

## REQUEST FOR PROPOSAL

The City of Mercedes, Texas is accepting sealed Proposals for **Public Relations Services**. Bids must be submitted in a sealed envelope plainly marked:

**Public Relations Services**  
**Bid # 2021-06-08**  
City of Mercedes  
400 S. Ohio Ave.  
Mercedes, TX 78570  
Attn: City Manager's Secretary

All bids must be received no later than **JUNE 25, 2021 at 2:00 PM**. No late bids, faxed, e-mailed or telephone bids will be accepted. Bid proposals and specifications may be obtained by visiting [www.cityofmercedes.com](http://www.cityofmercedes.com) or emailing [avallejo@cityofmercedes.com](mailto:avallejo@cityofmercedes.com) or by contacting the City Manager's Secretary at City Hall, 400 S. Ohio Ave., Mercedes, TX 78570 (956) 565-3114 ext. 137.

All bid questions must be submitted in writing (email preferred) to the Purchasing Agent. **Bidders are to monitor website for addendums, and postings of all bid questions and answers.** The period or addendums will end 1 week prior to bid opening. All bid proposals must be made on the bid proposal forms supplied and the bid proposal forms must be fully completed when submitted.

**Late Proposals:** Documents received after the scheduled closing time of filing will not be accepted.

## **PROPOSAL SPECIFICATIONS**

The City of Mercedes has issued an RFP for **Public Relations Services**.

The purpose of this Request for Proposals (RFP) is to select a qualified contractor to plan, coordinate and administer Public Relations services to leverage media coverage about the City. The assignment includes supporting the implementation of public relations activities and community engagement; enhancing the City's image through positive communication efforts; as well as to provide crisis communications counsel on an on-call, as needed basis.

## **OVERVIEW**

The prospective vendor replying to this RFP will be an individual or will represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations and how vendor would approach the projects outlined in the Scope of Work. A proven experience in public relations is recommended.

## **SCOPE OF WORK**

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for the City, its events, activities, amenities and promotions. It will include but not be limited to the following:

1. Development of a strategic plan to promote the city from an economic development perspective at the local, state and international level.
2. Executing targeted public relations campaigns to generate featured articles, event listings, and related publicity for events, promotions and destination activities/amenities targeting publicity in print, TV, radio and online outlets.
3. Provide assistance with standard external communications, internal communications and public engagement by writing, formatting (with photos) and distributing press releases to print, online, broadcast media.
4. Conducting personal follow-up on outreach via phone, email and mail.
5. Coordinating messaging with third partners and arranging media interviews.
6. Generating adequate coverage across different media for any tactical / strategic announcements.
7. Utilizing social media to generate publicity, word of mouth and grow the city's overall social media presence. Utilize tools and technology including digital media and blogging to support day to day marketing efforts.
8. Tracking coverage and measuring overall efforts, delivering a monthly summary of community and media engagement.
9. Sending media clips on a regular basis; tracking coverage and measuring efforts.
10. To provide and maintain an updated list of media professionals relevant to the City.
11. Research and identify opportunities for positive media engagement and exposure in both local and national media outlets.

12. Research and document opportunities with other organizations and initiatives that would help advance the City of Mercedes' image and mission.

## **PROPOSAL REQUIREMENTS**

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. Please provide the following:

1. **Cover Letter:** A letter signed by an individual or officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. **Qualifications and Experience**  
Provide a description of the history, experience and qualifications of your firm/company/corporation and any proposed subcontractors to perform the Scope of Work. Please include:
  - Resumes and biographies of all principals and others assigned to the project.
  - List of capabilities corresponding to the scope of work.
  - List of similar/relevant projects your firm/company/corporation has undertaken. If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.
3. **Approach to Scope of Work**  
Provide a detailed description of your approach to each Scope of Work element and list those principals and others that will be assigned to specific elements in the Scope of Work. A key aspect to focus on increased outreach to target audiences.
4. **Project Cost**  
Provide detailed costs for the services to be performed by the contractor based on the Scope of Work.

