



Request for Proposal (RFP)# 20-11
for
Integrated Marketing Campaign for Montgomery County
Regional Tourism Program
Issue Date: November 1, 2019
Proposal Due Date and Hour: November 22, 2019, 3:00 p.m.

Montgomery County Purchasing Department
755 Roanoke Street, Suite 2C
Christiansburg, VA 24073-3179

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Integrated Marketing Campaign for Montgomery County Regional Tourism Program

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COUNTY OF MONTGOMERY, VIRGINIA
RFP # 20-11

ISSUE DATE: NOVEMBER 1, 2019

Integrated Marketing Campaign for Montgomery County Regional Tourism Program
(TO BE COMPLETED AND RETURNED)

GENERAL INFORMATION FORM

QUESTIONS: All inquiries for information regarding this solicitation should be directed to: Heather M. Hall, C.P.M., Procurement Manager, Phone: (540) 382-5784; faxed to (540) 382-5783, or e-mail: hallhm@montgomerycountyva.gov

DUE DATE: Sealed Proposals will be received until **November 22, 2019**, up to and including **3:00PM**. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

ADDRESS: Proposals should be mailed or hand delivered to: **Montgomery County Purchasing Department, 755 Roanoke Street, Suite 2C, Christiansburg, Virginia 24073-3179**. Reference the Due Date and Hour, and RFP number in the lower left corner of the return envelope or package.

COMPANY INFORMATION/SIGNATURE: In compliance with this Request For Proposal and to all conditions imposed herein and hereby incorporated by reference, the undersigned offers and agrees to furnish the services and goods in accordance with the attached signed proposal or as mutually agreed upon by subsequent negotiation.

Full Legal Name (print)		Federal Taxpayer Number (ID#)	Contractor's Registration
Business Name / DBA Name / TA Name and Address		Payment Address	Purchase Order Address
Contact Name/Title		Signature (ink)	Date
Telephone Number	Fax Number	Toll Free Number	E-mail Address

COUNTY OF MONTGOMERY
RFP# 20-11

Integrated Marketing Campaign for Montgomery County Regional Tourism Program

I PURPOSE: The intent and purpose of this Request for Proposal (RFP) is to establish a contract through competitive negotiation for an integrated marketing campaign for the Montgomery County Regional Tourism Program. The desired active run period for this campaign is April 2020-March 2021. This campaign plan will be built and delivered in a holistic and cohesive manner so that visitors of Montgomery County find consistent and relevant content with which to interact regardless of the medium on which the interaction occurs and that each are connected especially in the digital space (social media, blog, website, etc.).

II BACKGROUND:

The Montgomery County, Blacksburg, Christiansburg Virginia Regional Tourism office is seeking an agency to create, develop, and implement an integrated marketing campaign to run from April 2020-March 2021.

Montgomery County is one of four counties and one city that makeup Virginia's New River Valley. It lies between the Alleghany and Blue Ridge Mountains in southwest Virginia. The Weldon Cooper Center estimated the population of Montgomery County in 2018 at 99,433 which includes two incorporated towns, Blacksburg and Christiansburg. Perhaps best known for Virginia Tech, Montgomery County has a mix of beautiful rural landscapes, outdoor recreation and leisure activities, arts and culture attractions, and a small town feel with big town amenities. The proximity of Interstate 81 and Highway 460 increases the desirability of this mid-Atlantic mountain destination because of accessibility, for most of the nation's population, within a day's drive.

The Montgomery County Regional Tourism Office was created in 2011 and serves the county along with the towns of Blacksburg and Christiansburg. An Executive Director was hired in 2012 and the first strategic tourism plan was approved in May 2013. Work is currently underway for the delivery of an updated strategic tourism plan for FY 21-23. The program continues to build upon the "Go to town!" brand which was launched in 2015. The marketing plan includes traditional marketing elements such as: print, radio, broadcast, earned media, direct marketing through trade and consumer shows and sales missions. In the past several years, more focus has been placed on digital and online media including a website, social media channels, and digital advertising. This will be the first truly integrated marketing campaign in the history of the program.

The program has collected three years (2016-2018) of consumer data (demographic and behavioral) from an annual visitor profile study conducted each year. Other accessible research is related to the economic impact of visitation to the area as commissioned by the Virginia Tourism Corporation, and the impact of Virginia Tech Football as conducted by the Virginia Tech Office of Economic Development.

