

CITY OF MILAN
REQUESTS FOR PROPOSALS
City of Milan Branding/Marketing Initiative

The City of Milan, Michigan hereby requests proposals from qualified firms interested in providing ***Branding/Marketing Initiative Consulting*** services for the Milan City Council.

Proposals shall be due January 14th, 2013 at 11:00 a.m. Please mark the sealed envelope as "Milan Branding/Marketing Initiative." A complete Request for Proposal document may be obtained at:

City of Milan
ATTN: Benjamin Swayze
City Administrator
147 Wabash
Milan, MI 48160
Phone 734-439-1501

Or on the Web at:
<http://www.milanmich.org/RequestProposal.html>



City of Milan Request for Proposals 2013 City Branding/Marketing Initiative

The City of Milan, Michigan hereby requests proposals from qualified firms interested in providing consulting services to assist the City in a comprehensive branding/marketing initiative.

These specifications describe the conditions, requirements and responsibilities accepted by consultants when bidding on providing these services to the City of Milan.

I. INTRODUCTION

1.1 Background

The City of Milan has proposed a consulting process to help the community establish a brand which bridges a variety of interest groups and presents a common theme. The intent is to have a unifying theme and message about the City of Milan which harmonizes City government, City business and industrial assets, tourism initiatives, special events, parks and recreation amenities, Milan's cultural and historical assets, and other advocates for city marketing.

This **Request for Proposal** is intended to solicit and secure proposals from consultants with experience working with diverse interests within cities of a size similar to Milan to focus community marketing/promotion and identification (branding). The consultant will provide recommendations as to the best investment of limited resources to accomplish the City's needs/goals. The objective of the effort is to have a unifying message which will produce tangible increases in economic development activity, tourism activity, and enhance Milan's overall quality of life.

This versatile brand will be suitable for multiple applications, including but not limited to: tourism marketing; economic development marketing; professional recruitment and retention.

1.2 Minimum Qualifications

Proposals will be accepted from firms who meet the following minimum qualifications. Individuals or consultants that do not meet these minimum qualifications shall be deemed non-responsive and will not receive further consideration.

- A. Are licensed to do business in the State of Michigan.
- B. Possess necessary certifications, licensing and qualifications to perform the work proposed.

C. Applicable certificates of insurance coverage for the following:

1. Professional Liability and Property Insurance - The consultant shall procure and maintain Professional Liability Insurance in an amount not less than \$2,000,000 on account for each accident; and in an amount not less than \$1,000,000 for each accident for damage to property.
2. Automobile Insurance - The consultant shall procure and maintain Automobile Insurance in accordance with all applicable statutes of the State of Michigan.
3. Workers Compensation Insurance - The consultant shall procure and maintain Workers Compensation Insurance in accordance with all applicable statutes of the State of Michigan.
4. Additional Insured - Shall include the City of Milan, including all elected and appointed officials, all employees and volunteers, all boards, commissions and/or authorities and their board members, employees, and volunteers.
5. All insurance, as described above, shall include an endorsement stating the following: Thirty (30) days Advanced Written Notice of Cancellation or Non-Renewal, shall be sent to:

City of Milan
Attn: City Administrator
147 Wabash St.
Milan, MI 48160

- E. The successful bidder will be required to enter into a professional service contract with the City of Milan.

1.3 Funding

Any contract awarded as a result of this Request For Proposal is contingent upon the availability of funding, as determined by the Milan City Council.

1.4 Period of Performance

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about February 1st, 2013 and conclude June 30th, 2013.

II. GENERAL INFORMATION FOR CONSULTANTS

2.1 Project Administrator

The Project Administrator is the sole point of contact for this procurement. All communication between prospective bidders and the City upon receipt of this RFP shall be with the Project Administrator, as follows:

Benjamin Swayze
City Administrator
147 Wabash St.
Milan, MI 48160

Telephone: (734) 439-1501
Facsimile: (734) 439-3925
E-mail: bens@ci.milan.mi.us

Prospective bidders are to rely on written statements issued by the Project Administrator. Any other communication will be considered unofficial and non-binding on the City. Communication directed to parties other than the Project Administrator may result in disqualification of the prospective bidder.

2.2 Estimated Schedule of Procurement Activities

- | | |
|----------------------------------|----------------------------------|
| • Issue request for proposals | December 11 th , 2012 |
| • Proposals due | January 14 th , 2013 |
| • Committee evaluates proposals | January 21 st , 2013 |
| • City Council approves contract | January 28 th , 2013 |
| • Begin contract work | February 1 st , 2013 |
| • Contract Work to be Completed | June 30 th , 2013 |

2.3 Submission of Proposals

Responding firms are required to submit four (4) copies of their proposal, which must have original signatures. The proposal, whether mailed or hand delivered, must arrive at the City Hall no later than 11:00 a.m., local time, on Monday, January 14th, 2013.

Proposals must include all information as outlined in Section 4 of this document.

The proposal is to be sent to the Project Administrator at the address noted in Section 2.1, above. The envelope should be clearly marked "Milan Branding/Marketing Initiative" and addressed to the attention of the Project Administrator.

Bidders who mail proposals should allow normal mail delivery time to ensure timely receipt of their proposals by the Project Administrator. Respondents assume the risk for the method of delivery chosen. The City assumes no responsibility for delays caused by

any delivery service. Proposals may not be transmitted using electronic media such as facsimile or email transmission.

Late proposals will not be accepted and will be automatically disqualified from further consideration. All proposals and any accompanying documentation become the property of the City and will not be returned.

