



City of Grain Valley

711 Main St
Grain Valley, MO 64029
Phone: 816-847-6296

**2021
REQUEST FOR PROPOSALS FOR
CITY BRAND DEVELOPMENT AND IMPLEMENTATION
RFP #2021-02**

The City of Grain Valley will accept sealed proposals from qualified firms interested in providing the following:

**Five (5) Sealed Signed Copies & Electronic Copy
MUST BE RECEIVED BY:
3:00 P.M. June 3rd, 2021**

Please mark your submittal "Sealed Proposal –2021 Community Brand Development and Implementation Plan" and send it to:

**City of Grain Valley
Attention: Theresa Osenbaugh, Deputy City Administrator
711 Main St.
Grain Valley, Missouri 64029
816-847-6296**

The City reserves the right to reject any and all proposals, to waive technical defects, and to select the proposal(s) deemed most advantageous to the City. Proposal documents and any addendums are available by accessing the City's web site.

The undersigned certifies that he/she has the authority to bind this company in an agreement to supply the service or commodity in accordance with all terms and conditions specified herein. Please type or print the information below.

Respondent is REQUIRED to complete, sign and return this form with their submittal.

_____		_____	
Company Name		Authorized Person (Print)	
_____		_____	
Address		Signature	
_____		_____	
City/State/Zip		Title	
_____		_____	
Telephone #	Fax #	Date	Tax ID #
_____		_____	
E-mail		Entity Type	

Cover Title-Signature Page
Table of Contents

PART I

General Information
Description of the Project

PART II

Agreement

PART III

Scope of Services

PART IV

Submission of Proposals

PART V

Selection Process

PART VI

Exhibit "A" Non-Collusion Certification
General Conditions
Forms 1-3

PROJECT

The City of Grain Valley (“City”) is hereby accepting Requests for Proposals (RFP) from qualified consultants experienced in developing a community branding strategy and implementation plans for municipal organizations. The City seeks a firm who is able to achieve the relevant goals of the City’s long-range strategic plan. The chosen firm will assist the City in conducting qualitative and quantitative research on the image of the City, developing a conceptual, sustainable brand for the community; create custom taglines, slogans and/or logos, as appropriate, and prepare a corresponding style guide; and develop an implementation plan with recommendations on integration strategies and projected costs.

The City of Grain Valley recently underwent a strategic planning session which identified the need for a unique sense of place as well as greater targeted communication efforts within the community. Internal and external communication efforts have been and will continue to be enhanced with the addition of a place brand. The City is looking for a firm who will provide much more than just a logo or tagline by unlocking the sense of identity for the community. Currently the City does not have an established brand. We are seeking a proposal which will find and identify the compelling reasons to live in, work in or visit Grain Valley, Missouri.

This RFP provides interested consultants with information to prepare and submit a proposal for consideration by the City regarding its need for a branding strategy. This RFP process is intended to identify potential consultants with which the City may, in its sole discretion, choose to enter into an agreement for the proposed consulting services. It is expressly understood and agreed that the submission of a proposal does not require or obligate the City to pursue an agreement with any proposer. All negotiations are subject to the consideration and discretionary approval of the City, which may, at its sole discretion, accept or reject any and/or all proposals and agreements.

PART I**GENERAL INFORMATION**

The City of Grain Valley, located in eastern Jackson County, Missouri, is a growing community of approximately 14,000 residents. The City is a municipality operating under a 4th class form of government with six Aldermen elected by ward and a Mayor. The City Administrator, appointed by the Board of Aldermen, is the chief executive responsible for the administration of the various departments, the enforcement of all local ordinances, and implementation of policies adopted by the Board of Aldermen.

The City employs approximately 62 full-time employees, 30 part-time employees, and 12 seasonal employees. Employees are paid on a bi-weekly basis. Full-time employees are eligible for various benefit programs, including health, dental, vision, and life insurance.

The City has four (5) departments: Administration, Finance, Community Development, Parks & Recreation and Police. The Administration Department is comprised of the City Administrator, Deputy City Administrator, City Clerk, Human Resources Administrator, Public Information Officer and the Municipal Court Administrator. Finance Department includes Utility Billing and Accounting. Community

Development includes Planning & Engineering, Information Technology, Fleet Maintenance and Public Works Division.

