

# INLAND VALLEY DEVELOPMENT AGENCY (IVDA)

## REQUEST FOR PROPOSAL (RFP)

FOR

### MARKETING/MEDIA/PUBLIC RELATIONS PROGRAM FOR THE SAN BERNARDINO VALLEY ENTERPRISE ZONE

JULY 15, 2010

#### **PROJECT DESCRIPTION**

The Inland Valley Development Agency (IVDA) invites the submittal of a response to this Request for Proposal (Proposal) from consultants interested in providing a Marketing/Media/Public Relations Program for the San Bernardino Valley Enterprise Zone (SBVEZ). For this effort, the IVDA may retain one or more consultants to prepare a Public Relations/Media Campaign for the SBVEZ. Consultants should submit an individual cost for each separate project.

The Enterprise Zone Program targets economically distressed areas throughout California. Special state and local incentives encourage business investments and promote the creation of new jobs. The purpose of the program is to stimulate development by providing tax incentives to businesses and allow private sector market forces to revive the local economy. The SBVEZ is approximately 12,000 acres and covers portions of the City of Colton, City of San Bernardino and County of San Bernardino. Visit [www.sbvez.com](http://www.sbvez.com) to view a boundary map.

#### **SCOPE OF WORK**

Provide a detailed Proposal for a Public Relations/Media Campaign for SBVEZ. At a minimum, the Proposal should include:

- Advertising placement
- Trade show attendance
- Placement of news articles/press releases
- Organizational memberships
- Outreach to small business
- Legislative affairs

You are encouraged to offer a unique and cost effective solution to the Scope of Work requested.

#### **COST PROPOSAL**

Consultant shall provide a complete, detailed and itemized Cost Proposal for provision of services necessary for completion of the Scope of Work described herein. The IVDA will utilize the Scope of Work and Cost Proposal as the basis for negotiation of contract terms for provision of such services.

#### **PROPOSAL ORGANIZATION AND CONTENTS**

The Proposal may be organized in any manner the Consultant wishes. It should include the name and location of the designated project manager and a general organization chart showing the names of the key personnel to be assigned to the project. The project manager, or his authorized representative, shall be available to the IVDA throughout the duration of the provision of services set forth in the Scope of Work.

In addition, to be considered responsive to this request, the following information shall be included within the submitted Proposal:

- A cover letter signed and dated by the representative who is authorized to respond to this RFP on behalf of the firm.
- The number of years in business of the entity submitting the Proposal and the total years experience of the principal individuals of the responding firm.
- Types of services offered.
- Examples of successful marketing/media/public relations projects.
- Project manager's name and resume.
- Resumes of key personnel.
- Indemnities and available insurance.
- References with point of contact.
- Detailed Cost Proposal of services offered, in a sealed envelope.

## **INDEMNIFICATION AND INSURANCE REQUIREMENTS**

### **1. Indemnification**

The Consultant agrees to indemnify, defend and hold harmless the IVDA and its authorized officers, employees, agents and volunteers from any and all claims, actions, losses, damages, and/or liability arising out of the performance of the Scope of Work from any cause whatsoever, including the acts, errors or omissions of any person and for any costs or expenses incurred by the IVDA on account of any claim therefore, except where such indemnification is prohibited by law.

### **2. Insurance**

Without in any way affecting the indemnity herein provided and in addition thereto, the Consultant shall secure and maintain throughout the performance of the Scope of Work the following types of insurance with limits as shown:

Workers' Compensation: A program of Workers' Compensation insurance or a state-approved self-insurance program in the amount and form to meet all applicable requirements of the Labor Code of the State of California, including Employer's Liability with \$250,000 limits, covering all persons providing services on behalf of the Consultant and all risks to such persons during the performance of the Scope of Work.

If Consultant has no employees, it may certify or warrant to IVDA that it does not currently have employees or individuals who are defined as "employees" under the Labor Code and the requirement for Workers' Compensation coverage will be waived.

With respect to Consultants that are non-profit corporations organized under California or federal law, volunteers for such entities are required to be covered by Workers' Compensation insurance. If the IVDA determines that there is no reasonably priced coverage for volunteers, evidence of participation in a volunteer insurance program may be substituted.

Comprehensive General and Automobile Liability Insurance – This coverage to include contractual coverage and automobile liability coverage for owned, hired, and non-owned vehicles. The policy shall have combined single limits for bodily and property damage of no less than one million dollars (\$1,000,000).

Errors and Omission Liability Insurance – Combined single limits of \$1,000,000 for bodily injury and property damage and \$3,000,000 in the aggregate; or

Professional Liability – Professional liability insurance with limits of at least \$1,000,000 per claim or occurrence.

Employee Automotive Liability Insurance – If the services to be performed under this agreement require Consultant's employee to drive a vehicle, Consultant's employee must possess a valid California driver's license at all times during the performance of the Scope of Work.

In order for Consultant's employees to be able to use a private vehicle during the performance of this agreement, Consultant's employees shall be covered by vehicle liability insurance at least equal to the current minimum requirements of the California Vehicle Code.