2.4 Proprietary Information and Public Disclosure

Materials submitted in response to this competitive procurement shall become the property of the City. All proposals received shall remain confidential until the deadline for submission of bids or proposals has expired, as defined by Michigan statute (MCL 15.243(i), the Freedom of Information Act).

2.5 Revisions to the RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be reduced to writing and submitted to all prospective bidders known to the City. For this purpose, the published questions and answers and any other pertinent information will be considered an addendum to the RFP and will be provided to prospective bidders.

The City reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a contract.

2.6 Acceptance Period

Proposals must provide 60 days for acceptance by City from the due date for receipt of proposals.

2.7 Responsiveness

All proposals will be reviewed by the Project Administrator to determine compliance with administrative requirements and instructions specified in this RFP. Failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive. The City also reserves the right, at its sole discretion, to waive minor administrative irregularities.

2.8 Most Favorable Terms

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially on the most favorable terms that the respondent could propose. There will be no best and final offer procedure. The City does reserve the right to contact a respondent for clarification of its proposal.

The Respondent should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. Contract negotiations may incorporate some of or the

Respondent's entire proposal. It is understood that the proposal will become a part of the official procurement file on this matter without obligation to the City.

2.9 Costs of Proposal

The City will not be liable for any costs incurred by the Respondent in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

2.10 No Obligation Contract

This RFP does not obligate the Milan City Council to award a contract for services specified herein.

2.11 Rejection of Proposals

The City reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

2.12 Failure to Comply

The Respondent is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive.

2.13 Commitment of Funds

The Milan City Council or their delegates are the only individuals who may legally commit the City to the expenditures of funds for a contract resulting from this RFP. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

2.14 Signatures

The proposal must be signed and dated by a person authorized to legally bind the Respondent to a contractual relationship, e.g., the President or Executive Director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship.

III. SCOPE OF WORK

3.1 Project Deliverables

All proposals will be expected to provide a clear and unambiguous process for achieving a unifying theme or brand and marketing concepts. Activities should include:

- a. A process for engaging the business community and reaching consensus on their views on marketing Milan. A discussion of tools or methods to be used should be included.
- b. Interaction with various City of Milan boards and commissions, City Council, City staff, Milan citizens, Milan Historical Society, Milan Chamber of Commerce, and related interest groups through surveying tools, community meetings, or a combination of methods to identify elements of community pride which should be included or amplified in a marketing or branding process.
- c. Final report will include, but not limited to, an agreed upon symbol, trademark, slogan, color scheme, brand, and so forth that will be unique to the City of Milan in branding and advertising the city for economic development purposes.
- d. A final report which states the conclusions of the public process and presents specific recommendations, making the most effective investment of existing funding; cost- out services/products, for branding and marketing the community of Milan.

3.2 Project Priorities

When considering bid proposals and final deliverables, the following priorities of the City should be considered:

- a. Provide a greater strategic focus and foster a unified and cooperative approach to city marketing.
- b. Establishment of a clear, valued and sustainable point of distinction in the minds of customers.
- c. Provide a decision-making framework to build strong, consistent brand identity and avoid contradictory and changing designs, messages and images.

IV. PROPOSAL CONTENT

4.1 Proposal Description

The City of Milan is interested in a consultant's ability to both deliver a big picture, strategic perspective and to execute tactical detail needed to meet strategies and objectives in a timely fashion and within a budget. Successful proposals will more than likely include the following elements:

- Goals
- Objectives
- Strategies
- Plan Implementation Details

- Timelines
- Success Measurements
- Detailed Budget

4.2 Proposal Format

Proposals can be creative in presentation and should, at a minimum, contain the following elements:

- a. Firm's Information
 - Name, Address, Phone, Email, Website
 - Detail of principals assigned to this project, including resumes
- b. Details of Firm's Qualification
 - Past projects with specific, measurable results
 - Samples of related work, specifically of municipal and tourism branding
 - Minimum of three professional references, one of which should be a current client
- c. Proposal
 - Address items outlined in Section 4.1 of this RFP
 - Describe staffing to be used in fulfilling the obligations of this project
 - Provide a timeline of tasks to be accomplished once contract is approved.
 - Outline of budget. If budget is lump-sum, include amount. If budget is hourly, please include an estimate of total project costs and detail of hours to be worked.
- d. Rights Release
 - All proposals must include language that upon the completion and full payment of the contract, the City of Milan will retain sole rights for the usage of all graphics and other materials that are created as a result of this project.
- e. Signatures
 - The proposal must be signed and dated by a person authorized to legally bind the Respondent to a contractual relationship, e.g., the President or Executive Director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship.

IV. EVALUATION CRITERIA

5.1 Evaluation Subcommittee

The Marketing Subcommittee of the Milan City Council will be responsible for evaluating the submitted proposals. Though there is no formal evaluation criteria, the subcommittee will focus on the following items when evaluating the proposals:

- a. Understanding and effectively addressing the nature of the services requested by the City of Milan
- b. Strategic depth and overall creativity of the proposal
- c. Responsiveness to all elements outlined in the request for proposal
- d. Proposed budget and fee for services for the services requested
- e. Experience and results in performing the services desired by the City of Milan

5.2 Subcommittee Recommendation

The subcommittee will be responsible for making recommendations on the choice of a proposal to the Milan City Council. The Milan City Council remains the sole body responsible for awarding a contract. The Milan City Council reserves the right to request additional information from the firms including, but not limited to, formal interviews and/or firm presentations. Should firms be requested to present to Milan City Council, they will receive a minimum of ten (10) days notice.

Submission of a proposal indicates acceptance by the firm of the conditions contained in the Request for Proposal.