

Town of Lauderdale-By-The-Sea



REQUEST FOR QUALIFICATIONS No. 12-05-01

**RFQ FOR CONTINUING CONTRACT FOR MUNICIPAL
MARKETING SERVICES**

RFQ OPENING: May 17, 2012 - 2:00 P.M.

Town Hall
4501 Ocean Drive

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Part I – Statement of Work

I. INTRODUCTION/NATURE OF THE WORK

The Town of Lauderdale-By-The-Sea (LBTS) is a seaside community with a permanent population of about 6,000 that increases to between 9,000 – 11,000 residents during the winter season. The Town is known for its laid back atmosphere, clean, beautiful beaches, safety and overall friendliness. It is often described as an oasis in the otherwise very urban setting of Broward County. Quality restaurants and human-scale hotels, a walkable commercial district and live entertainment have made Lauderdale by-the-Sea a desirable destination for many tourists and tri-county visitors. The Town is also known as the Shore Diving Capital of South Florida due to the ability to access the coral reef from the beach. It is the Town's desire to capitalize on these attributes and create greater awareness of LBTS as a destination.

The Chamber of Commerce currently markets the Town, albeit on a limited budget, through its website, Visitors' Guide, special events and a Visitors' Center. The Town provides most of the funding for the Visitors' Center operations, with the Convention & Visitors' Bureau providing some funding also. Individual restaurants and hotels also market their own locations and several businesses are very supportive of special events held in Town.

In order to foster the economic health of our community, the Town of Lauderdale-by-the-Sea, Florida is taking proactive measures, in addition to funding the Chamber of Commerce's Visitor Center, to support the commercial business district and particularly the restaurant, retail and lodging industries in the past year.

To that end, infrastructure and streetscape projects of a substantial magnitude are currently under design, a brand identity and design has been developed for the commercial district, and the Town is working with our hoteliers, retailers, and other businesses to create and market several special events which are designed to appeal to new to certain tourism segments. In addition the Town has modified its development regulations to encourage the development and expansion of restaurants and hotels.

The Town recognizes the need for a cohesive marketing strategy and plan to guide future programs and action steps. As a result, we invite firms to submit their qualifications and experience for consideration to provide marketing direction and services for the Town.

Once firms are determined to be qualified through this RFQ process to provide marketing services and enter into continuing contracts with the Town, the Town will issue a scope of services for a specific project or assignment and request a proposal from qualified firms to complete the project.

(See Section IX for a description of the professional assistance the Town anticipates needing.) The Town intends to retain several firms, pursuant to continuing contracts, that are fully qualified

II. ANTICIPATED TERM

Professional services under this (these) contract(s) are anticipated to be for an initial term of three years, with an option for two one-year extensions each at the Town's option to renew.

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III. CONTRACT LIMITS

The services to be provided under these contracts will not be limited to specific dollar limits. Individual work authorizations under the continuing contract must be in accord with the Town's Purchasing procedures. Any work authorization for an assignment or project that costs more than \$15,000 going must be approved by the Town Commission approval.

IV. SUBMITTAL DEADLINE

The Town of Lauderdale-By-The-Sea, Florida (the "Town") will receive sealed responses to the RFQ until 2:00 P.M. (local), **May 17, 2012** in Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, FL 33308.

The Town's contact information for this RFQ is:

Town Clerk

4501 Ocean Drive
Lauderdale-by-the-Sea, Florida 33308
Telephone: 954-640-4200
Fax: 954-640-4236
Email: junew@lbts-fl.gov

RFQ documents may be obtained via the Internet at the Town of Lauderdale-By-The-Sea website at www.lauderdalebythesea-fl.gov and on www.Demandstar.com. Potential respondents may also obtain the documents by contacting the Town Clerk.

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals or to cancel this RFQ. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive or irregular. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Respondent fails to submit any required documentation, if the Respondent is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFQ must be supplied to constitute a proposal.

