

REQUEST FOR QUALIFICATIONS

Request for Qualifications (RFQ) from firms interested in providing professional services for the following proposed project will be received until the date and at the location indicated below.

PROJECT NAME: Town of Summerville Tourism and Marketing Promotions Program

LOCATION: Town Hall, Summerville, SC

DEADLINE TO SUBMIT: Friday, October 23, 2015, 5:00 p.m.

DESCRIPTION OF PROJECT: The Town of Summerville is seeking the services of a Public Relations firm/team with tourism, special event marketing and promotions experience. Respondents should have a proven track record for strategic and long-term planning, providing a variety of promotional, publicity and advertising plans, strategic marketing and national/regional media placements.

GENERAL SCOPE OF WORK: Develop a strategic tourism and marketing program for the Town of Summerville for FY 2016 to begin on January 1, 2016 through December 31, 2016 that will include a strategic multi-media marketing plan, earned media and a variety of promotional, publicity and advertising plans to promote tourism. Services would also include providing strategic marketing support for special events, staffing town events and overseeing all onsite media in addition to creating press releases, blogs and other social content as directed by the town.

GENERAL

1. Statements of Qualifications shall include a general statement of qualifications and specific examples of the organization's success in creating a successful tourism and marketing promotions program.
2. Firms should send ten (10) copies of their Statements of Qualifications.
3. Statements of Qualifications will be accepted by the Town of Summerville until 5:00 PM on Friday, October 23, 2015. Copies should be submitted to the Summerville Town Hall, Attn: Lisa Wallace, 200 S. Main St., Summerville, SC, 29483.
4. Questions about this RFQ should be addressed to Director of Administrative Services, Lisa Wallace or Events and Media Coordinator, Tiffany Norton c/o Town of Summerville, 200 S. Main St., Summerville, SC, 29483 or via email at lwallace@summervillesc.gov or tnorton@summervillesc.gov.
5. In selecting a contractor, the Town of Summerville will consider:
 - qualifications and prior history of performance
 - experience with similar projects
 - qualifications and technical capability of proposed key personnel
 - geographic proximity of contractor to Summerville, SC

OBJECTIVES

The objective of this RFQ is to procure a marketing and public relations firm/team to provide a tourism and marketing program for the Town of Summerville. A more detailed list of services includes the following:

- a. Create an overall long-term marketing strategy for the town

- b. Provide strategic marketing support for special events related to tourism
- c. Provide staff to assist with two (2) major town events and oversee all onsite media
- d. Develop, create and provide promotional materials, publicity materials, advertising plans and other informational material consistent with specifications provided by the town
- e. Provide advice and recommendations for marketing strategies, branding and awareness
- f. Provide an annual comprehensive and detailed budget, marketing plan and strategy

CONTRACT VALUE AND TERM

The maximum contract value for a contract resulting from this RFQ for services performed including reimbursement of any costs and expenses incurred, if any, may not exceed \$40,000. The budget for advertising, printing, binding, producing, and distribution of materials (hard costs) may not exceed \$60,000 and is contingent upon and limited to the appropriation of funds by Summerville Town Council.

RFQ ADMINISTRATION

The Town of Summerville reserves the right to terminate, modify, or suspend the process, reject any or all submittals, modify the terms and conditions of this selection process and/or waive any informalities.

ADDENDA

If the Town deems appropriate to modify or supplement this RFQ, addenda will be posted on the Town of Summerville website at www.summervillesc.gov/RFP. It is the sole responsibility of the proposer to read all addenda and any other items relevant to this RFQ prior to submittal. No additional questions will be taken or addenda added to the website after 5:00 p.m. Wednesday, October 21, 2015.

BUSINESS LICENSE AND INSURANCE

The successful firm must obtain or maintain a Town of Summerville business license and provide to the Town a certificate of insurance certifying proof of insurance coverages as required by the Town of Summerville.

PROPOSAL INSTRUCTIONS

Respondents shall submit ten (10) copies of their Statement of Qualifications. Any costs associated with preparing the submittal shall be the sole responsibility of the respondent. The submittal shall be organized as follows:

Part 1 ó List the person (principal-in-charge) including the mailing address, telephone number and email address of the single contact the town will have for this project. Describe the unique features of the organization and project team that makes the organization uniquely suited to take on this specific project.

Part 2 ó Identify and provide a brief biographical data for those individuals who will be involved in this project and list their responsibilities.

Part 3 ó Describe management's philosophy and approach to deliver results and ensure effective coordination with the town and other entities involved in this project.

Part 4 ó Describe the organization's projects and experience. Provide three (3) case studies demonstrating the organization's success to include an outline of strategic objectives and results.

Part 5 ó Provide a list of every relevant PR account the firm has managed in the last two (2) years including a list of every client for whom the firm has negotiated and placed media in the past two (2) years.

Part 6 ó Provide a detailed timeline and schedule illustrating the process and timeframe for completion of a tourism and marketing promotions program.

Part 7 ó Provide a detailed cost estimate and rate schedule.

CONCLUSION

All submittals received by the deadline will be considered without regard to age, race, creed, color, gender, disability or national origin.