



Request for Proposal

Brand Ambassador Media Consultant

Notice: 11/12/2018

Due 11/27/2018 by 2:00pm

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Project: Brand Ambassador Media Consultant

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## **SECTION 1: NOTICE OF REQUEST FOR PROPOSALS**

### **1.1 Notice**

The City of Vista (hereafter referred to as the “City”) is currently seeking a qualified consulting company (hereafter referred to as the “Consultant”) to act as the City’s Economic Development Department Brand Ambassador Media Consultant. The purpose of this Request for Proposals (RFP) is to select a Consultant that demonstrates competence and possesses the necessary qualifications to create media ready story content at a fair and reasonable cost. The City will consider proposals from qualified Consultants that demonstrate experience writing stories and creating content attractive to media outlets.

The work to be done is described in Section 3. Copies of the RFP are available at the Vista Economic Development website ([www.cityofvista.com/business/economic-development](http://www.cityofvista.com/business/economic-development)) and office (Vista Civic Center, Economic Development Department, 200 Civic Center Drive, Vista, California 92084).

### **1.2 Due Dates**

Responses to this RFP must be received no later than 2 p.m., Tuesday, November 27, 2018. The proposal must be emailed to Jennifer Schoeneck [jschoeneck@cityofvista.com](mailto:jschoeneck@cityofvista.com) with the subject line “Brand Ambassador Media Consultant – [Consultant Name]”. The City reserves the right to reject any and all proposals, and to waive any irregularity. After emailing proposal, the applicant will receive an email confirming receipt of proposal within 24 hours. If applicant does not receive an email receipt within 24 hours please call Jennifer Schoeneck at 760-643-5245 to confirm receipt of proposal.

## **SECTION 2: DESCRIPTION OF CITY OF VISTA ECONOMIC DEVELOPMENT BRAND AMBASSADOR MEDIA CONSULTANT PROJECT**

### **2.1 Overview**

The City Economic Development department is responsible for attracting, expanding and retaining businesses in the City of Vista. As part of these efforts, Economic Development staff regularly interact with members of the business community and, many times, discover inspiring, innovative stories about local business achievements that have a local, and sometimes global, impact. Economic Development staff also discover new and compelling industry trends and uncover data that makes a compelling story about the local business community at large. In an effort to increase media exposure to these stories, the City Economic Development department works with the City Communications department to share these potential stories leads with the media. To increase the efficacy of this effort the Economic Development department is seeking a Consultant to lend their expertise in writing positive business success stories worthy of media publication that the City Communications department can pitch to the media.

## 2.2 Resources

The City of Vista Economic Development website contains information about the work of the department: [cityofvista.com/business/economic-development](http://cityofvista.com/business/economic-development). The information on this site is pertinent as it may be applicable to some business story content.

## **SECTION 3: PROJECT REQUIREMENTS**

### 3.1 Scope of Work

The City of Vista is seeking a qualified company to act as the City's Economic Development department Brand Ambassador Media Consultant. The Consultant will work closely with City Economic Development staff to create media ready stories that the City Communications department will pitch to media contacts.

The anticipated timeline for this project is December 10, 2019 through June 30, 2019. The total budget for this project is \$12,000.

The Consultant will be expected to deliver one story package each week starting Monday, January 7, 2019 through June 30, 2019 for a total of 25 story packages. Each story package will include a short article that will be posted to the City's website, a media summary that will be sent to media contacts by the City Communications department, and three associated social media posts for use on the City's Twitter account, plus any other affiliated content the Consultant deems necessary to create a compelling media ready story.

The City Economic Development staff will be responsible for supplying story ideas, leads and contact information of a primary story source to the Consultant. The Consultant is responsible for providing guidance on images and affiliated material needed for each story package and the City will provide associated photo content when possible. When the City does not have high quality images, the Consultant will be responsible for supplying photo or video content to create a complete story package.

Further consideration will be given to applicants who demonstrate creativity in producing regular media content and an ability to provide strong media relationships with a proven track record of media placements.

### 3.2 Qualifications

The Consultant responding to this RFP must provide the following:

- A. Evidence of substantial knowledge and experience in producing regular written content and affiliated social media content in a timely manner.

B. A history of working with the media to place story content.

### 3.3 Content and Format of Proposals

The proposals must contain the following information in order to be considered:

#### **3.3.1 Cover Letter**

A cover letter on firm letterhead must provide the name and title of the person(s) who are authorized to answer questions about this RFP. The cover letter should not exceed one (1) page in length and should summarize key elements of the proposal. The letter must include the telephone, fax number (if applicable), website, email address and physical address of the office.

#### **3.3.2 Portfolio**

Provide the name and contact information for three (3) previous clients along with examples of content produced for each client.

#### **3.3.3 Example schedule of content production**

In order to demonstrate the applicant's qualifications, the applicant must supply an example schedule of the process that the applicant uses to efficiently and effectively produce creative content in a consistent and timely manner.

Further consideration will be given to applicants that include information on how to mitigate scheduling obstacles that may arrive in trying to obtain information from sources in a timely manner.

### 3.4 Consultant's Responsibilities

#### **3.4.1 Consultant is an Independent Contractor**

The Consultant shall act under the agreement as an independent contractor and will not be an agent or employee of the City.

#### **3.4.2 Compliance with the Law**

The Consultant agrees that performance under the Agreement shall comply with applicable laws of the federal government and State of California, as well as all applicable policies and regulations of the City.

#### **3.4.3 Insurance Requirements**

Prior to commencement of the Brand Ambassador Media Consultant Agreement, the Consultant must show proof of insurance. A certificate of insurance and endorsement will be required indicating compliance with the following minimum insurance requirements and the contractor shall maintain such insurance in effect during the entire term of the Agreement with the City.