V. MINIMUM REQUIRED EXPERIENCE & QUALIFICATIONS

In order to be deemed qualified, responding firm(s) or individuals must have the following minimum experience and qualifications:

Responding firms must have experience providing professional marketing and/or advertising services for a minimum of 5 years. If a firm has not been in existence for the required number of years, but the principals who are proposed to be assigned to the Town's contract have the requisite experience with another firm, that experience may substitute for the required experience.

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Graphic design capability and evidence of successful, creative graphic design experience for a minimum of 5 years.

Demonstrable online marketing experience is required within the past two years.

VI. CONTINUING CONTRACT/AGREEMENT

- A. After selection of specific Respondents deemed qualified by a selection committee (Qualified Firms), and after successful negotiation of a proposed Agreement(s), the proposed Agreement(s) shall be presented to the Town Commission with a recommendation for award. Any award made shall be subject to execution of a contract in a form and substance which is approved by the Town Attorney. The Agreement shall be in the form of a continuing contract and shall include, but not be limited to, the following matters: (a) The services to be provided by the Qualified Firm pursuant to the Agreement shall be nonexclusive and nothing therein shall preclude the Town from engaging other firms to perform the same or similar services for the benefit of the Town within the Town's sole and absolute discretion. (b) The Agreement will include provisions for termination for cause by either party and for the convenience of the Town. (c) The Qualified Firm shall be required to warrant and represent that at all times during the term of the Agreement it shall maintain in good standing all required licenses required under federal, state and local laws necessary to perform the services.
- B. The Qualified Firm shall at any time it is doing work for the Town carry insurance in the amounts and descriptions listed in Section XI, Number 7 of this RFQ. The Town shall be named as an additional insured on each of the liability insurance policies to the extent authorized by law and evidence of such endorsements shall be provided to the Town prior to the commencement of any work for the Town. Each insurance policy shall state that it cannot be cancelled or modified without written notice to the Town at least 30 days prior to the effective date of cancellation or modification.
- C. Each Qualified Firm shall be required, pursuant to Chapter 287, Florida Statutes, to execute a "Sworn Statement on Public Entity Crimes" (form is attached at the end of this RFQ) prior to the execution of a contract resulting from this Request for Qualifications. By executing this sworn statement, the Qualified Firm is affirmatively stating that neither it nor an affiliate (as defined in the statute) has been convicted of a public entity crime, and that it is not barred from entering into the contract. The Qualified Firm shall further acknowledge that any misstatement or misrepresentation of fact, lack of compliance with the statute, or subsequent conviction of a public entity crime shall result in the contract being null and void and/or subject to immediate termination by the Town. In the event of such termination, the Town shall not incur any liability for any work or materials furnished by the Qualified Firm.
- D. Qualified Firm shall indemnify, defend, and hold harmless the Town, its officers and employees, from liabilities, damages, losses and costs, including, but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness or intentional wrongful conduct of the Qualified Firm and persons employed or utilized by the Qualified Firm in the performance of the Agreement.

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- E. The Qualified Firm shall pay all royalties and assume all costs arising from the use of any invention, design, process materials, equipment, product or device which is the subject of patent rights or copyrights. Qualified Firm shall, at its own expense, indemnify, defend and hold harmless the Town against any claim, suit or proceeding brought against the Town which is based upon a claim, whether rightful or otherwise, that the goods or services, or any part thereof, furnished under the contract, constitute an infringement of any patent or copyright of the United States. The Qualified Firm shall pay all damages and costs awarded against the Town in such matter.
- F. The contract between the Qualified Firm and the Town shall provide that the completion time will be as specified in work authorizations approved by the Town and that all work shall be prosecuted regularly, diligently, and uninterrupted at such rate of progress as will ensure full completion thereof as specified in the scope of services in the work authorization.
- G. The Agreement will provide for the Town to designate a Contract Administrator for each project or assignment, who shall be the Town's point of contact for the project or assignment. The Contract Administrator may prepare a scope of services for each new assignment, upon which the Qualified Firm may be required to submit a proposal for performance of the work of a specified nature which has been outlined in the continuing contract.

