City of Union City

5047 Union Street
Union City, Georgia 30291
Fulton County

Request for Proposal
For Special Events Planning and Support

RFP-OP-20-01

ACKNOWLEDGEMENT OF RECEIPT OF PROPOSAL PACKAGE
REQUEST FOR PROPOSAL NUMBER RFP-OP-20-01

Proposal for Special Events Planning and Support

Upon receipt of documents, please fax or email this page to:

City of Union City
Finance Department
Attention: Brandon Paulk
5047 Union Street
Union City, GA 30291
Phone: 770-515-7899
bpaulk@unioncityga.org

I hereby acknowledge receipt of documents pertaining to the above reference proposal.

COMPANY NAME:_____

CONTACT PERSON:_____

ADDRESS:_____

CITY:_____

PHONE:_____

FAX:_____

EMAIL ADDRESS:_____

_____
(Signature) (Date)

REQUEST FOR PROPOSAL NUMBER RFP-OP-20-01

City of Union City RFP for Special Events Planning Support

PROPOSALS DUE: 02/07/2020 10:00 A.M. EST in hard copy one (1) original and three (3) copies and one (1) in digital format via email, no later than 10:00 am ET on (when). Please be available for same-day interviews, if you are chosen to proceed to the next step.

Information concerning this solicitation may be found at:
http://www.unioncityga.org

The website will provide the RFP, Q&A and any clarifications, schedule changes and other important information. **Proposers should check these electronic pages daily!**

Questions should be directed to City of Union City, *Brandon Paulk and Cindy Givens* **via e-mail to**:
bpaulk@unioncityga.org
cgivens@unioncityga.org

(See Schedule of Events, Appendix A)
Instructions to Proposers:
All spaces below are to be filled in and the Proposal Letter must be signed where indicated and returned in a separate sealed envelope.
Failure to sign and return the Proposal Letter in a separate sealed envelope will cause rejection of the proposal.

COMPANY NAME:_____

CONTACT PERSON:_____

ADDRESS:_____

CITY:_____

PHONE:_____

FAX:_____

EMAIL ADDRESS:_____

Submit Proposal to: Brandon Paulk
City of Union City
Finance Department
5047 Union Street

Union City, Georgia 30291
lgaines@unioncityga.org

PROPOSAL LETTER

We propose to furnish and deliver any and all of the deliverables and services named in the attached Request for proposal (RFP) for which prices have been set. The price or prices offered herein shall apply for the period of time stated in the RFP.

It is understood and agreed that this proposal constitutes an offer, which when accepted in writing by the City of Union City, and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the undersigned and the City of Union City.

It is understood and agreed that we have read the City's specifications shown or referenced in the RFP and that this proposal is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all such City specifications. We further agree, if awarded a contract, to deliver goods and services which meet or exceed the specifications. The City of Union City reserves the right to reject any or all proposals, waive technicalities, and informalities, and to make an award in the best interest of the City.

It is understood and agreed that this proposal shall be valid and held open for 180 days

PROPOSAL SIGNATURE AND CERTIFICATION
(Proposer to sign and return with Proposal)

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive proposing is a violation of State and Federal Law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of the proposal and certify that I am authorized to sign this proposal for the proposer. I further certify that the provisions of the Official Code of Georgia Annotated, Section 45-10-20 ET. Seq. have not been violated and will not be violated in any respect.

Authorized Signature _____Date_____

Print/Type Name: _____

Print/Type Company Name Here: _____

Lump Sum Price for Special Planning Events Support complete: $_____

_____dollars and _____cents.

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1.0 Introduction

The City of Union City (UC) is seeking proposals from consultants that work exclusively in the field of meeting and events planning and execution. The consultant will assist the City of Union City in planning, coordinating and executing major city events in 2020 including its signature event, the Music & Arts Festival. The Scope of Service for the work includes conceptualizing, planning, managing and executing the events. Exhibit A provides information regarding the level of effort required as well as specific tasks to be accomplished.

UC intends to award an initial contract for work during CY 2020.

1.1 Statement of Intent

This RFP defines the service standards, specifications and proposal requirements for Special Events Planning Support for the City of Union City.

It is the intent of the City to accept and evaluate proposals from qualified firms to provide planning, managing and executing meetings and events, professional and workmanlike manner and in accordance with the standards of the profession. All work, unless otherwise specified, shall be provided on a time and materials basis, and completed to the satisfaction of the Operations Department and the City Manager or her designee within the time periods allocated, as mutually agreed to at the beginning of the assignment.

