



City of Tombstone

P.O. Box 339 * 613 E. Allen Street
Tombstone, Arizona 85638

Phone (520) 457-2202 TTY: 1-800-367-8939 Fax (520) 457-3516

E-mail: cityhall@cityoftombstone.com

**City of Tombstone
Marketing, Media and Communications
Request for Qualifications, City Branding and Marketing
RFQ# 01-2019**

The City of Tombstone is requesting Statements of Qualifications from experienced and qualified Marketing Firm/ Agency (Firm) for a comprehensive and full marketing plan to reflect our unique community.

Tombstone is seated in Cochise County, has a population of 1,355 residents in an area that consist of 6 square miles, with an elevation of 4,540 ft. The City of Tombstone provides Police, Fire, water, street maintenance, sewer services, and a city library.

Tombstone has a rich and colorful background of historical figures, history and is home to the world famous Gunfight at the O.K. Corral. The city also is surrounded by mountains that provide recreational opportunities for residents and visitors alike. All events are held within Tombstone Historic District which is comprised of 3 square blocks.

Tombstone has a business community most of which is located within the Historic District. The Historic Preservation Commission oversees the historical atmosphere within this district.

Tombstone offers a glimpse into the past with historic attractions such as museums, history tours on foot, by stagecoach or trolley, underground mine experiences, paranormal adventures, shopping, dining and of course gunfight reenactments.

The Tombstone Community desires to develop a local, regional, national and international media campaign using existing, limited resources in the most cost-effective way.

Project Overview and Scope of Services

The City of Tombstone is seeking an experienced Marketing Firm/Agency to create a comprehensive, full marketing initiative and needs a qualified Marketing Firm/Agency with experience in solid market research, strategic planning, and recommendations for implementation and tracking results in line with Ordinance No. 2009-04.

It is critical that the marketing initiative consist of and accomplish the following;

- Promote Tombstone as a great place to visit, shop, live and work.
- Inspire potential visitors to choose Tombstone as a travel destination
- Conduct additional market research and analysis as needed
- Recommend an advertising campaign strategy from conception through design, development, production and evaluation.
- Carry out media buying, placement and monitoring
- Provide a written and graphical marketing plan that would be used to execute on the City's strategic marketing plan.
- Provide photography as needed
- Provide videography as needed

*All delivered content must be open sourced or available for licensed use. Cost of any necessary licensing should be clearly disclosed within the Written Agreement.

Proposal Format and Desired Qualifications

Experience of the Marketing Firm/Agency; provide a cover letter with name, address, phone number and email address of Consultant.

- Prior experience and qualifications in providing advertising, marketing, media and communication services for marketing initiative.
- Firm's history regarding working with Arizona Office of Tourism and other marketing entities that advertise Arizona.
- Identify the proposed Project Manager and personnel to be assigned to this project, including names, address, current phone numbers and email addresses.

- References: Provide the name and contact information for at least three (3) references familiar with the quality of work by your firm of similar nature as contained in the above Scope of Work
- Project Understanding; provide your general understanding of the City's media and communication needs. Identify any potential challenges or special concerns that may be encountered.
- Hourly Rates; In a separate, sealed envelope, provide a breakdown of hourly rates for prospective work by labor type required to carry out the items described in the Scope of Work.
- Provide any other information that you feel to be relevant to the selection of your firm.

Review Criteria

- The completeness of the submittal
- Qualifications of the Marketing Firm/ Agency; Preference shall be given to those with key experience in the items listed in the Scope of Services.
- Project Understanding; Preference shall be given to respondents which demonstrate an understanding of the project requirements.
- References; Preferences shall be given to respondents with reference checks that complement the desired project requirements.
- Ability of the Firm in terms of workload and availability of qualified personnel, equipment, and facilities to perform the required professional services competently and expeditiously.

INTERVIEWS

The City of Tombstone, at its sole discretion may conduct on site interviews with each respondent or finalist. The individual designated as the Project Manager should attend the interview. All costs, if any, associated with travel to this interview are the responsibility of the respondent. The City will make every effort to accommodate and minimize costs to the respondent.

Respondent should be prepared to discuss all aspects of their proposal.

SELECTION

The Marketing Review Committee shall serve as the selection committee and will forward their recommendations to the Mayor and Council for final approval.

The City of Tombstone plans to select the Marketing Firm/ Agency to perform these services by December 10, 2019. If a written agreement cannot be negotiated with the selected consultant within a reasonable period of time after selection, the City reserves the right to terminate negotiations and select a Firm from among the other finalist.

Written Agreement Required

The selected respondent will be invited to enter into a three (3) year written agreement with the City of Tombstone to provide all services required under the Scope of Services set forth in this RFQ or as may be modified by the Written Agreement. The responded will be expected to complete the tasks and produce the products and services as outlined below and as assigned by the City Clerk and Mayor. A final budget for such services will be established upon award and final approval of the Written Agreement.

SUBMISSION OF PROPOSALS

Respondents shall submit six (6) hard copies of their proposal to City Hall. Proposals must be submitted bearing the name and address of the respondent. Responses must be submitted to:

City of Tombstone
613 E. Allen Street
Tombstone, AZ 85638

All responses to the RFQ are due December 2, 2019 2:00 p.m. MST

Responses to the RFQ that are not received by City Hall prior to the date and time specified will be considered late and will be rejected. All submitted proposals, including attachments, supplementary materials, addenda, etc. become the property of the City of Tombstone and will not be returned to the respondent.