DESCRIPTION OF THE PROJECT

The City is seeking to work with a consultant’s team of creative individuals with experience in branding strategy and implementation preferably for municipalities and/or other taxing jurisdictions. The scope of work outlined below should not be viewed as rigid and the consultant is encouraged to offer alternative or additional efforts for this project where he/she believes appropriate. The hope is to work with a firm/organization that can work efficiently through this process.

The City’s intent is for the consultant to engage in the following ways:

1. Conduct research to include the discovery of the community’s reputation and unique aspects with residents, businesses, visitors, key influencers, and those living within the metropolitan region.
2. Create a clear, strong, fresh, and unique place brand for the City of Grain Valley.
3. Develop a messaging platform and campaign that resonates with the varied economic sectors and target markets of the community. This may include collateral materials, advertising, social media, public relations, and other tactics identified by the research.
4. Recommend an integration strategy for consistent branding/image use by a diverse set of stakeholders throughout the community.
5. Create and design an implementation plan that includes:
 - a. A communication strategy to raise awareness and garner support for the new brand.
 - b. Recommended action steps and timelines, including consideration for an ongoing campaign.
 - c. Cost estimates for the various phases of the implementation plan.
 - d. Recommended tracking mechanisms to gauge the effectiveness of the branding efforts.
6. Allow for the product to be accessible to private and public entities of the community while maintaining separate identities from the City of Grain Valley.

Listed below are estimated dates and times of actions related to the RFP:

Date	Event
May 13th, 2021	Issue RFP
June 3, 2021	Proposals due on or before 3:00 P.M.
June 7-11, 2021	Review of RFPs
June 21-25, 2021	Interviews
July 12th, 2021	Board of Aldermen approval

Questions regarding this Request for Proposal should be directed via email to:

Theresa Osenbaugh
Deputy City Administrator
tosenbaugh@cityofgrainvalley.org

PART II

AGREEMENT

After the Board of Aldermen's approval, the successful consultant will be required to sign an agreement with the City of Grain Valley that will incorporate this RFP and the final negotiated response proposal. The successful candidate will be required to maintain an Occupational License with the City for the duration of work.

PART III

SCOPE OF SERVICES

The City estimates that a 6-9 month period will be required to complete the project but recognizes that more time may be necessary. The City requests that a detailed timeline be submitted in the RFP. The following are deliverables for the research and analysis, conceptual planning and the consulting services related to the City Branding Plan:

1. Consultant will meet with city administration staff to review project planning, coordination, clarify Scope of Services, issues, concerns, desired outcomes, and defined expectations. It is anticipated the consultant will need to meet with City staff on a regular basis during the project to review interim work products and to receive direction and input from city administration and others as needed.
2. Consultant will conduct research (both qualitative and quantitative) and present findings to staff and the Board of Aldermen. At a minimum, research should be conducted within the City limits as well as in the greater metropolitan region. The consultant shall make a strong effort to garner feedback in multiple manners from the residents and businesses of the community.
3. Consultant will provide a minimum of three (3) examples of a brand image for the City of Grain Valley that the final concept will be chosen from. It would be desirable for the image to be showcased in various manners for use such as social media usage, street banners, vehicle usage, etc.
4. Consultant will provide a final written report outlining the brand platform and strategy chosen, including implementation plan with estimated budget and timeline implications.
5. Consultant will provide a brand standard guide, electronic templates and style guide of graphic elements. Consultant will work with administrative staff to engage entire City staff to implement the brand.
6. Consultant will provide suggested tracking measurements for effectiveness of efforts.

PART IV

SUBMISSION OF PROPOSALS

Proposals must be submitted by 3PM CST on June 3, 2021 in the form of five (5) sealed copies and one electronic copy on a USB Flash Drive. Late submissions will not be accepted. Mark and deliver to:

City of Grain Valley
Attention: Theresa Osenbaugh, Deputy City Administrator
711 Main St.
Grain Valley, Missouri 64029

Sealed Proposal –2021 Community Brand Development and Implementation Plan

The information to be submitted shall be organized as listed below and on 8 1/2” by 11” pages with minimum 11-point font size, double sided, exclusive of front and back covers and tabs. Submissions may be spiral bound. All information should pertain to one of the categories listed and have relevance to this project. A complete copy of the submission should be submitted on a USB Flash Drive in addition to the printed copies.