1.2 City Goals and Objectives

The overall goal and objective of this Request for Proposal is to obtain proposals from qualified firms that are able to provide meeting and events planning for the City of Union City. **ALL** proposals are due not later than **02/07/2020 10:00 AM EST**

The specific goals and objectives are established for this RFP:

1.3 Applicant Eligibility

Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined below are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. Proposers must have a clear and demonstrated understanding of the core work of the City of Union City. The City of Union City reserves the right to check all references furnished and consider the responses received in evaluating proposals.

At a minimum, but not limited to, the selected organization will be required to adhere to the following: (Not sure what we use or if this is needed)

General Financial Requirements and Assurances
Required Certificates of Insurance
Assurance of Compliance with Title VI of the Civil Rights Act of 1964
Assurance of Compliance with Section 504 of the Rehabilitation Act of 1973, as Amended, and the Americans with Disabilities Act of 1990
Disclosure of Lobbying Activities Form
Certifications Regarding Debarment, Suspension and Other Responsibility Matters; Drug-Free Workplace Requirements and Lobbying
E Verify

1.4 Basic Guideline for this Request for Proposals

The City of Union City has determined that the use of competitive sealed proposals is practical and advantageous to the City in completing the acquisition of the services and/or commodities described herein. Competitive sealed bids shall be submitted in response to this solicitation.

The proposals shall be evaluated in accordance with the evaluation criteria set forth in this Request for Proposal (RFP). Subsequent to the opening of the sealed bids, discussions may be conducted by the City of Union City with responsible Proposers who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure a full understanding of and responsiveness to the solicitation requirements. Proposers shall be afforded fair and equal treatment with respect to any opportunity for discussion and revision of proposals; and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. **Selected individuals may be called for an in person interview/presentation on Friday, February 7, 2020, please be available if selected for the next step in the process.**

In conducting any such discussions, there shall be no disclosure of any information derived from proposals submitted by competing Proposers. All such discussions shall be conducted by the City of Union City's **Contracting Officer** named below:

Name: Ms. Lakeisha Gaines
City of Union City
Finance Department
5047 Union Street
Union City, Georgia 30291
Telephone: 770-515-7807
E-Mail: *lgaines@unioncityga.org*

Name: Mrs. Cindy Givens
City of Union City
Operations Department
5047 Union Street
Union City, Georgia 30291
Telephone: 770-515-7892
E-Mail: *cgivens@unioncityga.org*

The City of Union City has established certain requirements with respect to submittal of the proposal by Proposers.

Whenever the terms "SHALL". "MUST", "WILL", or "IS REQUIRED" are used in this RFP the specifications being referred to, are considered as a mandatory requirements of this RFP. Failure to meet any mandatory requirements will cause rejection of proposer's proposal.

Whenever the terms "can". "may", or "should" are used in the RFP, the specification being referred to is a desirable outcome and failure to provide any items so termed may not be cause for rejection, however, may cause a reduction in score during the evaluation process.

All responses shall become the property of the

Award(s) shall be made to the responsible proposer(s) whose proposal(s) is determined in writing to be the most advantageous for the City, taking into account all of the evaluation factors set forth in this RFP. No other factors or criteria shall be used in the evaluation. **The City of Union City reserves the right to reject any and all proposals submitted in response to this request.**

1.5 Project Oversight and Staffing

The successful proposer will report to Cindy Givens, 5047 Union Street, Union City, GA 30291, phone 770-515-7892 and email cgivens@unioncityga.org at the proposed or specified intervals during hours via in process reviews (IPRs), reports and/or other interactions as proposed or specified.

1.6 Proposal Format and Content

Interested consultants should submit a proposal that addresses the factors listed below and the scope of services in Exhibit A. The consultant must provide a detailed breakdown of the proposed

budget in the format of Exhibit B as well as a breakdown by task in the format of Exhibits B-1 and B-2.

Consultants must respond to this RFP with written proposals as well as electronic versions of their proposals in either a PDF file or Microsoft Word compatible word processing format. Proposal evaluation will focus initially on the written proposals. Should it be determined that interviews are required, a "short list" of organizations will be selected from the proposals received. UC will confirm an interview time with those organizations selected for an interview. UC reserves the right to award this contract or contracts based on initial proposals received without formal interviews.