Consultant's Automobile Liability coverage will serve to augment Consultant's employees' vehicle liability coverage as per the specified limits of no less than one million dollars (\$1,000,000.00) per occurrence.

Fidelity Bond – A Fidelity Bond in the amount of \$500,000.00 to cover Dishonest Acts of Employees shall be provided by the Consultant.

### **3. Additional Named Insured**

All policies, except for the Workers' Compensation, Errors and Omissions and Professional Liability policies shall contain additional endorsements naming the IVDA and its officers, employees, agents and volunteers as additional named insured with respect to liabilities arising out of the performance of services hereunder.

### **4. Waiver of Subrogation Rights**

The Consultant shall require the carriers of the above required coverage to waive all rights of subrogation against the IVDA, its officers, employees, agents, volunteers, vendors, and subcontractors.

### **5. Policies Primary and Non-Contributory**

All policies required above are to be primary and non-contributory with any insurance or self-insurance programs carried or administered by the IVDA.

### **6. Proof of Coverage**

Upon execution of the Contract, the Consultant shall immediately furnish certificates of insurance to the IVDA evidencing the insurance coverage, including the endorsements above required, prior to commencement of performance of services hereunder, which certificates shall provide that such insurance shall not be terminated or expire without thirty (30) days written notice to the IVDA. Consultant shall maintain such insurance from the time Consultant commences performance of Scope of Work hereunder until the completion of such services. Within sixty (60) days of commencement of the Contract, the Consultant shall furnish certified copies of the policies and all endorsements.

### **7. Insurance Review**

The above insurance requirements are subject to periodic review by the IVDA. The IVDA is authorized, but not required, to reduce or waive any of the above insurance requirements whenever the IVDA determines that any of the above insurance is not available, is unreasonably priced, or is not needed to protect the interests of the IVDA. In addition, if the IVDA determines that heretofore, unreasonably priced or unavailable types of insurance coverage or coverage limits become reasonably priced the IVDA is authorized, but not required, to change the above insurance requirements to require additional types of insurance coverage or higher coverage limits, provided that such change is reasonable in light of past claims against the IVDA, inflation, or any other item reasonable related to the IVDA's risk.

Any such reduction or waiver for the entire term of the Contract and any change requiring additional types of insurance coverage or higher coverage limits must be made by amendment to the Contract. Consultant agrees to execute any such amendment within thirty (30) days of receipt.

## **SUBMISSION REQUIREMENTS**

- A. All submittals shall be received at the following address no later than 2:00 P.M., local time, on Thursday, July 29, 2010.

### **Submit Proposals To:**

Inland Valley Development Agency  
Attention: Ms. Kelly Berry, Clerk of the Board  
294 S. Leland Norton Way, Suite 1  
San Bernardino, CA 92408  
Subject: SBVEZ Marketing/Media/PR Program

- B. Interested Consultants shall submit one (1) original and five (5) copies of their Proposal by the deadline stated above.
- C. Facsimile or electronically transmitted responses will **not** be accepted since they do not contain original signatures.
- D. Postmarks will not be accepted in lieu of actual receipt.
- E. Submittals which arrive after the deadline, for any reason, will disqualify the Consultant.
- F. The package containing the original and five (5) copies must be sealed and marked with the Proposer's name and "CONFIDENTIAL – RFP FOR MARKETING/MEDIA/PUBLIC RELATIONS PROGRAM."
- G. The Cost Proposal shall be enclosed in a separate sealed envelope and clearly marked "COST PROPOSAL."
- H. Should modification or clarification to the RFP become necessary, a written addendum shall be posted to the IVDA's website at [www.sbdairport.com](http://www.sbdairport.com) under "RFP/Bids." It is the responsibility of Consultants seeking submit a Proposal in response to this RFP to monitor the website for any such addendums.

## **PROPOSAL EVALUATION**

- A. Applicability of Proposal towards the overall marketing goals of the SBVEZ
- B. Government coordination experience
- C. Qualifications of team
- D. Reference Check
- E. Response compliance with the requirements of the RFP
- F. Cost

Oral interviews may or may not be held.

## **AWARD OF CONTRACT**

The Contract will be awarded based on a competitive selection of proposals received.

The contents of the Proposal of the successful Consultant will become contractual obligations and failure to accept these obligations in a contractual agreement may result in cancellation of the award.

Award of the Contract may or may not be on an all-or nothing basis. The IVDA reserves the option to make one or more awards as it deems to be in the best interest of the IVDA.

## **PUBLIC RECORD**

Respondent's attention is drawn to the fact that all Proposal documents submitted are subject to the California Government Code Section 6250 et. seq., commonly known as the Public Records Act. Information contained in the Proposals may be made public after the review process has been completed in recommendation for award to the IVDA.

## **CONTINGENCIES**

This RFP does not represent a commitment or offer by the IVDA to enter into an agreement with a firm or to pay any costs incurred in the preparation of a Proposal in response to this RFP.

All submitted Proposals, and any information made a part of the Proposals, shall become the property of the IVDA and will not be returned.

The IVDA has the sole discretion and reserves the right to reject any and all responses received with respect to this RFP and to cancel the RFP at any time prior to entering into a formal Contract with one or more Consultants submitting a Proposal in response to this RFP.