RFP Response Topics:

- Cover letter, RFP signature page: Include here any cover letter and the RFP signature page. Submittals in response to this RFP must be signed by the person in the consultant’s organization who is responsible for the submittal.
- Qualifications of the submitting consultant and any sub-consultants who are team members: The specific qualifications of the consultant(s) to accomplish the work outlined in the scope of services should be included. Identify projects relevant to this assignment with dates, clients, and specific references that could comment on the quality of the work.
- Qualifications of the individuals who will work on the project: The qualifications must identify the project manager and explain how this point of contact will lead the consultant’s efforts. If interviews are required for selection, it will be necessary for the proposed project manager to conduct most of the presentation and be able to answer most questions asked during the interview process. All other relevant personnel who will work on the project should be identified in this section with relevant specific experience identified. Include specific work assignments of the proposed personnel. Resumes describing the educational and work experiences of the key people proposed for this assignment should be included. List any ongoing commitments on other projects and availability of staff assigned to project.
- Project approach: The proposed approach must include the specific tasks anticipated for the project, including how each task would be implemented and the team members who would be responsible for each task.
- Cost proposal: The submittal shall include the “project fee” containing the estimated hours by task and a not-to-exceed lump sum fee. If additional or alternative efforts are recommended, these should be broken out separately from the primary tasks.

PART V

SELECTION PROCESS

Review of Submittals

The City’s evaluation committee may include the City Administrator, Deputy City Administrator, Public Information Officer and other staff members or elected officials.

The evaluation committee will review the proposals and references and request interviews/presentations from selected candidates. The resulting information will be used to rate the submittals. The evaluation committee reserves the right to select based on submittals without scheduling interviews. The evaluation committee's scoring will be tabulated and submittals ranked based on the numerical scores received.

Evaluation Criteria

The proposals will be scored using the following criteria:

Description	Points
<i>Technical Approach.</i> Responsiveness to RFP; comprehension of scope; technical approach; and identification of deliverables; potential problems; and schedule.	30
<i>Experience/Expertise of Key Personnel and/or Consultant.</i> Similar experience, education, and performance on prior projects, including client satisfaction.	30
<i>Management Approach.</i> Presentation of organization, responsibilities, management approach, and budget and schedule adherence.	15
<i>Dedication of Resources.</i> Staffing capabilities; present workload; local presence, accessibility of project team and resources.	15
<i>Budget:</i> Cost proposal providing the best value in comparison with other, similar proposals.	10
Total	100

Interview/Presentations

Top-scoring consultants, based on the evaluation of the written proposals, may be requested to have interviews/presentations to support and clarify their proposals. Failure of a consultant to complete a scheduled interview/presentation to the evaluation committee will result in rejection of the proposal.

The City of Grain Valley reserves the right to reject any and or all proposals for any, or no reason, and furthermore reserves the right to accept any proposal deemed to be in the best interest of the City.

EXHIBIT "A" NON-COLLUSION CERTIFICATION

STATE OF MISSOURI

CITY/COUNTY OF _____

_____ being first duly sworn, deposes and says that he is

_____ Title of Person Signing

of _____

_____ Name of Bidder

that all statements made and facts set out in the proposal for the above project are true and correct; and the bidder, the person, firm, association, or corporation making said bid) has not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with said bid or any contract which may result from its acceptance.

Affiant further certifies that bidder is not financially interested in, or financially affiliated with, any other bidder for the above project.

BY _____

BY _____

BY _____

SWORN to before me this _____ day of _____ 20 ____.