VII. EVALUATION OF PROPOSALS:

- A. An Evaluation Committee will be established by the Town Manager to review and evaluate all submittals in response to this RFQ.
- B. The Committee will first review each submittal for compliance with the minimum qualifications and mandatory requirements of the RFQ. Failure to comply with any mandatory requirements may disqualify a proposal.
- C. The Committee will then evaluate the submittals based on the following criteria and select the firms whose submittals are determined to be the most advantageous to the Town. This selection will be brought to the Town Commission for approval and authorization to begin contract negotiation with the top-ranked firm(s).
- D. Criteria: The following criteria, not necessarily listed in order of importance will be used to evaluate the submittals.
 - 1. Respondent's number of years in business.
 - 2. Respondent's in-house expertise and applicability for the required services, including the demonstrated experience of the key officers and individuals proposed to be assigned to the Town contract.
 - 3. The scope, breadth, depth and quality of experience and past performance record on projects of similar type, size, quality and scope in Florida and elsewhere. Experience in completing projects and providing

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services similar to those required by the Town as demonstrated in project/service history descriptions.

4. Ability of the Respondent to fully provide services sought in this RFQ with in-house resources and the availability of those resources. Respondent's dependence on outside contractors and the qualifications, licenses and references for any proposed sub-consultants may be considered.
5. Respondent's ability to provide all services required in a timely manner, including Respondent's ability to respond quickly, efficiently and cost-effectively.
6. The sufficiency of Respondent's staff to provide the required services.
7. Past performance on Town projects (if applicable - previous employment or contractual experience with the Town is not required).
8. The location of the firm and the place from which the work is to be performed.
9. Other factors considered relevant to analyze Respondent's expertise.

The award will be to the firm(s) whose submittal complies with all material requirements set forth in this RFQ and whose statement of qualifications, in the opinion of the Town, is the best, taking into consideration all aspects of the Respondent's response.

VIII. ETHICS

With respect to this transaction or submittal, if any Respondent or Consultant violates or is a party to a violation of the ethics ordinances or rules of the Town, or the provisions of Chapter 112, part III, Fla. Stat., the Code of Ethics for Public Officers and Employees or the provisions of Broward County Ordinance 2011-19, The Broward County Elected Official Code of Ethics, such Respondent may be disqualified from furnishing the services for which the submittal or proposal is submitted and may be further disqualified from submitting any future submittals or proposals for goods or services to Town.

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IX. DESCRIPTION OF WORK

- A. Under the continuing contract, the Town anticipates entering into work authorizations for professional marketing and advertising services which may include, but is not limited to, the following:
- Brand concept implementation
 - Designing and conducting market research specific to Lauderdale-by-the-Sea
 - Development of a cohesive marketing strategy and marketing plan
 - Define appropriate target markets and cost-effective means for reaching those markets
 - Graphic design and creative advertisement design
 - Media planning and placements
 - Advertising venue and cost recommendations, and placement services
 - Formulation and implementation of tactical marketing steps and programs
 - Measurement and analysis of the success or impact marketing efforts
 - Marketing events planning and/or implementation
 - Advise the Town on developing a tourist kiosk
 - Represent the Town in setting up cooperative advertising relationships
 - Pitch stories regarding the Town to publications, internet sites and other tourism outlets
 - Social media marketing planning and management
 - Organize and attend meetings with and/or make presentations to elected officials, Town management, business associations, and other interested stakeholder groups as requested by the Town.
- B. Deliverables will be defined in each work authorization issued.

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X. RFQ GENERAL INFORMATION

A. DEFINITIONS

For the purposes of this Request for Proposals (RFQ):

Respondent shall mean the contractor, Qualified Firm, respondent, organization, firm, or other individual submitting a response to this RFQ.