UC anticipates that a contract will be awarded 02/19/2020. All work for CY 2020 activities must be completed by 12/31/2020. The successful consultant should be prepared to being work immediately. UC reserves the right to award all or part of the available funds for this project.

Proposals must include the following information:

1. Legal Name of the Organization
2. Point of contact (name, title, phone number. Mailing address and email address) of lead consultant
3. Description of relevant experience on projects of this type
4. Qualifications and technical competence of consultant in the type of work required
5. Description of experience on similar projects including a list of at least 3 references within the past 5 years, with current contact information
6. Listing of key project personnel and their qualifications
7. Geographical location of the consultant's office performing the work
8. A detailed description of the technical approach proposed for accomplishment of the work
9. A proposed schedule and work plan for the accomplishment of the work described in Exhibit A. The work plan should include estimated hours by category for each task identified in Exhibit A. Use the format at Exhibit B-1 for the estimated hours per task
10. A proposed project budget in the format at Exhibit B to this RFP
11. A proposed project budget (rates only) for CY 2020 in the format of Exhibit B-2
12. Any other pertinent information

2.0 Proposal Submittal and Evaluation

The review of written proposals will be based on the following evaluation criteria, with the relative weights in parenthesis:

1. Related experience, qualifications, and references of the organization or project team (40%)
2. Technical approach (35%)
3. Work plan and schedule (15%) Note: This includes the consultants ability to demonstrate a balanced workload for its staff in order to carry out its responsibilities to UC in balance with any other contracts the consultants may have
4. Proposed budget (10%)

If your organization does not wish to propose on the study, please notify UC as soon as possible. A negative response will not prejudice consideration of your organization in competition for future UC contracts. However, failure to respond either positively or negatively will be considered a lack of interest and your organizations name may be deleted from the prospective consultant file.

Additional information should not be required to respond to this RFP. However, technical questions should be submitted in writing to **Lakeisha Gaines and Cindy Givens** no later than 2 pm on 02/03/2020.

Written questions should be submitted by email to **Lakeisha Gaines and Cindy Givens** or mailed to the address provided above. All questions received, and responses to those questions, will be posted on the UC website by 4:00 pm on 02/04/2020.

UC must receive three (3) hard copies and one (1) copy in digital format, either in Microsoft Word of PDF format, no later than 10:00 am ET on 02/07/2020.

Proposals shall not exceed a total of (how many) pages (8.5 x 11) printed double sided, inclusive of resumes and organization experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 12 point in all cases.

Sealed Proposals must be submitted to the following address:

The City of Union City
Attn: Lakeisha Gaines
5047 Union Street
Union City, Georgia 30291

If interviews are necessary, the short-listed organizations will be invited to participate in the interview process with an evaluation committee to be scheduled during on Friday, February 7, 2020, immediately following the submission of bids. UC will confirm specific interview date and time with those short-listed organizations. UC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more organizations.

UC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, to reject any and all proposals or portions of proposals received in response to this RFP or to make no award, to waive or modify any information, irregularity, or inconsistency in proposals received, to request modification to proposals from any or all proposers during the contract review and negotiation, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.

3.0 General Terms and Conditions

The work to be accomplished by the Consultant(s) is in support of the following UC work program. Cost Center 1500 – Professional Services – Outsourced

All responses shall become the property of the City of Union City. The sealed RFP documents will remain exempt from public records until notice of a decision or intended decision of thirty (30) days after opening, whichever occurs first.

All respondents must read the Affidavit of non-debarred Status (Attachment A) and acknowledge same prior to entering into a contract with the City.

3.1 The City will not reimburse respondent for any cost associated with the preparation and submittal of any responses to this Request for Proposal (RFP)

3.2 Due care and diligence has been exercised in the preparation of this RFP. The responsibility for determining the full extent of the services required rests solely with those making responses. Neither the City nor its representatives shall be responsible for exercising the professional judgement required in determining the final scope of services which may be required.

3.3 Non-discrimination: Respondent shall not discriminate as to race, sex, color, creed, handicap or national origin in the operations conducted under this engagement.

3.4 Each respondent is responsible for full and complete compliance with all laws, rules and regulations including those of the Federal Government, State of Georgia and applicable local ordinances. Failure or inability on the part of the respondent to have complete knowledge and intent to comply with such laws, rules and regulations shall not relieve any respondent from its obligation to honor its response and to perform completely in accordance with its response.

3.5 The City at its discretion, reserves the right to waive the minor informalities or irregularities in any responses, request clarification of information from respondents, to reject any and all responses in whole or in part, with or without cause, and to accept any responses which, in the City's judgement, will be in the City's best interest.

3.6 **Contract Negotiations**

City Staff may negotiate with the top ranked consultant as authorized by the City Council, for the purpose of finalizing a contract. If negotiations with the top ranked consultant is not successful, the City Staff may then initiate negotiations with the second ranked consultant, and so on. The City reserves the right to negotiate specific work elements with a respondent into a Contract

4.0 Organizational Background

4.1 Located in the southern portion of Fulton County, Union City (UC) is an exuberating and rising City with a big heart. It is a place where your neighbors, educators, small business owners and elected officials care for their community and each other. Visit us and see the beautiful elements of nature that are illustrated by the Southern bloom of the dogwood trees, crepe myrtles and Bradford pears, which are sure to give all the comforts of home. This small intimate City has all cultural, spiritual, educational and economic opportunities of a large metropolitan community, but the charm that can only be found in the growth and spirit that is Union City.

4.2 A mere fifteen minutes from the City of Atlanta and conveniently located ten miles from the world's largest airport, Hartsfield-Jackson International, UC provides the perfect avenue for welcoming tourist and visitors to come

experience the exhilarating shift of a beautiful City. You will see why it is no surprise that people move here for all that UC has to offer.

4.3 With over 21,000 proud residents, our partnership with local cities, schools, churches, businesses and other family resources are evident that a sense of family does not end at your front door. It spills out into the surrounding communities and brings together a common goal of support, aspirations and accomplishment.

4.3 Being a part of UC means being a part of numerous community developments, enriching recreational programs and an array of special events that showcase our vitality. A pleasant drive through the many citizen named streets and buildings in the community, is a clear testament that people who come to Union City, stay in Union City.

5.0 Project Background

5.1 UC continues to rebranding . . . These events occur throughout the calendar year and range from smaller events to UC's signature event, the Music and Arts Festival, which brings over 1,000 people to the City. This event brings people together and creates a sense of civic vitality.

5.2 The Consultant shall perform all the necessary services provided under this contract for UC events. Special events listed below:

2020 Events	**Event Date**	**Projected Workload Percentage**
Community Health Day	April	20%
Back 2 School Event	July	10%
Job Fair	TBD	10%
Breast Cancer Awareness 5K and Music and Arts Festival	October	40%
Holiday Tree Lighting	December	TDB
Fall Festival	November	TBD
Movies By Moonlight	July and August	TBD
Back To School Bash	August	TBD
Georgia's Cities Week	TBD	TBD
UC Music and Arts Festival	September	TBD
Farmer's Market	TBD	TBD
Holiday Party	December	TBD

5.3 The selected Consultant must have a proven track record of major event production including:

5.3.1 Creative work
5.3.2 Planning and administration including budget tracking and timelines
5.3.3 Limited marketing
5.3.4 Risk Management
5.3.5 Operations and logistics (including day of event site management)
5.3.6 Post-event logistics and evaluation
5.3.7 Managing multiple event components as well as multiple events
5.3.8 Working within defined budgets

5.4 In addition to technical and industry skills, the Consultant should possess:

5.4.1 Keen organizational ability
5.4.2 Creative ability
5.4.3 Technical interest
5.4.4 Financial acumen
5.4.5 Strong writing and presentation abilities
5.4.6 Computer kills: Familiarity with the most used components of the Microsoft Office Suite of software (Word, Access, Excel, and Power Point) and Eventbrite advanced functions
5.4.7 An ethical and moral grounding
5.4.8 Understanding of and commitment to Union City

6.0 Exhibit A: Scope of Service

Event Management Task: Anticipated Event Responsibility Areas

Planning / Administration	Marketing	Risk Management	Operations / Logistics
Event Feasibility analysis (SWOT) – Define Mission & Purpose	Program Development	Assessment and control of risk	Site Recommendations
Concept / Themactis approach (Emotional connection and takeaways)			Primary contract for onsite facility managers
Overall Event Management			Conduct pre-event site visits
Develop Itinerary			