_____ Notary Public

My Commission Expires _____

**GENERAL CONDITIONS
GOVERNING RESPONSES AND SUBSEQUENT CONTRACTS
City of Grain Valley, MO**

1. SCOPE: The following terms and conditions, unless otherwise modified by the City of Grain Valley within this document, shall govern the submission of proposals and subsequent contracts. The City of Grain Valley reserves the right to reject any proposal that takes exception to these conditions.
2. DEFINITIONS AS USED HEREIN:
 - a. The term "request for proposal" means a solicitation of a formal, sealed proposal.
 - b. The term "respondent" means the person, firm, bidder or corporation who submits a formal sealed proposal.
 - c. The term "City" means City of Grain Valley, MO.
 - d. The term "Board of Aldermen" means the governing body of the City of Grain Valley, MO.
 - e. The term "consultant" means the respondent awarded a contract under this proposal.
3. COMPLETING PROPOSAL: All information must be legible. Any and all corrections and/or erasures must be initialed. Each proposal must be signed in ink by an authorized representative of the respondent and required information must be provided. The contents of the proposal submitted by the successful respondent of this RFP will become a part of any contract award as a result of this solicitation.
4. REQUEST FOR INFORMATION: Any requests for clarification of additional information deemed necessary by any respondent to present a proper proposal shall be submitted in writing to the City of Grain Valley, 711 Main Street Grain Valley, MO 64029, referencing this RFP number, a minimum of five (5) calendar days prior to the proposal submission date. Any request received after the above stated deadline will not be considered. All requests received prior to the above stated deadline will be responded to in writing by the City in the form of an addendum addressed to all prospective respondents.
5. CONFIDENTIALITY OF PROPOSAL INFORMATION: Each proposal must be submitted in or under cover of a sealed envelope to provide confidentiality of the information enclosed. The envelope should be sealed and clearly marked with RFP number and the name of the project.

All proposals and supporting documents will remain confidential until a final contract has been executed. Information that discloses proprietary or financial information submitted in response to qualification statements will not become public information. This is in accordance with the Missouri Sunshine Law.
6. SUBMISSION OF PROPOSAL: Proposals are to be sealed and submitted to the City of Grain Valley, 711 Main Street Grain Valley, MO 64029, prior to the date and time indicated on the cover sheet. At such time, all proposals received will be formally opened. The opening will consist of only the name and address recording of respondents.
7. ADDENDA: All changes, additions and/or clarifications in connection with this proposal will be issued by the Purchasing office in the form of a WRITTEN ADDENDUM. SUBMIT EQUAL NUMBER OF SIGNED ADDENDUM WITH THE NUMBER OF PROPOSALS REQUIRED. Verbal responses and/or representations shall not be binding on the City.
8. LATE PROPOSALS AND MODIFICATION OR WITHDRAWALS: Proposals received after the date and time indicated on the cover sheet shall not be considered.

Proposals may be withdrawn or modified in writing prior to the proposal submission deadline. Proposals that are resubmitted or modified must be sealed and submitted to the Purchasing Office prior to the proposal submission deadline. Each respondent may submit only one (1) response to this proposal.
9. BONDS:

When a Bond is required it shall be executed with the proper sureties, through a company licensed to operate in the State of Missouri, and hold a current Certificate of Authority as an acceptable surety under 31 CFR Part 223 (and be listed on the current U.S. Department of the Treasury Circular 570 and have at least A Best's rating and a FPR9 or better financial performance rating per the current A.M. Best Company ratings.)
10. NEGOTIATION: The City reserves the right to negotiate any and all elements of this proposal.
11. TERMINATION: Subject to the provisions below, any contract derived from this Request For Proposal may be terminated by either party upon thirty (30) days advance written notice to the other party; but if any work or service hereunder is in progress, but not completed as of the date of termination, then said contract may be extended upon written approval of the City until said work or services are completed and accepted.
 - (a) TERMINATION FOR CONVENIENCE

In the event that the contract is terminated or cancelled upon request and for the convenience of the City, without the required thirty (30) days advance written notice, then the City shall negotiate reasonable termination costs, if applicable.
 - (b) TERMINATION FOR CAUSE

Termination by the City for cause, default or negligence on the part of the consultant shall be excluded from the foregoing provision; termination costs, if any, shall not apply. The thirty (30) days advance notice requirement is waived in the event of Termination for Cause.

(c) TERMINATION DUE TO UNAVAILABILITY OF FUNDS IN SUCCEEDING FISCAL YEARS.

When funds are not appropriated or otherwise made available to support continuation of performance in a subsequent fiscal year, the contract shall be cancelled and the consultant shall be reimbursed for the reasonable value of any nonrecurring costs incurred but not amortized in the price of the supplies or services delivered under the contract.