Town shall mean the Town of Lauderdale-By-The-Sea, Town Commission or Town Manager, as applicable, and any officials, employees, agents and elected officials.

Qualified Firm shall mean a Respondent who is deemed by the Town to be among those Respondents to be best qualified to perform the professional services described in this RFQ.

Contact information for the purpose of this RFQ shall mean:

**Town Clerk
4501 Ocean Drive
Lauderdale-by-the-Sea, Florida 33308
Telephone: 954-640-4200
Fax: 954-640-4236
Email: junew@lbts-fl.gov**

B. INCURRED EXPENSES

The Town is not responsible for any expenses which Respondents may incur preparing and submitting their qualifications called for in this Request for Qualifications or for any expenses related to any presentation by Respondents, whether requested by the Town or otherwise.

C. INQUIRIES

The Town will not respond to oral inquiries. Respondents may mail, electronic mail or fax written inquiries for interpretation of this RFQ to the attention of the Town Clerk. Please mark the correspondence "RFQ No.12-05-01".

The Town will respond to written inquiries received at least 7 working days prior to the date scheduled for receiving the proposals. The Town will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the Town will email, mail or fax written addenda to any potential Respondent who has provided their contact information to the Clerk. Although the Town will make an attempt to notify each prospective Respondent of any addendum

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or change in requirements or dates, it is the sole responsibility of a Respondent to remain informed as to any changes to the RFQ.

D. DELAYS

The Town may postpone scheduled due dates in its sole discretion. The Town will attempt to notify all registered Respondents of all changes in scheduled due dates by written addenda.

E. PRE-PROPOSAL MEETING No pre-proposal meeting is scheduled.

F. PROPOSAL SUBMISSION

Respondents shall submit one (1) original and nine (9) copies of the proposal in a sealed, opaque package. The package shall be clearly marked on the outside as follows:

To: Town of Lauderdale-By-The-Sea
RFQ No. 12-05-01
Project: Continuing Professional Services for Municipal Marketing
Projects

Submitted by: _____
Address: _____.

Proposals shall be submitted in person or by mail. Email submittals are not accepted.

Late submittals, additions, or changes will not be accepted and will be returned to the Respondent .

Due to the irregularity of mail service, the Town cautions Respondents to assure actual delivery of proposals to the Town prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling the Office of the Town Clerk before proposal opening time. Respondents may withdraw their proposals by notifying the Town in writing at any time prior to the opening. Proposals, once opened, become property of the Town and will not be returned.

G. ACCEPTANCE/REJECTION/MODIFICATION TO SUBMITTALS

The Town reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and to waive minor irregularities in the proposals.

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H. ADDENDUM OR AMENDMENT TO REQUEST FOR QUALIFICATIONS:

If it becomes necessary to revise or amend any part of this RFQ, the Town will furnish the revision by written Addendum and distribute as described in Section "C" above.

I. ALTERNATE PROPOSALS:

An alternate proposal is viewed by the Town as a proposal describing an approach to accomplishing the requirements of this RFQ which differs from the approach set forth in the solicitation. An alternate proposal may be a second proposal submitted by the same Respondent, which differs in some degree from the prior proposal or from this RFQ. Alternate proposals may be in the area of technical approach, or other provisions or requirements of this RFQ. The Town will, during the initial evaluation process, consider all alternate proposals submitted and reserves the right to award a contract based on an alternative proposal if the same is deemed to be in the Town's best interest.

J. PUBLIC RECORDS

Proposals are public documents and subject to public disclosure in accordance with Chapter 119, Florida Statutes (the Public Records Law). Certain exemptions to the Public Records Law are statutorily provided for and it is the Respondent's responsibility to become familiar with these concepts. The contract will include a provision wherein the Respondent releases and agrees to defend, indemnify, and hold harmless the Town and the Town's officers, employees, and agents, against any loss or damages incurred by any person or entity as a result of the Town's treatment of records as public records.