## **INSTRUCTIONS FOR PROPOSALS**

### **Preparation of Proposals**

- The individual or firm shall submit its price proposal upon the forms (attached) furnished by the City.
- If an amount entered on the Proposal Form is to be altered, it should be crossed out with ink, the new unit price or price proposal amount entered above or below it and initialed, also with ink.
- The proposal must be signed with ink by the individual, by one or more members of the partnership, by one or more members or officers of each firm representing a joint venture, by one or more officers of a corporation, or by an agent of the consultant legally qualified and acceptable to the owner. If the proposal is made by an individual, his or her name and post office address must be shown; by a corporation, the name of the corporation and its business address must be shown, together with the name of the state in which it is incorporated, and the names, titles and business address of the President, Secretary and Treasurer.

- All questions shall be submitted in writing to and received by the City Manager's Secretary at [avallejo@cityofmercedes.com](mailto:avallejo@cityofmercedes.com) a minimum of seven (7) days prior to the scheduled opening. All firms and individuals planning to submit a proposal and wish to receive notice of any addendum, clarifications or copies of written questions & the City's responses, must notify the City Manager's Secretary seven (7) days prior to the scheduled opening of their intent to participate. The City Manager's Secretary will forward all addendums, clarifications and any questions and the City's response to the question to all prospective firms and post these on the City's website.
- All materials submitted in response to this invitation will become the property of the City of Mercedes. All expenses incurred by responding to this invitation shall be the responsibility of the firm.

### **Irregular Proposals**

Proposals will be considered irregular and may be rejected for any of the following reasons:

- If the proposal is on a form other than that furnished by the City, or otherwise specified, or if the form is altered or any part thereof is detached.
- If there are unauthorized additions, conditional or altered components, or irregularities of any kind which may tend to make the proposal incomplete, indefinite, or ambiguous as to its meaning.
- If the firms add any provisions reserving the right to accept or reject an award or to enter into a contract pursuant to an award.

### **Interpretations**

No oral interpretations will be made to any firm as to the meaning of the specifications or terms and conditions of this RFP. Any/All valid interpretations will be in writing from the City Manager's Secretary.

### **Delivery of Proposals**

All proposals must be received by the City in hard copy. No proposals will be accepted in electronic form or via fax machine. The sealed qualifications and price proposals shall be addressed to the City of Mercedes, Texas, City Manager's Secretary in an envelope clearly marked **PUBLIC RELATIONS SERVICES BID # 2021-06-08**. All proposals shall be filed prior to the time and at the place specified in the RFP. Proposals received after **June 25, 2021 at 2:00 PM** will be returned unopened. Faxed or electronic proposals are NOT acceptable.

### **Withdrawal of Proposals**

A firm shall be permitted to withdraw its proposal unopened after it has been deposited if such request is received in writing prior to the opening of the proposals.

No proposal may be withdrawn for a period of sixty (60) days subsequent to the opening of proposals, without express written consent of the City of Mercedes, TX.

### **Public Opening of Proposals**

Proposals will be opened and read publicly at the time and place indicated in the invitation. Firms, their authorized agents and other interested parties are invited to be present.

### **Disqualification of Firms**

Any of the following reasons may be considered as being sufficient for the disqualifications of a firm and the rejection of its submittal:

- More than one proposal for the same work from an individual, firm or corporation under the same or different name.
- Evidence of collusion among firms.
- Failure to supply complete information as requested.

### **RFP EVALUATION**

A Review Committee, consisting of City Staff, shall consider the following factors as an integral part of the proposal evaluation process, including but not limited to:

- Ability, capacity and skill to perform within specified time limits and allocated budget.
- Experience, reputation, efficiency, judgement and integrity.
- Reference checks.
- Sufficiency of firm's resources to fulfill the contract.
- Firms will furnish proof of insurance binder and maintain insurance throughout the contract.
- Other applicable factors as the City determines necessary or appropriate.