Site / Venue Selection	Sponsorship ideas and amplification	Creation of emergency plans	Parking & Transportation
Financial Administration and Budgeting Oversight	Proposal preparation	Organizing and obtaining emergency services	Onsite management including the day of the event
Contracting	Promotional material development	Obtaining licenses, permits and insurance	Speaker management
Staff selection and training	Advertising		Audio / Visual
Volunteer recruitment training and coordination	Website design and maintenance		Food and Beverage
Event evaluation	Media liaison		Technical Direction
Ensuring VIP coordination			Vendor sourcing and management
Help manage tasks and timelines	Signage and collaterals		Run event rehearsals
Participate on planning and in meetings with UC and vendors	Registration		Budget tracking
Co-manage run of show; maintain program	Badging		Table assignments
Complete administrative tasks for committee and planning meetings including creating agendas, taking notes and distributing minutes	Create and manage interactive experiences		Check In
Work onsite as necessary within 8 weeks of the executing our two largest events, the UC Music and Arts Festival and the State of the City			

7.0 Exhibit B: Proposed Project Budget

Direct Labor

Estimated Hours Rate / Hour

Total Est. Cost (List by position, all professional personnel participating in project)
$_____

Total Direct Labor $ _____

APPENDIX A

Schedule of Events

Schedule of Events

Release of RFP and posted to Internet	01/22 – 02/05/2020

Location:

City of Union City
City Hall
5047 Union Street
Union City, GA. 30291

Deadline for Written Questions **Submit via Lakeisha Gaines and Cindy Givens*	02/03/2020
Questions and Answers or Addendum issued by posted	02/04/2020
Proposals due to City of Union City	**02/07/2020**
Proposed Awarded on	**No Later than 02/20/2020**

Attachment A
AFFIDAVIT OF NON-DEBARRED STATUS

(1) The Proposer certifies that neither it or its subcontractors is presently debarred, suspended, proposed for debarment, declared ineligible, or otherwise excluded from doing business with any government agency. Any such exclusion may cause prohibition of your firm from participating in any procurement by the City of Union City.

(2) If the Proposer is unable to certify to any of the statements in this certification, such Proposer or subcontractor shall attach an explanation to this proposal.

INSTRUCTIONS FOR CERTIFICATION

By signing and submitting this certification, the Proposer is providing the certification set out below:

(1) The certification in this clause is a material representation of fact upon which reliance will be placed. If it is later determined that the prospective vendor knowingly rendered a false certifications, the Purchasing Agent may pursue all available remedies, including suspension and/or debarment, for withdrawal of award or termination of a contract.

(2) The perspective Proposer shall provide immediate written notice to the Accounting Supervisor if at any time the Proposer learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

(3) Proposer shall be under a continuing duty to immediately inform the Accounting Supervisor in writing of any changes, if as a result of such changes, the Proposer certification regarding debarment is affected.

Failure to fully and truthfully provide the information required, may result in the disqualification of your bid/bid from consideration or termination of the Contract, once awarded. This document must be completed and included as part of the contract along with other required documents.

Under penalty of perjury, I declare that I have examined this certification and all attachments hereto if applicable, to the best of my knowledge and belief, and all statements contained hereto are true, correct, and complete.

On this_____ day of _____, 2020

_____
(Legal Name of Proposer) (Date)

_____
(Signature of Authorized Representative) (Date)

_____
(Title)

Sworn to and subscribed before me
This _____ day of _____, 2020

_____
Notary Public
My commission expires: _____

EXHIBIT 3

COUNTY OF FULTON

STATE OF GEORGIA

CONSULTANT AFFIDAVIT AND AGREEMENT

COMES NOW before me, the undersigned officer duly authorized to administer oaths, the undersigned Consultant, who, after being duly sworn, states as follows:

1.

By executing this affidavit, the undersigned consultant verifies its compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Union City, Georgia, has registered with and is participating in a federal work authorization program* in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02.

2.

The undersigned Consultant further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with the City of Union City, Georgia, of which this affidavit is a part, the undersigned Contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02 through the subcontractor's execution of the subcontractor affidavit required by the Georgia Department of Labor Rule 300-10-1-.08 or a substantially similar subcontractor affidavit. A sample of a subcontractor affidavit is attached hereto as Attachment 1. The undersigned contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Union City, Georgia, at the time the subcontractor(s) is retained to perform such service.

_____

EEV / Basic Pilot Program User Identification Number

FURTHER AFFIANT SAYETH NOT.

* Any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any other equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603. As of the effective date of O.C.G.A. § 13-10-91, the applicable federal work authorization program is the "EEV / Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).

_____ _____

BY: Authorized Officer or Agent Date

_____
Consultant Name

_____
Title of Authorized Officer or Agent of Consultant

_____
Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me
This _____ day of _____, 20___

_____
Notary Public

My commission expires: _____