- A. Workers' Compensation Insurance to cover the contractor's employees as required by the California Labor Code. Before execution of an agreement by the City, contractor shall file with the City a signed Worker's Compensation Insurance Certification. In the event that the contractor has no employees, it will be required to file a certification that the contractor has no employees. The City and its officers, employees, and agents will not be responsible for any claims in the law or equity occasioned by failure of contractor to comply with its Agreement with the City.
  
- B. Commercial General Liability, personal injury and property damage liability, contractual liability, independent contractor's liability, and automobile liability insurance, with minimum combined liability limits of Two Million Dollars (\$2,000,000) per occurrence, and a maximum of deductible of One Thousand Dollars (\$1,000) per occurrence. Each such policy of insurance shall:
  - 1. Be issued by companies that hold a current policy holder's alphabetic and financial size category rating of not less than A-VII, according to the current Best's Key Rating Guide or a company of equal financial stability that is approved by the City Risk Manager for all coverages except surety.
  - 2. Name and list as additional insureds the City, City's officers, employees, and agents. An endorsement shall accompany the insurance certificate naming such additional insureds.
  - 3. Specify it acts as primary insurance and that no insurance held or owned by the City shall be called upon to cover a loss under said policy.
  - 4. Contain a clause substantially in the following words: "it is hereby understood and agreed that this policy may not be canceled or materially changed except upon 30 days prior written notice to the City of such cancellation or material change as evidenced by a return receipt for a registered letter."
  - 5. Cover the operations of the contractor pursuant to the terms of this the Agreement; and
  - 6. Be written on an occurrence and not on a claims made basis.
  
- C. Professional Liability, with limits no less than \$1,000,000 per occurrence or claim, and \$2,000,000 policy aggregate.
  
- D. Special Risks or Circumstances, City reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other circumstances.

### **3.4.4 Equal Employment Opportunity**

The Consultant shall not discriminate against any employee or applicant for employment because of race, creed, color, sex, national origin, age or disability. The Contractor shall ensure that all employees and applicants for employment shall be treated with equality in all aspects of employment processes including, but not limited to, hiring, transfer, promotion, training, compensation and termination, regardless of their race, creed, color, sex, national origin, age or disability.

## **SECTION 4: INSTRUCTIONS FOR SUBMITTING PROPOSALS**

### **4.1 Delivery of Proposals**

All proposals must be submitted electronically to Jennifer Schoeneck, Economic Development Specialist at [jschoeneck@cityofvista.com](mailto:jschoeneck@cityofvista.com) in accordance with Section 1.2. Applicants may submit content in a format they deem acceptable to meet requirements in Section 3.

Any proposals received by the City of Vista, Economic Development department after the specified hour and date will not be accepted (2 p.m., Tuesday, November 27, 2018). Postmarks will not be acceptable in lieu of actual receipt prior to the prescribed hour and date.

### **4.2 Proposal Documents**

The Proposal Documents must comply with this RFP and must respond to all requested information. The emphasis of the proposal should be on responding to the requirements set forth in this RFP as explained in Section 3.

### **4.3 Interpretations and Questions of the Request for Proposals**

If the applicant is in doubt as to the true meaning of any part of the RFP, or finds discrepancies in or omissions from the RFP, the applicants can submit questions to Jennifer Schoeneck by email at [jschoeneck@cityofvista.com](mailto:jschoeneck@cityofvista.com). The applicants shall be responsible for the prompt delivery of questions and must comply with the specified due date.

RFP question and responses will be posted on the City of Vista's Economic Development website located at <http://cityofvista.com/business/economic-development>. Please reference this section before submitting any questions as your question may have already been answered. It is the applicant's responsibility to stay apprised of any updates.

The City shall not be responsible for any explanation or interpretations of the RFP other than by written notice. No oral interpretations of any provision in the RFP shall be binding upon the City.

#### 4.4 Review of Proposals

All proposals shall be reviewed and evaluated for responsiveness to the RFP in order to determine whether the applicant possesses the professional qualifications necessary for the satisfactory performance of the services required. Qualifications of all parties to who provide a response to this RFP will be investigated. The City Council will ultimately select the recipient of the contract.

In reviewing the proposals, the City will consider the following:

- The experience and past performance of the applicant, its agents, employees and subcontractors in completing projects of a similar type, size and complexity.
- The applicant's timely and accurate completion of similar projects within budget.
- The applicant's understanding of the work to be completed based upon the clarity of the proposal and responsiveness to this RFP.
- Evaluation criteria include, but are not limited to, the understanding of the proposed requirements as evidenced by the quality of the proposal response, relevant experience, project understanding, recent experience, and proposal costs. The City may not select the lowest cost consultant.

#### 4.5 Review Schedule

11/12/2018	RFP issued
11/27/2018	RFP due date; 2:00pm
11/29/2018	Notification of status to all respondents
12/04/2018	Consultant interviews (if applicable) – Vista Civic Center, 10 a.m. to 4 p.m. Please plan accordingly.
12/6/2018	Selected applicant notified

### ***SECTION 5: Award of Professional Service Agreement***

Upon completion of the review period, applicants whose proposals will be considered for further evaluation will be notified. All applicants so notified will be required to attend an in-person interview and negotiate in good faith.

The City reserves the right to reject any or all proposals, and to waive any irregularities. The award of the Agreement, if made by the City, will be based upon a total review and analysis of each proposal and projected costs.

Once a Consultant has been selected, the Consultant and the City will negotiate an Agreement. The City shall not be contractually obligated to any applicant until duly authorized representatives of both the Consultant and the City sign, approve and fully execute an agreement. The Agreement shall obligate the Consultant to defend, indemnify and hold the City of Vista, its officials, and employees harmless from and against any claims for damages arising from the work performed by the Consultant.