GENERAL CONDITIONS

- A. **CONFLICT OF INTEREST:** The successful firm shall disclose any potential conflicts of interest it may have with the City of Tombstone, and shall address and resolve any individual matters involving a conflict in advance of appointment. Such conflicts shall be disclosed as part of the RFQ submission.
- B. **INSURANCE AND INDEMNIFICATION:** The selected firm must maintain professional, general, automobile and employee liability insurance in addition to workers' compensation insurance in the minimum amount of \$1,000,000.00 per occurrence and \$2,000,000.00 aggregated and name the City of Tombstone as an additionally insured. Additionally, the selected firm must state in its RFQ that it shall indemnify and hold harmless the City of Tombstone from any claims arising out of any work or service provided by the firm including, but not limited not to, claims by any federal, state, or county agency that there is, or may be, a violation of a law or regulation.
- C. **DATA COMPILATION:** The selected firm shall take all steps necessary to safeguard any data, files, reports, surveys, drawings or other information from the loss of such data shall be borne by the Agency when such loss or damage occurred through its negligence. The selected firm shall retain all data, files, reports, drawings or other information and shall provide a copy the same to the Clerk of the City of Tombstone within 60 days of the data, file, report, survey, drawing or other information is created.
- D. **FEDERAL AND STATE LAWS:** The selected firm shall include in its RFQ that it is solely responsible for obtaining all permits and complying with all other federal or state laws, regulations or requirements governing marketing a municipality.
- E. **CANCELLATION:** City Code, Section 1-18-4F states "The purchasing agent under subsection 1-18-2 A, B, C and D of this chapter and the mayor and council under subsection 1-18-2E of this chapter shall have the authority to reject any and all bids and re-advertise or re-solicit bids. (Ord. 3-1989, 4-17-1989)"

The signer of the proposal must declare that the proposal is in all respects fair and in good faith without collusion or fraud and that the signer of the Bid has the authority to bind the principal proponent.

Questions pertaining to this RFQ should be submitted via email to cityhall@cityoftombstoneaz.gov. Questions must be submitted no later than (5) five business days prior to RFQ closing date and time. To ensure fair consideration for all respondents, responses to the submitted questions will be provided in the form of an addendum to the RFQ. Such addenda, if issued, will be posted on the City official website; www.cityoftombstoneaz.gov.

The City of Tombstone reserves the right to reject any irregular or non-responsive submission and reserves the right to waive any irregularity in submissions. The City reserves the right to reject all proposals and re-solicit for proposals at the City's sole discretion.

All submitted proposals, attachments, etc. will be considered public after contract is awarded.

All cost related to the preparation of proposals and any related activities are the sole responsibility of the respondent. No reimbursement will be made by the City of Tombstone for any cost incurred in preparing proposals.

The City of Tombstone reserves the right to cancel or modify this request for proposal. This is no guarantee that the City of Tombstone will enter into the Written Agreement for the requested services.

ATTACHMENT A

**ACKNOWLEDGEMENT OF RECEIPT OF RFQ
#01-2019- MARKETING, MEDIA & COMMUNICATIONS,
CITY BRANDING
ACKNOWLEDGEMENT OF RECEIPT FORM**

In acknowledgement of receipt of this Request for Qualifications, the undersigned agrees that he/she has received a complete copy, beginning with the Title Page (Page 1 of 6) and ending with Attachment A (Page 6 of 6).

This Acknowledgement of Receipt should be signed and returned to the Interim City Clerk no later than 5:00 p.m. on November 15, 2019. Only firms/individuals who elect to return this form completed with the intention of submitting a proposal will receive copies of all firms/individual written questions and the CITIES written responses to those questions, as well as RFQ amendments, if any are issues.

COMPANY NAME: _____

REPRESENTED BY: _____

TITLE: _____

E-MAIL: _____

ADDRESS: _____

CITY: _____ **STATE** _____ **ZIP CODE** _____

SIGNATURE: _____ **DATE:** _____

This name and address will be used for all correspondence related to the Request for Qualifications and be used when distributing the written responses to questions and any RFQ amendments. Written responses to questions and any RFQ amendments will also be available on the CITY website at www.cityoftombstoneaz.gov. Return this form to the City Hall:

Brenda Ikirt, Interim City Clerk, P.O. Box 339, Tombstone, AZ 85638
Fax: (520) 457-3516, E-mail: cityhall@cityoftombstoneaz.gov.

CITY OF TOMBSTONE

RFQ Evaluation Panel Scorecard

Name of Firm _____

RFQ Title: RFQ #01-2019 Marketing, Media & Communications

Name of Reviewer: _____

EVALUATION FACTOR	<u>MAX POINTS</u>	TOTAL
Project Understanding & Approach	30	
Completeness of Submittal	5	
3 References that complement desired project requirements	10	
Firm Experience & Qualifications	40	
Proposed personnel & Equipment Availability	30	
Cost Savings	35	
Total Evaluation Points	150	

Comments on individual score selections or general comments during review of response: