraged to carefully read the entire Request for Proposal.

November 15, 2020

Issue Date

CITY OF JOPLIN, MISSOURI

1.0 SCOPE OF WORK

1.1 Purpose

Brand the City of Joplin (COJ), Missouri with a unified logo and use guidelines, to bring all methods of communications and promotions (internal and external); correspondence, documentation, identity, imagery and signage, under a cohesive, actionable and manageable program.

1.2 Background

The City of Joplin is currently using a variety of brands of which none is managed by a style guide. Therefore, their use covers a mismatched array of applications (see *JoplinMO.org*).

A small group has been working through the project for a couple months, and much of the research/conceptual work has been done. The selected consultant will take this from concept to modification to completion.

Six (6) departments within the City currently have brands of their own. Consultant will need to spend time with each to determine how they use their brand and provide how these existing brands would work with or need to be modified to compliment a new COJ brand.

1.3 Scope of Services

Complete a branding style guide for the City of Joplin to include the following items as a minimum:

- A. Produce a City of Joplin specific comprehensive Branding Style Guide.
Branding only, no tagline.
- B. Brand Characteristics with proper spacing/sizing
- C. Provide graphic design as needed for logo integration.
- D. Color palette/fonts
- E. Templates (presentations, letterhead, envelopes, etc.)
- F. Use as department identifier
- G. Use along with department brands (those w/ Marketing Mission)
- H. Use to complement the official Seal of the City
- I. Board & Commissions identifiers
- J. Digital Media uses/application
- K. Business Cards
- L. Ad Specialty Items (Merch)
- M. Email Signature/Correspondence
- N. Vehicle Decals
- O. Unacceptable Uses
- P. Apparel

1.3.1 Intellectual Property

The consultant and/or its parties understands and agrees that the conceptual-to-final branding designs are the intellectual property, whether intangible or tangible, of the City of Joplin. The contractor agrees and understands that the City will use the branding as it deems necessary, and the consultant and/or its parties specifically waive any right to any royalties or future compensation there related.

1.4 Content Requirements

Each Proposal shall include the following:

The Proposal must detail how the Consultant will provide the Scope of Services required by this RFP and the cost of providing those services. Price guarantees should be included if applicable. Consultants are encouraged to present in their Proposals any alternate or creative means of providing any item specified in the Scope of Services, and the effect that would have on the proposed prices.

1.4.1 Experience and Qualifications

Set forth your experience and qualifications as they relate to the proposed project in terms of technical scope, experience with municipal or corporate style guides.

1.4.2 References

Each Consultant must furnish a minimum of two (2) references. References should be listed for similar type work as requested in this RFP. Each reference must identify and describe the project worked on and specify the originating and final project manager for the party providing the reference. References may or may not be reviewed or contacted, at the sole discretion of the City.

1.5 Administrative Requirements

1.5.1 RFP Schedule

The City anticipates that the following timetable will apply to this RFP. The dates following the November 15, 2020 RFP issue date are subject to change:

Activity	Date
RFP issued	November 15, 2020
RFP Due Date	December 7, 2020
Vendor Selection	December 8, 2020
Complete Contractual Agreement	December 10, 2020
Consultant Commence Work	December 11, 2020
Meet with COJ Department Reps. (1.3f)	December 15, 2020
Draft Style Guide to Branding Committee	January 12, 2021
Presentation to Joplin City Council	January 19, 2021
Style Guide and Formatted Branding Complete	February 18, 2021

Any question, request for clarification, or request for additional information regarding this RFP should be submitted no later than November 30, 2020 via e-mail to ptuttle@joplinmo.org. No oral response by any employee or agent of the City shall be binding on the City or shall in any way be considered a commitment by the City. If a Consultant finds any inconsistency or ambiguity in the RFP, the Consultant is requested to contact the Convention & Visitors Bureau at the above address.

1.6 Proposal Selection and Evaluation

1.6.1 Proposal Evaluation Process

Proposals, which the City determines in its sole discretion, that are deemed responsive to this RFP, will be reviewed and evaluated by the City. The City reserves the right to request Consultants to make one or more presentations to the City at the City's offices at the Consultant's sole cost and expense, addressing Consultants' ability to achieve the scope of work of this RFP. Proposals will be evaluated, in part, according to whether the Consultant meets the minimum qualifications and submits a proposal complying with all the requirements of this RFP.

Evaluation of vendor proposals will be based on the following criteria (50-point scale):

- 20 Cost of proposal – must contain a cost for the requested scope of work in a “not to exceed” amount.
- 15 Consultants ability to meet the January 19 and February 18, 2021 deadlines as stated in 1.5.1.
- 10 Experience with creating a Branding Style Guide.
- 05 References; related previous work & results.