12. TAX EXEMPT: The City and its Agencies are exempt from State and local sales taxes. Sites of all transactions derived from this proposal shall be deemed to have been accomplished within the State of Missouri.
13. SAFETY: All practices, materials, supplies, and equipment shall comply with the Federal Occupational Safety and Health Act, as well as any pertinent Federal, State and/or local safety or environmental codes.
14. RIGHTS RESERVED: The City reserves the right to reject any or all proposals, to waive any minor informality or irregularity in any proposal, and to make award to the response deemed to be most advantageous to the City.
15. RESPONDENT PROHIBITED: Respondents are prohibited from assigning, transferring, conveying, subletting, or otherwise disposing of this proposal or any resultant agreement or its rights, title, or interest therein or its power to execute such agreement to any other person, company or corporation without the previous written approval of the City.
16. DISCLAIMER OF LIABILITY: The City, or any of its agencies, will not hold harmless or indemnify any respondent for any liability whatsoever.
17. HOLD HARMLESS: The consultant shall agree to protect defend, indemnify, and hold the Board of Aldermen, City of Grain Valley, MO, its officers, commissions, employees and agents free and harmless from and against any and all losses, penalties, damages, settlements, costs, charges, professional fees or other expenses or liabilities of every kind and character resulting from the error, omission or negligent act of the consultant, its agents, employees or representatives, in the performance of the consultant's duties under any agreement resulting from award of this proposal.
18. LAW GOVERNING: All contractual agreements shall be subject to, governed by, and construed according to the laws of the State of Missouri.
19. ANTI-DISCRIMINATION CLAUSE: No respondent on this request shall in any way, directly or indirectly discriminate against any person because of age, race, color, handicap, sex, national origin, or religious creed.
20. DOMESTIC PRODUCTS
The City of Grain Valley has adopted a formal written policy to encourage the purchase of products manufactured or produced in the United States. (City of Grain Valley Resolution No. 87-18, MO. State Statute No. 34.353, Section 3, (5)).
21. CONFLICTS: No salaried officer or employee of the City, and no member of the Board of Aldermen shall have a financial interest, direct or indirect, in this contract. A violation of this provision renders the contract void. Federal conflict of interest regulations and applicable provisions of Sections 105.450 – 105.496 shall not be violated. Consultant covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services to be performed under this contract. The Consultant further covenants that in the performance of this contract no person having such interest shall be employed.
22. DEBARMENT: By submission of its response, the Consultant certifies that neither it nor its principals is presently debarred or suspended by any Federal Department or agency, including listing in the U.S. General Services Administrations List of Parties Excluded from Federal Procurement or Non-Procurement programs; or if the amount of this response is equal to in excess of \$100,000, that neither it nor its principals nor its subconsultants receiving sub-awards equal to or in excess of \$100,000 is presently disbarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by an Federal Department , agency or prevision of law. If the Consultant is unable to certify any of the statements in this certification, the responder must attach an explanation to its response.

Para 17 Revised by Legal 1-4-96
Para 21 Revised by Legal 10-31-03
Para 20 Added by Legal 8/02

FORM NO. 1: FIRM PROFILE

1. Company Name and Address:
 - 1a. Firm / Provider is: National Regional Local
 - 1b. Year Firm / Provider Established:
 - 1c. Years of Experience providing services:
 - 1d. Licensed to do business in the State of Missouri: Yes No
 - 1e. Name, title, telephone number and email address of Principal to contact:
 - 1f. Address of office to perform work, if different from Item No. 1:
2. Please list the number of persons by discipline that your Firm/Joint Venture will commit to the City's project:
3. If submittal is by Joint Venture or utilizes subcontractors, list participating firms / providers and outline specific areas of responsibility (including administrative, technical, and financial) for each firm:
 - 3a. Has this Joint Venture previously worked together? Yes No

FORM NO. 2: EXPERIENCE / REFERENCES

Work by Firm/ Provider (including any subcontractors or Joint-Venture companies) that best illustrate current qualifications relevant to the City's project that has been/is being accomplished by personnel that shall be assigned to the City's project. List no more than ten (10) total projects:

Project Name & Location:

Completion Date (Actual or Estimated):

Project Owner's Name & Address:

Project Owner's Contact Person, Title & Telephone Number:

Estimated Cost (in Thousands) for Entire Project: \$

Scope of Entire Project: (Please give quantitative indications wherever possible).

Nature of Firm's / Provider's responsibility in project: (Please give quantitative indications wherever possible).

Firms / Providers Personnel (Name/Project Assignment) who worked on the stated project that shall be assigned to the City's project and applicable certifications that personnel hold:

FORM NO. 3: QUALIFICATION CHECKLIST

- _____ Signed Qualification
- _____ Evidence of required licenses and certificates
- _____ Evidence of Insurance
- _____ Form No. 1
- _____ Form No. 2
- _____ Form No. 3
- _____ Signed Non-Collusion Certification
- _____ Addendum (if applicable)