XI. PROPOSAL FORMAT & CONTENT

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified herein. Unless otherwise specified, Respondents shall use the proposal forms provided by the Town herein. These forms may be duplicated. Failure to use the forms may cause your proposal to be rejected. Any erasures or corrections on the form must be made in ink and initialed by Respondent in ink. All information submitted by the Respondent shall be printed, typewritten or competed in ink. Proposals shall be signed in ink. .

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Respondents shall prepare their proposals using the following format:

1. Letter of Transmittal

This letter will summarize in one or two pages, the following information:

1. Briefly state the types of professional services they are qualified and willing to perform pertaining to the services requested in this RFQ.
2. Give the name of the person(s) who will be authorized to make representations for the Respondent, their titles, addresses and telephone numbers.
3. Provide a statement that the business is licensed, permitted and/or certified to do business in the State of Florida and attach copies of all such licenses issued to the business entity.
4. Include any supplemental materials which might enhance the Town's understanding of the firm and its capabilities and experience in light of the qualification evaluation criteria.

An official legally authorized to negotiate and execute a contract on behalf of the Respondent must sign the letter of transmittal.

2. Title Page

The title page shall show the name of Respondent's agency/firm, address, telephone number, name of contact person, date, and the RFQ no. _____ , professional services for marketing projects.

3. Table of Contents

Include a clear identification of the material by section and by page number.

4. Organization Profile and Qualifications

This section of the proposal must describe the Respondent, including the size, range of activities, and experience providing similar services.

Each Respondent must include:

- Documentation indicating that it is authorized to do business in the State of Florida and, if a corporation, is incorporated under the laws of one of the States of the United States.
- A description of the primary individuals responsible for supervising the work including the percentage of time each primary individual is expected to contribute to this work.
- Resumes and professional qualifications of all primary individuals who will work on the Town's projects.
- Identify the person(s) who will be the Town's primary contact and provide the person(s') background, training, experience, qualifications and authority.

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- Completed RFQ Forms A, B, and C. All RFQ forms are included as exhibits this document.

5. Experience

Firms or individuals interested in performing these professional services must display considerable relevant experience with the specified type of work and should emphasize both the experience and capability of particular personnel who will actually perform the work.

The Respondent must describe its expertise and experience in providing professional services similar to those described on page 1 of this RFQ. Respondent should note work that the firm has done within the past five (5) years for other governmental entities; describe the work performed, the year and amount of time the firm was engaged; provide references for such work and include contact information for those references. The firm shall provide examples of creative work referenced.

6. References:

Please provide a list of four (4) clients or business references, with whom we may speak during the evaluation phase, which have utilized the services being proposed to the Town or transacted similar business with respondent. Include: name, address, and contact information (email and/or telephone number). See Form B.

7. Insurance:

Provide evidence of Respondent's current insurance coverage in the following areas and a statement that the Respondent commits to, and is able to, obtain and provide proof of, insurance meeting or exceeding the following requirements:

Workmen's Compensation Insurance: Florida statutory requirement.

Professional Liability Insurance: \$300,000 per incident, \$500,000 aggregate. This coverage may be waived by the Town Manager for work not deemed applicable.

8. Attached Forms

- a. The attached Sworn Statement regarding Public Entities Crimes (PEC) and Americans with Disabilities Act Non-Discrimination Statement (ADA), Business Entity Affidavit and Respondents Certification Form must be completed and submitted with statement of qualifications. (Forms are attached at the end of this RFQ)

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- b. Respondent shall attach a written statement that recognizes and certifies that no elected official, board member, or employee of the Town of Lauderdale-by-the-Sea (the "Town") shall have a financial interest directly or indirectly in this RQ, related contract, if any, or any compensation to be paid under or through these matters, and further, that no Town employee, nor any elected or appointed officer (including Town board members) of the Town, nor any spouse, parent or child of such employee or elected or appointed officer of the Town, may be a partner, officer, director or proprietor of Respondent, and further, that no such Town employee or elected or appointed officer shall be employed by the firm or receive any compensation from the firm for a period of at least twelve (12) months after leaving the employ or agency of the Town.