### **AWARD AND EXECUTION OF CONTRACT**

#### **Consideration of RFP**

- Proposals will be made public at the time of opening and may be reviewed only after they have been properly recorded.
- The right is reserved to reject any or all proposals, to waive technicalities or to advertise for new proposals, if in the judgement of the City; the best interest of the City of Mercedes will be promoted thereby.

#### **Award of Contract**

- If a contract is to be awarded, the award will be made to the qualified individual or firm whose proposal complies with all the requirements prescribed in the specifications page(s) and evaluation section of this document, and at the sole discretion of the City, demonstrates that selection of said individual or firm in the best interest of the City, as soon as practical after the opening. The successful firm will be notified at the address listed that the proposal has been accepted.

- The final scope of services agreed upon are those stipulated in this request for proposals – Scope of Work – unless altered in writing and with signed acknowledgement by the City and contractor.

### **Cancellation of Award**

The City reserves the right to cancel the award of any contract at any time before the execution of such contract by all parties without any liability against the City.

The City reserves the right to cancel any contract resulting from this Request for Proposals at any time in the future at its sole discretion. The contractor will be remunerated for any work done up to the date of contract cancellation. Contractor will be required to provide detailed documentation of said work and to turn over any finished and unfinished work product.

### **EXTRAS**

Except as otherwise herein provided, no charge for any extra work or material will be allowed unless the same has been ordered, in writing, by the City of Mercedes.

### **DEFAULT AND TERMINATION OF CONTRACT**

Cause – Reasons providing cause for termination of the contract or agreement entered into between the City and Consultant include but are not limited to:

- Fails to begin work under Contract within the time specified in the notice to proceed.
- Fails to perform the work in such a manner as to assume prompt completion of said work.
- Performs the work unsuitable or neglects or refuses to redo the work.
- Discontinues the execution of work.
- Fails to resume work, which has been discontinued, within a reasonable time after notice to do so.
- Becomes insolvent or has declared bankruptcy, or commits any act of bankruptcy or insolvency.
- Makes an assignment for the benefit of creditors.
- For any other causes whatsoever, fails to carry on the work in an acceptable manner. The City of Mercedes, TX, will give notice, in writing to the Consultant for such delay, neglect and default.
- If the consultant does not proceed in accordance with the notice, then the City of Mercedes, TX, will have the full power and authority without violating the Contract to take the prosecution of the work out of the hands of the Consultant. The City of Mercedes, TX, may enter into an agreement for the completion of said Contract according to the terms and conditions thereof, or use such other methods as in the City's opinion will be required for the completion of said Contract in an acceptable manner.
- All extra costs and charges incurred by the City of Mercedes as a result of such delay, neglect or default, together with the cost of completing the work under the Contract, will be deducted from any monies due or which may become due to said consultant. If such expenses exceed the sum which would have been payable under the Contract, then the

Consultant shall be liable and shall pay to the City of Mercedes the amount of such excess.

**OBTAINING RESULTS**

Results for the proposals will be posted forty-eight (48) hours after the opening of proposals on the City website at [www.cityofmercedes.com](http://www.cityofmercedes.com) or will be available be request via email at [avallejo@cityofmercedes.com](mailto:avallejo@cityofmercedes.com).

**CITY OF MERCEDES, TEXAS  
PROPOSAL FORM**

Public Relations Services, RFP  
RFP # 2021-06-08

(To be filled out completely and attached to qualifications packet)

Legal Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Proposal Amount: \$ \_\_\_\_\_ (In Figures)

\_\_\_\_\_ (In Words)

Print Name and Title: \_\_\_\_\_

\_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Are you proposing to use other companies or firms in this project as a partnership? If yes, please list the firm, along with contact names below:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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