III STATEMENT OF NEED:

The County needs the services of a Contractor that can provide the following:

1. Concept and design an integrated marketing campaign that will run for one year (four seasons) to promote the tourism destination to the optimum target audience(s) using traditional and modern marketing elements. This campaign must be detailed in a written plan and shall consider all places where a consumer would interact with the brand including visitor guides, website, social media, in-market visits and execute a cohesive program unifying all elements. Specific messages, materials, resources, and actions must be organized for maximum positive impact. The successful Proposer will create a unified plan and develop an annual flowchart of activity by month for each target market and shall report on number of impressions generated for each market.
2. Design and create promotional tools used to distribute the message of the integrated campaign. These tools include:
 - a. A newly created website with integration capabilities for a blog, social media channels, CRM, events calendar, business directory, virtual visitor center (Brochures) and industry log-in,

- Created on a platform that is easily updated and managed with a user-friendly content management system without compromising the look and feel of the site.
- Include ability to capture user data
- Incorporate Search Engine Optimization best practices
- Setting up Analytics for website, social media and any digital communications for reporting.
- Delivery of monthly and quarterly reports for the purposes of determining the performance of the campaign, determine any needed adjustments, comparison of one period over another; by month and season.
- Deliver a plan for maintenance and hosting of site for one-year and include transition for use thereafter.
- Perform all related tasks as necessary to implement

Provide Price Estimate of Website Fees

1. **First Year Fees including** design, hosting, technical support, training, and CMS
 2. **Ongoing Fees (After Year 1)**
 - a. Website Hosting.
 - b. Maintenance and Support in including required version upgrades to address security and functionality.
- b. Creation of a **destination app** to be deployed on smartphone Android and IOS systems. The content to align with the website and other campaign messaging. Promotion of this app to be incorporated into the integrated campaign. The app content will be derived from existing brand graphics, existing and produced photographs, audio and video, and integration of available mapping tool (Google maps or similar – this should be specified), and tourism social media channels. It should include the option to link partner organizations and to be able to add future content. Separate cost estimated should be given for creation of the app in both iOS and Android platforms. Subject to budget, it may be decided to proceed with development of the app in one platform only, as a pilot.
- c. Produce a refreshed design for the comprehensive **Visitor Guide** to match the integrated marketing campaign message.
- d. Deliver a **media plan and supporting articles** for campaign use in targeted media and tourism-owned spaces such as blog, social media.

Production responsibilities include but are not limited to:

- Trafficking of digital files/materials to media outlets
 - Providing dubs of broadcast materials
 - Providing digital files/disks of finished material to the Tourism Department including PDF files, JPGs, Raw files, etc., created in programs designated by County Tourism Department, Preparing advertising materials for presentation purposes (mounting, scanning, etc.).
- e. **E-Mail marketing messages.** Evaluate and recommend the best electronic communications product for this use. The office conducts frequent surveys which should be considered in the evaluation.
 - f. Design **new banner** located in Roanoke- Blacksburg Regional Airport
 - g. Create a portfolio of **professional photography** for use in current and future marketing initiatives
 - h. Design print and digital advertisements associated with the campaign.
 - i. Design, monitor, analyze, and **report results** of all aspects of the marketing initiative
 - j. Recommend **Revenue generating and/or Revenue-Sharing ideas** to incorporate into any of these deliverables
 - k. Work closely with staff to obtain approval of campaign concept and creation of tools and content to support the campaign.

The successful Proposer shall also have the ability and experience to develop creative campaigns for implementation on a national and in-state scale.

The successful Proposer must have expertise in developing creative targeted to consumers and travel trade professionals such as travel agents/tour operators.

The successful Proposer shall ensure and monitor accurate and comprehensive tracking of consumers' online behavior and activities through all Tourism Department online channels as well as provide monthly reports on all key measures. The key measures should be established in coordination with Tourism Department staff. The successful Proposer shall ensure continuity and integrity of web analytics, including the availability of tracking data for all periods going forward. The successful Proposer shall be the principal advisor and provide interpretation of web analytics and strategic and tactical recommendations.

The successful Proposer shall comply with the Tourism Office and County's technical and security standards including creating digital tools that are ADA compliant.

Account Management

The successful Proposer shall meet with Tourism Office staff at such times and places, and in such duration, as may be requested for the purpose of the creation and delivery of the integrated marketing campaign.