## COMPANY INFORMATION SHEET

LEGAL NAME OF COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

**TYPE OF BUSINESS (Check One):**

- |  |  |
|--|--|
| <input type="checkbox"/> CORPORATION                                 | <input type="checkbox"/> LIMITED LIABILITY COMPANY |
| <input type="checkbox"/> PARTNERSHIP                                 | <input type="checkbox"/> JOINT VENTURE             |
| <input type="checkbox"/> INDIVIDUAL                                  |  |
| <input type="checkbox"/> INDIVIDUAL DOING BUSINESS UNDER A FIRM NAME |  |
| <input type="checkbox"/> OTHER _____                                 |  |

**STATE OF INCORPORATION OR FORMATION:**

\_\_\_\_\_

**PRINCIPALS/OFFICERS/PARTNERS OF COMPANY (List All Principals/Officers/Partners, Including Joint Venture Partner, Managing Partner, as well as investors/investment companies):**

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**IDENTIFICATION OF PRINCIPAL(S)/OFFICER(S)/REPRESENTATIVE(S) OF COMPANY WHO (1) is/are authorized to sign proposals and related documents on behalf of Company, and (2) is/are to be assigned by Company as Project Manager(s) on this project:**

The Company has authorized and hereby designates the following individual(s) to execute proposals and related documents:

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

The Company has authorized and hereby designates the following individual(s) to serve as project manager(s) on this project:

Name	Title
_____	_____
_____	_____
_____	_____

**[PLEASE ATTACH ADDITIONAL SHEETS AS NECESSARY IN ORDER TO PROVIDE ALL REQUESTED INFORMATION.]**

# SUBCONTRACTOR/SUBCONSULTANT INFORMATION SHEET

SUBCONTRACTOR/SUBCONSULTANT LEGAL NAME:

\_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

TYPE OF WORK TO BE PERFORMED BY SUBCONTRACTOR/SUBCONSULTANT:

\_\_\_\_\_

**TYPE OF BUSINESS (Check One):**

- |  |  |
|--|--|
| <input type="checkbox"/> CORPORATION                                 | <input type="checkbox"/> LIMITED LIABILITY COMPANY |
| <input type="checkbox"/> PARTNERSHIP                                 | <input type="checkbox"/> JOINT VENTURE             |
| <input type="checkbox"/> INDIVIDUAL                                  |  |
| <input type="checkbox"/> INDIVIDUAL DOING BUSINESS UNDER A FIRM NAME |  |
| <input type="checkbox"/> OTHER _____                                 |  |

**STATE OF INCORPORATION OR FORMATION:**

\_\_\_\_\_

**PRINCIPALS/OFFICERS/REPRESENTATIVE(S) (List All Principals and Officers, Including Joint Venture Partner and Managing Partner):**

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

# VENDOR/SUPPLIER TO CONTRACTOR, SUBCONTRACTOR/SUBCONSULTANT INFORMATION SHEET

VENDOR/SUPPLIER LEGAL NAME:

\_\_\_\_\_

ADDRESS:

\_\_\_\_\_

TELEPHONE:

\_\_\_\_\_

FAX:

\_\_\_\_\_

TYPE OF WORK SERVICES OR SUPPLIES TO BE PROVIDED :

\_\_\_\_\_

**TYPE OF BUSINESS (Check One):**

CORPORATION

LIMITED LIABILITY COMPANY

PARTNERSHIP

JOINT VENTURE

INDIVIDUAL

INDIVIDUAL DOING BUSINESS UNDER A FIRM NAME

OTHER

\_\_\_\_\_

**STATE OF INCORPORATION OR FORMATION:**

\_\_\_\_\_

**PRINCIPALS/OFFICERS/REPRESENTATIVE(S) (List All Principals and Officers, Including Joint Venture Partner, Managing Partner, Project Manager, etc.):**

**Name**

**Title**

\_\_\_\_\_

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## **SELECTION PROCESS SCHEDULE**

The proposed schedule for this project is as follows:

RFP's Available	July 15, 2010
Last Day to Submit Questions	July 22, 2010 at 4:30 p.m.
RFP Proposals Due	July 29, 2010 at 2:00 p.m.
Review proposals and short list firms for interview	August 5, 2010
Notice of Firms to be Interviewed (Optional)	_____
Interviews (Optional)	_____
Notice of Selected and Recommended Firm	August 16, 2010
IVDA to Negotiate Contract(s)	August 19, 2010
Contract(s) Awarded by IVDA Board	August 25, 2010
Kickoff Meeting	September 4, 2010

Addendums, revisions or clarifications will be posted on the IVDA's website [www.sbdairport.com](http://www.sbdairport.com). It is the responsibility of all potential respondents to monitor the website for any such addendums.

Any questions regarding this Request for Proposal should be directed to:

Ms. Wendy Clements  
SBVEZ Zone Manager  
Inland Valley Development Agency  
294 S. Leland Norton Way, Suite 1  
San Bernardino, CA 92408  
(909) 382-4100 ext. 230  
Fax: (909) 382-4106  
[wcléments@sbdairport.com](mailto:wcléments@sbdairport.com)