9. Compensation

The proposal shall not include rates or fees for any goods and/or services.

10. Respondent's Certification Form:

Each Respondent shall complete the "Respondent's Certification" form included as RFQ Form C and submit the form with the proposal. This form must be acknowledged before a notary public with notary seal affixed on the document.

11. Representations and Warranties

In submitting a proposal, Respondent warrants and represents that:

- a. Respondent has given Town written notice of all conflicts, errors, ambiguities, or discrepancies that Respondent has discovered in this RFQ and any addenda thereto, and the written resolution thereof by the Town is acceptable to Respondent.
- b. The RFQ is generally sufficient in detail and clarity to indicate and convey understanding of all terms and conditions for the performance of the proposal that is submitted.
- c. No person has been employed or retained to solicit or secure award of the contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, and no employee or officer of the Town has any interest, financially or otherwise, in this RFQ or related contract.

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XII. SELECTION PROCESS & EVALUATION CRITERIA

1. Irregularities; Rejection of Proposals

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals, or to cancel this RFQ. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive or irregular. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Respondent fails to submit any required documentation, if the Respondent is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFQ must be supplied to constitute a proposal.

2. Interviews:

The Town wishes to avoid the expense to the Town and to Respondents of unnecessary presentations. Therefore, the Town will make every reasonable effort to achieve the ranking using written submittals alone. The Town, however, reserves the right to conduct personal interviews or require presentations prior to selection if the Town deems this is necessary in order to select its top-ranked firms. The Town will not be liable for any expenses which Respondents may incur in connection with a presentation to the Town or related in any way to this RFQ.

3. Request for Additional Information:

The Respondent shall furnish such additional information as the Town may reasonably require. This includes information, which indicates financial resources as well as ability to provide the services. The Town reserves the right to make investigations of the qualifications of the Respondent as it deems appropriate, including but not limited to, a background investigation. Failure to provide additional information requested may result in disqualification of the proposal.

4. Evaluation Method and Criteria

- a. The Town shall be the sole judge of its own best interests, the proposals, and the resulting negotiated contract or agreement, if any. The Town reserves the right to investigate the financial capability, reputation, integrity, skill, business experience and quality of performance under similar operations of each Respondent, including shareholders, principals and senior management, before making an award. Awards, if any, will be based on both an objective and subjective comparison of proposals and Respondents. The Town's decisions will be final.

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- b. The Town's evaluation criteria may include, but shall not be limited to, consideration of the following:
 - 1. qualifications of Respondent;
 - 2. availability of qualified personnel;
 - 3. expertise of personnel who will be assigned to the Town's work;
 - 4. experience in similar projects and assignments to those contemplated by the Town;
 - 5. sufficient resources to accomplish the work;
 - 6. performance on past contracts with the Town and other governmental jurisdictions;
 - 7. feedback from references;
 - 8. related experience in Florida;

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RFQ FORM A

Respondent: _____

QUALIFICATIONS STATEMENT

Note: Forms A, B & C are available in WORD format from the Town Clerk upon request.

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals and entities that do business under the trade name.)
 - 1.1. The correct and full legal name of the Respondent is:
 - 1.2. The business is a (Sole Proprietorship) (Partnership) (Corporation).
 - 1.3. The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:
2. Please describe your company in detail.
3. The address of the principal place of business is:
4. The office that will serve this contract is located:
5. Company telephone number, fax number and e-mail addresses:
6. Number of employees:
7. Name of employees to be assigned to the Town's work and professional certifications or licenses and certification or license numbers or identification:
8. Company identification numbers for the Internal Revenue Service:
9. Provide Broward County occupational license number, if applicable, and expiration date:
10. How many years has your organization been in business? Does your organization have a specialty?