Consultant account management responsibilities include but are not limited to:

- Tracking the effectiveness of the marketing campaign including return on investment, when possible.
- Preparing cost estimates for expenditures related to production and implementation of the campaign for approval by the Tourism Office.
- Retaining custody of the County's property and exercise its best efforts, when deemed necessary by the Tourism Department or the successful Proposer, to obtain return of the property from third parties.
- Assigning and aiding in the prosecution, application, registration, and defense of all applicable intellectual property.
- Providing needed account service, consultation and regular contact to ensure prompt completion of projects.
- Maintaining internal procedures which ensure budget control, prompt billing and quality control, including but not limited to auditing invoices for space, time, preparation and services and forwarding these invoices to the County for payment.
- Providing monthly status reports, or as otherwise requested, to the Tourism Department updating the progress of the campaign and related activities.
- Providing monthly budget spreadsheets detailing all billings for each project.
- Tracking agency hours on a monthly basis provide spreadsheets notating all hours and activities. Submit invoices to the County based upon these hours. The County will compensate the successful Proposer based upon hours only, no commission or mark-up will be paid on project or product costs.
- Handling procurement and management of subcontracts for Tourism Office services related to said contract such as: photography and videography.
- Proposer shall comply with various performance-based criteria including, but not limited to the following:
 - Influence the growth of hotel occupancy tax to the County and Towns
 - Increase the number of impressions for the brand
 - Increase travelers' unaided awareness of Montgomery County-Blacksburg-Christiansburg
 - Increase the number of specific actions by consumers signaling intent to travel to Montgomery County as influenced by the campaign.
 - Increase website visits annually
 - Increase "followers" and engagement on social media channels identified in the marketing campaign plan.

Intellectual Property

Proposer agrees to abide by the following regarding intellectual property rights:

- Proposer shall pay all royalties and licensing fees.
- Proposer shall defend all suits for infringement of any Intellectual Property rights. Further, if Proposer has reason to believe that the design, service, process or product specified is an infringement of an Intellectual Property right, it shall promptly give such information to the County.

Ownership and Licenses

All property produced during the penance of the resulting agreement is property of the County. This includes but is not limited to all ad design, ad concepts, logos, document, paper, letter, book, map, photograph, sound or video recording, electronic medium, or other information recording medium, regardless of physical form. At the request of the County or at the termination of this agreement, Proposer will be required to turn over to County, all property resulting from this agreement. Proposer shall not under any circumstances, release any records created during the performance of the agreement to any entity without County's written permission, unless required to do so by law.

IV PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS:

A. GENERAL REQUIREMENTS:

1. RFP Response: In order to be considered for selection, Offerors must submit a complete response to this RFP. One (1) original and five (5) copies of each proposal must be submitted to:

Heather M. Hall, C.P.M., Procurement Manager
Montgomery County Purchasing Department
755 Roanoke Street, Suite 2C
Christiansburg, VA 24073-3179

Identify on outside of envelope: **Scaled RFP # 20-11**

RFP Due date/Opening date and hour: **November 22, 2019, 3:00 P.M.**

The Offeror shall make no other distribution of the proposal.

2. Proposal Preparations:

- a. Proposal shall be signed by an authorized representative of the Offeror. All information requested should be submitted. The Procurement Manager will review all proposals to ensure required information is included. Failure to submit all information requested may result in a request to submit the missing information. Proposals which are substantially incomplete or lack key information may be rejected as incomplete. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
- b. Proposals will be reviewed and evaluated by a Committee as designated by the County.
- c. Proposal should be prepared simply and economically, providing a straight forward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be placed on completeness and clarity of content.
- d. 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, subletter, and repeat the text of the requirements as it appears in the RFP. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror 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.

- e. 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.
- f. 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 an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protections of Section 2.2-4342D of the Code of Virginia, in writing, either before or at the time the data or other 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.

B. SPECIFIC REQUIREMENTS: Proposals should be as thorough and as detailed as possible so that the County may properly evaluate your capabilities to provide the required services. Offerors are required to submit the following information/items as a complete proposal:

- 1. The return of the RFP general information form and addenda, if any, signed and completed as required.
- 2. Identify your agency's departments and specify whether the functions are performed in-house or outsourced. Also include the number of full-time personnel and breakdown according to function.
- 3. Identify your agency's current distribution of work product by media type (network TV, cable TV, spot TV, radio, outdoor, newspaper, consumer magazine, trade publication, direct response, online, digital, mobile, other nontraditional).