1.6.2 Responsibility for Costs

The Consultant shall be fully responsible for all costs associated with the development, preparation, transmittal, and submission of any Proposal or material submitted in response to this RFP. The City assumes no contractual or other obligations as a result of the issuance of this RFP, the preparation or submission of a Proposal by a Consultant, the evaluation of Proposals, or the selection of any Consultant for further negotiations.

2.0 FORMAT AND CONTENT OF PROPOSAL

2.1 Proposal Terms and Conditions

The following terms and conditions apply to submitting proposals in response to this Request for Proposal:

2.2 Request for Additional Information

The proposer shall furnish such additional information as the City of Joplin may reasonably require. The City reserves the right to make investigations of the qualifications of the proposer as it deems appropriate.

2.3 Acceptance/Rejection/Modification to Proposals

The City reserves the right to negotiate modifications to proposals that it deems acceptable, reject all proposals, and to waive minor irregularities in the procedures.

2.4 Proposals Binding

All proposals submitted shall be binding for one hundred twenty (120) calendar days following the opening.

2.5 Proposer's Certification

By submitting a proposal, the proposer certifies that the proposal has been fully read and understood. The proposer has full knowledge of the scope and nature and quality of work to be performed. The proposer further certifies that no employee of the City has any direct or indirect financial interest in any resultant contract, and that no gratuities will be offered or provided to the City of Joplin employees or their family members.

2.6 Non-exclusive Contract

The agreement resulting from this RFP shall be a non-exclusive contract, and the City reserves the right to purchase same or like services from other sources the City deems necessary and appropriate.

2.7 Late proposals

Proposals received by the City after the time specified for receipt will not be considered. Proposers shall assume full responsibility for timely delivery of the proposals to the location designated for receipt of proposals. The City of Joplin is not responsible for the U.S. Mail or private couriers regarding mail being delivered by the specified time so that a proposal can be considered. All proposals will be received at the time and place specified and made available for public inspection when an award decision is made.

2.8 Completeness

All information required by the Request for Proposal must be supplied to constitute a legitimate proposal. The City of Joplin reserves the right to use all information presented in any response to the Request for Proposal. Acceptance or rejection of the RFP does not affect this right.

2.9 Execution of Agreement

It is anticipated the City will make their selection of a consultant by December 8, 2020. The successful proposer shall enter a contract with the City for the performance of work awarded shall simultaneously provide any required bonds, indemnities and insurance certificates prior to the commencement of work. Failure to comply within the established deadline for submittal of required documents may be grounds for cancellation of the award.

3.0 SUBMISSION OF PROPOSALS

For the City to adequately compare proposals and evaluate them uniformly and objectively, all proposals shall be submitted in accordance with this format. The proposal should be prepared simply and economically, providing straight-forward and concise information as requested.

3.1 Proposal Due Date

Sealed proposals with one (1) original and three (3) complete copies will be received at the Convention & Visitors Bureau no later than Noon, December 7, 2020. Proposals will not be accepted after this time. Proposals shall be addressed as follows:

For Mail or Hand Delivery
CITY OF JOPLIN
PATRICK TUTTLE
DIRECTOR, CONVENTION & VISITORS BUREAU
602 S. MAIN STREET
JOPLIN, MO 64801

**Submitted envelopes should be marked: "REQUEST FOR PROPOSAL NO. 2021-RFP-01:
CITY OF JOPLIN BRANDING"**

3.2 Amendments

If it becomes necessary to revise or amend any part of this Request for Proposal, the City will furnish the revision by written Amendment to all prospective proposers who received an original Request for Proposal.

3.3 Proposal Evaluation Process

The steps and activities in the proposal process will include the following:

- 3.3.1** The City will review and evaluate all proposals submitted in response to this Request for Proposals (RFP). The City shall conduct a preliminary evaluation of all proposals based on the information provided and other evaluation criteria as set forth in this Request for Proposals or as reasonably determined by the City.
- 3.3.2** The City will first review each proposal for compliance with the minimum qualifications and mandatory requirements of the RFP. Failure to comply with any mandatory requirements may disqualify a proposal.
- 3.3.3** Proposals will then be evaluated and rated in accordance with the evaluation criteria.
- 3.3.5** The City reserves the right to conduct pre-award discussions and/or pre-contract negotiations with any or all responsive and responsible proposers who submit proposals determined to be reasonably acceptable of being selected for award. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals and such revisions may be permitted after submission of proposals and prior to award of a contract.
- 3.3.6** The City reserves the right to reject any and all proposals and to waive minor irregularities. The City further reserves the right to seek new proposals when such a procedure is reasonable and in the best interests of the City to do so.