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11. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.
12. Have you ever failed to complete any work awarded to you? If so, where and why?
13. Provide the following information concerning all contracts in progress as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date

(Continue list as necessary)

14. Provide the following information for any subcontractors you will engage if awarded the contract. The list of subcontractors may not be amended after award of the contract without the prior written approval of the Town Manager

Subcontractor Name	Address	Work to be Performed

(Continue list as necessary)

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RFQ Form B

Respondent: _____

REFERENCE FORM

Forms A, B & C are available in WORD format from the Town Clerk upon request.

THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The Respondent guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses, telephone numbers, and email addresses of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFQ:

1. Name of Contact _____
Title of Contact _____
Email address _____
Telephone Number: _____ Fax Number _____

2. Name of Contact _____
Title of Contact _____
Email address _____
Telephone Number: _____ Fax Number _____

3. Name of Contact _____
Title of Contact _____
Email address _____
Telephone Number: _____ Fax Number _____

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- 4. Name of Contact _____
- Title of Contact _____
- Email address _____
- Telephone Number: _____ Fax Number _____

**CONTINUING CONTRACT FOR PROFESSIONAL SERVICES
MUNICIPAL MARKETING PROJECTS**

Town of Lauderdale-By-The-Sea RFQ No. 12-05-01

RFQ Form C

Respondent: _____

RESPONDENT'S CERTIFICATION

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

I have carefully examined the Request for Proposal referenced above ("RFQ") and any other documents accompanying or made a part of this RFQ.

I hereby propose to furnish the goods or services specified in the RFQ. I agree that my proposal will remain firm for a period of 120 days in order to allow the Town adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or Respondent hereby authorizes the Town of Lauderdale-by-the-Sea, its staff or agents to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Town or any other Respondent is interested in said proposal; and that the undersigned executed this Respondent's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the Town's standard professional services contract, in the form approved by the Town Attorney.

A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crimes may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, sub-contractor, or Qualified Firm under a contract with a public entity, and may not transact business with any public entity in excess of the threshold amount provided in Sec. 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list. I further certify, under oath, that neither the entity submitting this sworn statement, not to my knowledge, any of its officers, directors, executives, partners, shareholder, employees, members or agents

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active in the management of the entity has been convicted of a public entity crime subsequent to July 1, 1989.

Name of Respondent

By: _____
Signature

Print Name and Title

Mailing Address

THE TOWN OF LAUDERDALE-BY-THE-SEA
Request for Qualifications
RFQ 12-05-01

Pursuant to Florida Statutes, Chapter 287.055(2) (g) (Qualified Firms Competitive Negotiations Act), the Town of Lauderdale-by-the-Sea, Florida invites qualified firms to submit their qualifications and experience for consideration to provide:

CONTINUING CONTRACT FOR MUNICIPAL MARKETING SERVICES

Sealed responses to the RFQ will be received until 2:00 P.M. (local), Thursday, May 17, 2012, in Town Hall, 4501 Ocean Drive, Lauderdale-By-The-Sea, FL 33308. Responses should be clearly marked "RFQ 12-05-01 CONTINUING CONTRACT FOR MUNICIPAL MARKETING SERVICES".

RFQ documents may be obtained via the Internet at the Town of Lauderdale-By-The-Sea website at www.lbts-fl.gov and on www.Demandstar.com. Potential respondents may also obtain the documents by contacting the Town Clerk.

The Town reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals or to cancel this RFQ. Incomplete or non-responsive proposals may be rejected by the Town as non-responsive or irregular. The Town reserves the right to reject any proposal for any reason, including, but without limitation, if the Respondent fails to submit any required documentation, if the Respondent is in arrears or in default upon any debt or contract to the Town or has failed to perform faithfully any previous contract with the Town or with other governmental jurisdictions. All information required by this RFQ must be supplied to constitute a proposal.

SunSentinel: April 21, 2012