Staffing and Relationships

- 4. Describe your agency's experience in tourism-related accounts.
- 5. Provide a minimum of three (3) clients among your present roster who we may contact as a reference for your capabilities and services. For each listing, provide name of client, contact person and title, business address, telephone number and email address.

Financial

- 6. What is your agency's billing policy regarding: a. Frequency of billing to the client b. Terms of payment (media, productions, fees) c. Billing time increments less than one hour (e.g., 15 minutes, 30 minutes)
- 7. What is your hourly rate?
- 8. Outline the process through which agency resources are drawn upon and coordinated to create integrated campaigns across agency disciplines (including traditional advertising, as well as direct, promotions and interactive). Indicate who is responsible for this coordination and how the effort is implemented.
- 9. Identify any additional skills, experiences, qualifications, and/or other relevant information - about the Proposer's qualifications.

Strategic Planning

- 10. Provide an explanation of how your agency measures/determines the effectiveness of advertising/marketing programs and campaigns including return on investment (ROI). (Limit to one page)

Relevant experience

11. Describe 2-3 examples of your agency's experience in destination marketing, including the leisure travel market.
12. Describe your familiarity with the New River Valley market.
13. Provide samples of the following work completed by your agency. You may provide samples in electronic format (e.g. CD, DVD and Flash Drive):
 - a. Consumer print
 - b. Digital/Online
 - c. Broadcast
 - d. Radio
 - e. Direct
 - f. Collateral

Subcontracting Note: Various services may be subcontracted to, printers, photographers, videographers, video production companies, and market research companies.

V. EVALUATION AND AWARD OF CONTRACT:

A. Award of Contract: Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price, if so stated in the Request for proposal. Negotiations shall be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Montgomery County shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Montgomery County may cancel the Request for Proposal or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (Section 2.2-4359D, Code of Virginia.) Should Montgomery 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 than the others under consideration, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms, and conditions of the solicitation and the contractor's proposal as negotiated. See Attachment B for sample contract form.

B. Evaluation Criteria: Proposals shall be evaluated by the County using the following criteria:

<u>EVALUATION CRITERIA</u>	<u>WEIGHT</u>
1. Staffing and Relationships	20
2. Financial	30
3. Strategic Planning	20
4. Relevant experience	30

VI RESERVATION OF RIGHTS: Montgomery County reserves the right to award in part or in whole, to one or more vendors, or to reject any or all proposals, whichever is deemed to be in its best interest.

VII CONTRACT ADMINISTRATION:

Lisa Bleakley, Regional Tourism Executive Director, or her designee, shall be identified as the Contract Administrator and shall use all powers under the contract to enforce its faithful performance. The Contract Administrator, or her designee, shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. The Contract Administrator, or her

designee, shall not have the authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Montgomery County Purchasing Department through a written amendment to the contract.

- VIII PAYMENT PROCEDURES:** The County will authorize payment to the Contractor after receipt of Contractor's correct invoice for services rendered. Invoices shall be sent to:

Montgomery County Regional Tourism Authority
Attn: Lisa Bleakley
755 Roanoke Street, Suite 1E
Christiansburg, VA 24073

- IX CONTRACT PERIOD:** The term of this contract is for one year or as negotiated. There will be an option for four (4) one-year renewals or as negotiated.

**ATTACHMENT A
TERMS AND CONDITIONS**

GENERAL TERMS AND CONDITIONS

https://montva.com/docs/default-source/purchasing-solicitations/rfp_terms_and_conditions.pdf?sfvrsn=ecfd231d_2

SPECIAL TERMS AND CONDITIONS

1. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Montgomery County, its authorized agents, and/or State auditors shall have full access to and the right to examine any of said materials during said period.
2. **AUTHORIZED USERS:** Additional State agencies, institutions and/or other public bodies may be added or deleted to receive the goods or services resulting from this solicitation. The addition or deletion of authorized users shall be made only by written modification to the contract. Such modification shall name the specific agency added or deleted and the effective date.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Montgomery 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.
4. **CANCELLATION OF CONTRACT:** Montgomery County reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **IDENTIFICATION OF PROPOSAL ENVELOPE:** The signed proposal should be returned in a separate envelope or package, sealed and addressed as follows:
Montgomery County
Purchasing Department
755 Roanoke Street, Suite 2C
Christiansburg, VA 24073-3179
Reference the opening date and hour, and RFP Number in the lower left corner of the envelope or package.
If a proposal not contained in the special envelope is mailed, the Offeror takes the risk that the envelope, even if marked as described above, may be inadvertently opened and the information compromised which may cause the proposal to be disqualified. No other correspondence or other proposals should be placed in the envelope. Proposals may be hand delivered to the Montgomery County Purchasing Department.
6. **INDEPENDENT CONTRACTOR:** The contractor shall not be an employee of Montgomery County, but shall be an independent contractor.
Nothing in this agreement shall be construed as authority for the contractor to make commitments which shall bind Montgomery County, or to otherwise act on behalf of Montgomery County, except as Montgomery County may expressly authorize in writing.
7. **INSPECTION OF JOB SITE:** My signature on this solicitation constitutes certification that I have inspected the job site and am aware of the conditions under which the work must be accomplished. Claims, as a result of failure to inspect the job site, will not be considered by Montgomery County.
8. **INSURANCE:**
By signing and submitting a proposal under this solicitation, the Offeror certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.
During the period of the contract, Montgomery County reserves the right to require the Contractor to furnish certificates of insurance for the coverage required.
INSURANCE COVERAGES AND LIMITS REQUIRED:
 - A. Worker's Compensation - Statutory requirements and benefits.
 - B. Employers Liability - \$100,000.00
 - C. General Liability - \$500,000.00 combined single limit. Montgomery County and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.
 - D. Automobile Liability - \$500,000.00The contractor agrees to be responsible for, indemnify, defend and hold harmless Montgomery County, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Montgomery County, its officers, agents and employees from all liabilities resulting from bodily or mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.
9. **MINORITY BUSINESS, WOMEN-OWNED BUSINESSES SUBCONTRACTING AND REPORTING:** Where it is practicable for any portion of the awarded contract to be subcontracted to other suppliers, the contractor is encouraged to offer such business to minority and/or women-owned businesses. Names of firms may be available from the buyer and/or from the Division of Purchases and Supply. When such business has been subcontracted to these firms and upon completion of the contract, the contractor agrees to furnish the purchasing office the following information: name of firm, phone number, total dollar amount subcontracted and type of product/service provided.
10. **PRIME CONTRACTOR RESPONSIBILITIES:** The Contractor shall be responsible for completely supervising and directing the

work under this contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime Contractor. The Contractor agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.

11. **SEVERAL LIABILITY:** Montgomery County will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable departments, institutions, agencies and Public Bodies of the Commonwealth of Virginia will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.
12. **SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of Montgomery County. In the event that the Contractor desires to subcontract some part of the work specified herein, the Contractor shall furnish Montgomery County the names, qualifications and experience of their proposed subcontractors. The Contractor shall, however, remain fully liable and responsible for the work to be done by his subcontractor(s) and shall assure compliance with all requirements of the contract.
13. **STANDARD OF CARE:** In providing services under this Agreement, the Contractor shall perform in a manner consistent with that degree of care and skill ordinarily exercised by members of the same profession currently practicing under similar circumstances as the same time and in the same or similar locality.
14. **WORK SITE DAMAGES:** Any damage to existing utilities, equipment or finished surfaces resulting from the performance of this contract shall be repaired to the Owner's satisfaction at the Contractor's expense.

**ATTACHMENT B
COUNTY OF MONTGOMERY
STANDARD CONTRACT**

Contract Number:

This contract entered into this ____ day of, 201__, by _____ hereinafter called the “Contractor” and the County of Montgomery, called the “County”.

WITNESSETH that the Contractor and the County, in consideration of mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF SERVICES: The Contractor shall provide the services to the County as set forth in the Contract Documents.

CONTRACT PERIOD: The initial contract period is _____ through _____.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid in accordance with the Contract Documents.

CONTRACT DOCUMENTS: The Contract Documents shall consist of signed Contract, the statement of need, general terms and conditions, special terms and conditions, specifications, and other data contained in this Request For Proposal Number, dated _____, together with all written modifications thereof, the proposal submitted by the Contractor dated _____ and the Contractor’s letter dated _____, all of which contract documents are incorporated herein.

In **WITNESS WHEREOF**, the parties have caused this Contract to be duly executed intending to be bound thereby.

CONTRACTOR:

COUNTY OF MONTGOMERY:

By: _____ By:

Title: _____ Title: