

**CITY OF NEW PORT RICHEY
REQUEST FOR PROPOSALS
PROFESSIONAL SERVICES FOR
BRANDING, MARKETING AND MASTER PLANNING
FOR THE CITY OF NEW PORT RICHEY AND
THE CITY OF NEW PORT RICHEY COMMUNITY REDEVELOPMENT AGENCY**

RFP 20-001

Part I: GENERAL INSTRUCTIONS

1. PURPOSE

A. Intent of RFP: It is the intent of the City of New Port Richey, Florida, and its CRA Board (Also referenced herein as “The Board”) to select a professional company, consultant teams and/or an individual contractor **to create a Brand Identity/Platform** and identify a clear marketing strategy and plan for New Port Richey’s downtown area and the city at large. This Strategy/Plan should represent the varied economic sectors of our collaborators and be used for residential, business and visitor recruitment. A marketing campaign will focus on delivering the Brand and instilling a sense of pride inside the downtown and the city as well as create design standards for future marketing and communication material. Future phases of this process will include **developing a Vision and Master Plan for the downtown and a Vision and Master Plan for the US Hwy 19 corridor** through the city.

B. Time and Due Date: The City of New Port Richey’s CRA Board will accept Proposals that must include statements of qualifications from firms/individuals, corporations, partnerships, and other legal entities authorized to conduct business in the State of Florida by **October 4, 2019 no later than 4:00 pm.**

C. Background:

Visioning and Revitalization Efforts

Overview

Since the late 1990’s, the City of New Port Richey has undertaken several revitalization efforts to better plan for and focus quality development and services citywide. Major efforts have included planning for the Downtown area through The Community Redevelopment Plan, The Downtown Shopability Analysis, The Retail Market Analysis, The Hotel Market Analysis, The Analysis of Residential Market Potential, the creation of a Community Redevelopment Area, participation in the Vision19 plan with Pasco County, as well as developing special programs for neighborhoods, parks and open space.

The Community Redevelopment Plan

The 2011 Strategic Action Plan and the 2012 Community Redevelopment Plan were created as guides for the economic redevelopment of the downtown and US Hwy 19 corridor as well as other commercial and residential areas of the City. The focus areas of the 2019 Update to the Plan include the former Community Hospital Site and surrounding properties; the US Hwy 19 corridor, Rivergate Area, Main Street Gateway, Southgate Center, Magnusen Hotel Area, River Side Inn/North Riverfront Area; The Hacienda Hotel and nearby properties; and the Leisure Lane/Van Doren Avenue Neighborhood. The plan’s vision is to create a vibrant downtown area, an attractive revitalized US Hwy 19 corridor, thriving neighborhood commercial districts and resilient residential areas with increased owner occupancy. This Plan was realized through the collaboration of the residents of New Port Richey, business and property owners and the City. Through these progressive actions, the City has demonstrated a firm commitment to revitalization.

The preliminary focus of this RFP is **to develop a Brand for New Port Richey and the downtown** that defines an identity and market position and to create a Marketing Strategy and Advertising campaign to implement and solidify that Brand in the hearts and minds of local and regional residents, businesses and

visitors. The second and third parts of this RFP for professional services is **to create a Vision and Master Plan for the downtown area and for the US Hwy 19 commercial corridor**. This will include a full set of design guidelines and standards for the downtown and the corridor. Standards include specific design requirements regarding density, intensity (Floor Area Ratio), parking location and stormwater management, among others. Visual examples of appropriate streetscape features and architectural detailing will also be included in addition to a list of preferred, conditional, and prohibited uses. A very important component will be illustrations of the vision for each plan. These can be in the form of illustrations, renderings, elevations, and/or computer generated simulations and depictions.

2. CONTRACT AWARDS/TERM OF CONTRACT

Following the selection of a qualified firm/individual the CRA Board anticipates entering into one (1) contract with the firm/individual whose qualifications and experience are judged to be most advantageous to the CRA Board and the City. The project compensation schedule will be negotiated to provide the flexibility to the Consultant to prioritize his/her staff as efficient as possible. The Proposer understands that any response to this RFP as submitted will not constitute an agreement or a contract with the Proposer. A proposal is not binding until proposals are reviewed and accepted by the New Port Richey City Council and the CRA Board and both parties execute a contract.

3. DEVELOPMENT COSTS

The CRA Board shall not be liable for any expense incurred in connection with preparation of a response to this Request for Qualifications. Proposers should prepare a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

4. INQUIRIES

The CRA Board/Staff will not respond to oral inquiries. Proposers may submit written, e-mailed or faxed, inquiries regarding this RFP to the CRA Offices fax number at (727) 853-1023 or the Economic Development Director's e-mail address at ruddc@cityofnewportrichey.org. The City will respond to written, e-mailed or faxed inquiries received at least five (5) working days prior to the RFP due date. The City will record its responses to inquiries and any supplemental instructions in the form of written addenda. All written addenda will be issued through the Economic Development Director's email. It shall be the responsibility of the Proposer, prior to submitting their proposal, to contact the CRA's Office to determine if addenda were issued; acknowledging and incorporating them into their proposal.

5. PROPOSAL SUBMISSION AND WITHDRAWAL

The CRA Board will receive Proposals at the following address and clearly marked on the outside:
RFP 20-001: PROFESSIONAL SERVICES FOR BRANDING, MARKETING AND MASTER PLANNING:
City of New Port Richey
Economic Development Director
5919 Main Street
New Port Richey, FL 34652

Statements received after the established deadline will not be opened. Proposers may withdraw their submittal by notifying the CRA Board in writing at any time prior to the due date. Upon opening, the submitted Proposal it will become a "public record" and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

6. STATEMENT RESTRICTIONS

In order to control the cost of proposal preparation, submittals will be restricted to the requirements as described in Part II – Instructions for Preparing the Proposal contained within this RFP.

7. DRUG FREE WORKPLACE

The City of New Port Richey is a Drug Free Workplace. It is strongly suggested that the attached Drug Free Workplace Form be signed and returned to this office with the proposal.

8. PUBLIC ENTITY CRIMES STATEMENT

In accordance with Florida Statutes Sec. 287.133(2) (a), "A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods/services to a public entity, may not submit a bid on a contract with a public entity for

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, subcontractor, or Consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list."

9. MINORITY BUSINESS ENTERPRISE (MBE)

M/WBEs are encouraged to participate in the proposal process. All MBEs shall be certified as a Minority Business Enterprise by the State of Florida, Department of Management Services, Office of Supplier Diversity pursuant to Section 287.0943, Florida Statutes, or by statewide and interlocal agreement certification, as provided for by Section 287.09431, Florida Statutes. A State of Florida MBE Certificate or interlocal agreement from an agency having an interlocal agreement with the State of Florida must accompany the RFP submission.

10. CANCELLATION

The CRA Board shall have the right to unilaterally cancel, terminate or suspend any contract, in whole or in part, resulting from this RFP by providing the selected firm thirty (30) days written notice by certified mail.

11. FISCAL NON-FUNDING CLAUSE

In the event sufficient funds are not budgeted for a new fiscal period, the Board shall notify the successful Proposer of such occurrence and the contract shall terminate on the last day of the current fiscal year without penalty or expense to the Board.

12. RESERVED RIGHTS

The CRA Board reserves the right to accept or reject any/or all submissions, to accept all or any part of the submission, to waive irregularities and technicalities, and to request resubmission, if it is deemed in the best interest of the Board. The Board, in its sole discretion, may expand the scope of work to include additional requirements. The Board reserves the right to investigate, as it deems necessary, to determine the ability of any firm to perform the work or services requested. The firms upon request shall provide information the Board deems necessary in order to make a determination.

13. EQUAL EMPLOYMENT OPPORTUNITY CLAUSE

City of New Port Richey, Florida, in accordance with the provisions of Title VII of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all Proposers that it will ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit proposals in response to this advertisement and will not be discriminated against on the ground of race, color or national origin in consideration for an award.

14. PERFORMANCE EVALUATION

At the end of the any contract, the receiving department will evaluate the successful proposer's performance. This evaluation will become public record.

15. REUSE AND OWNERSHIP OF DOCUMENTS

All data, inputs, analytical reports, contract documents, deliverables, and other work products that result from the professional services being offered through any response to this RFP and any contract resulting therefrom shall become the property of the CITY and shall be delivered to the CITY as requested. Any and all information/ materials covered under this paragraph and RFP may not be copyrighted by the contractor. The CITY may use all data and products for purposes deemed appropriate by CITY for the business of the CITY.

16. PRE-SUBMISSION CONFERENCE

There will a Mandatory Pre-Submission Conference September 18 at 4 pm, in the Council Chambers located in City Hall. *Firms located out of the area may dial in on a conference line to be provided.* Additionally, for the benefit of all involved in this process, any questions concerning the Request for Proposals are to be directed in writing to the Economic Development Director or by e-mail directed to the Economic Development Director at ruddc@cityofnewportricher.org.

17. SCOPE OF WORK

The City/CRA is seeking qualified firms to develop a **Brand and Marketing Strategy** to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of New Port Richey.

The resulting plan will include:

- A current market analysis of the New Port Richey Trade Area;
- A Branding platform for New Port Richey with tag line, Downtown New Port Richey with tag line, brand statement, colors, fonts, logo treatments for the Downtown, the Community Redevelopment Agency, the New Port Richey Main Street organization as well as current and potential downtown events. It will also include brand extension design elements for use in marketing the downtown with advertisements, brochures, letterhead, business cards, banners, CRA website, New Port Richey Main Street website, wayfinding, etc.;
- A marketing strategy and advertising campaign based on the Vision, the Brand and the market analysis;

The proposed scope of services is listed below must be addressed in a formal proposal to the City/CRA.

A. **New Port Richey Market/Economic Analysis/Evaluation of Existing and Future Conditions:**

The Consultant will conduct a market/economic analysis of the New Port Richey CRA to encompass a 20-year horizon based on an evaluation of existing and future conditions. The analysis will be performed to better understand Downtown New Port Richey's comparative advantages and disadvantages as not only the Central Business District of the City but also a submarket of the Florida West Coast region in order to identify unique opportunities for economic growth, diversification and a market supportable redevelopment strategy.

B. **Develop a Brand for New Port Richey and the downtown:**

The Consultant shall develop a Brand platform from which marketing efforts can develop. Brand elements shall include logos (New Port Richey, Downtown New Port Richey, The New Port Richey CRA, New Port Richey Main Street and potential special events such as Downtown Street Parties, Wine Tastings, Chocolate Strolls, Car Shows, etc. to extend the brand); fonts, color palette, and design elements/icons. The Consultant shall present examples of brand extensions such as pole banners (i.e. "Welcome to Downtown New Port Richey!"), wayfinding, event posters, website template, letter head, business cards, etc.

C. **Marketing Plan:**

Develop a Marketing Strategy and Advertising Campaign to solidify the brand and deliver the message of the brand promise to the residents, businesses and visitors of New Port Richey.

- Outline New Marketing Strategies for Business Attraction, Business Development, Business Promotion and Retention and Public Communication:** Review the programs currently in place within these components and make appropriate marketing recommendations to support and enhance the CRA's economic development and redevelopment efforts in the CRA District. How shall the CRA attract new business? How shall the CRA work with its business partners? What are the best means to communicate with City residents and visitors? A comprehensive strategy will encompass print, television, radio, online, corporate identity as well as other innovative programs.
- Develop A Public Relations Strategy:** Develop a strategy to take advantage of press releases, special editorials, and media relations to promote New Port Richey as a great place to live, shop, dine and do business. Items should highlight suggested print publications, broadcast media, online communications as well as other innovative tasks. Propose a well-defined public relations strategy that will achieve the highest level of publicity for the CRA.
- Promotion of Special Events:** Of great importance to the Board are special community events that draw people to New Port Richey and provide economic stimulus. Working in concert with the New Port Richey Main Street and the City's Parks and Recreation and

considering existing City Events Programming, develop strategies to continue to promote and advertise the special and ongoing community events.

- d. **Identify Target Audience:** Develop profiles of customers and businesses and redevelopment potential in the trade area. Identify the target audience, including business investment strategies, buying habits, lifestyle, and living location and prepare marketing campaign based on these findings.
- e. **Propose a Budget:** Develop a budget for the marketing program proposed in the RFP, outlining items and associated costs. The actual marketing budget will be established as part of the CRA's marketing plan, economic investment strategies development and overall budget process for Fiscal Year 2020-21.

D. Deliverables:

- a. 3 meetings with staff to coordinate as the project progresses. Hourly for additional meetings requested by the City;
- b. Minimum monthly reports outlining significant meetings, discussions, actions and results;
- c. Consultant shall present a draft of the Brand and Marketing Plan to the CRA Board prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the Board.
- d. 15 copies of the Market Analysis Booklet and 1 copy in electronic format (pin drive);
- e. 15 copies of the Branding Packet Booklet and 1 copy in electronic format (pin drive), including the following;
 - i. New Port Richey logo and tag line
 - ii. Downtown logo and tag line
 - iii. New Port Richey Main Street logo
 - iv. Brand color palette and font styles
 - v. Brand statement
 - vi. Samples of ad copy/layouts
 - vii. Pole banner designs
 - viii. Brochure designs – shopping guide, visitors guide, recruitment packet, etc.
 - ix. Wayfinding graphic design (not the actual wayfinding system) to incorporate existing new wayfinding signs
 - x. Design for Letter head, business cards
 - xi. Collateral designs such as shirts, water bottles, hats, (swag), etc.
- f. 15 copies of the Marketing Plan Booklet and 1 copy in electronic format (pin drive);
 - i. Marketing Strategy
 - ii. Advertising Campaign
 - iii. Public Relations Strategy
 - iv. Special Events
 - v. Target Audience
 - vi. Implementation Strategy
 - vii. Proposed Marketing Budget
- g. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version.

The second and third phases of this project will be to create a **Downtown New Port Richey Vision and Master Plan** and a **US Hwy 19 Vision and Master Plan**.

The resulting plans will include:

- An articulation of the Visions for downtown New Port Richey and the US Hwy 19 corridor;
- Design Guidelines,
- Streetscape Enhancements,
- Cultural Amenities
- Illustrations, renderings, elevations and/or computer generated images of the Vision and future development at buildout.

The proposed scope of services is listed below must be addressed in a formal proposal to the City/CRA.

- A. **Review the existing 2019 Community Redevelopment Plan Update:** Consultant shall review the existing Redevelopment plan, the Vision 19 Plan with the associated recommendations and proposed projects, the Downtown Design Standards, etc.
- B. **Through Community Outreach and Stakeholder Involvement, articulate the Vision for Downtown New Port Richey and the US Hwy 19 corridor:** The Consultant will lead the community participants and stakeholders through a variety exercises that will result in the clarification and articulation of the Community Vision for the two plan areas. The Consultant shall hold at least three (3) community meetings for citizens and stakeholder groups for each plan.
- C. **Master Plans:** The Consultant will consolidate all the research, analysis, and community input for each area into unified documents which shall include Design Guidelines; Permitted and Conditional Land Uses; Streetscape Guidelines; Incentives; Illustrations, rendering, elevations and/or computer simulations of Vision and future development at buildout. The Consultant will highlight and recommend changes to the Land Development Regulations that will be necessary to implement the Master Plans.
- D. **Deliverables for each Master Plan:**
 - a. 3 meetings with staff to coordinate as the project progresses, additional meetings requested by the City will be billed hourly;
 - b. Minimum monthly reports outlining significant meetings, discussions, actions and results;
 - c. Consultant shall present a draft of the Master Plan prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the following Boards/Committees.
 - i. 1 Land Development Review Board meeting
 - ii. 1 Council/CRA Board meeting for the draft
 - iii. 2 Council meetings of the final for approval;
 - d. 15 copies of the final Master Plan Booklet with all maps, guidelines, etc. and 1 copy in electronic format (pin drive);
 - e. 15 copies of the Market Analysis Booklet and 1 copy in electronic format (pin drive);
 - f. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version;

18. ESTIMATED TIME SCHEDULE

The basic contract period shall be negotiated for completion of deliverables identified in this RFP and included in the execution of any resulting contract with the most qualified firm and/or individual as determined by the City Council and the CRA Board.

19. CONTENTS OF THE STATEMENT OF QUALIFICATIONS

As part of the Responder's Proposal each firm/individual shall submit documentation of their qualifications for consideration and will include the following information. All responses shall at minimum contain the following:

- A. **Scope of Services and Statement of Qualifications.** Describe in detail an understanding of the services requested. Respondents shall also submit a statement of qualifications that addresses the proposed scope of services; provide a company/individual profile, and a description of major accomplishments.
- B. **Description.** Description of overall knowledge of the City of New Port Richey and the CRA's redevelopment goals and objectives.
- C. **Business Organization.** State the full name of the organization and indicate whether the company operates as a partnership, corporation, or sole proprietorship. State the number of years the organization/individual has been in business and include the name and business address of company owners. Identify the individual by name and title authorized to negotiate contract terms and enter into legally binding commitments. Identify by name and position the staff

persons assigned to the project and who will actually perform the services requested in this proposal.

- D. **Project Management.** Provide a narrative explanation that specifies project management and reporting responsibilities for managing a project similar to the one described in this request. The narrative should also detail the approach, methodology, deliverables, and client meetings.
- A. **Samples of Previous Work.** Provide samples of previous Branding and Marketing services and Master Planning services for municipal and/or non-municipal entities.
- E. **References and Client List.** List three former clients for whom similar or comparable services have been performed. Provide a current list of your company's clients and identify any potential conflicts.

Any response not containing full and complete responses to the above minimum elements may be deemed unresponsive to this RFP.

20. INSURANCE REQUIREMENTS

- A. Worker's Compensation – in compliance with State and Federal laws.
- B. Comprehensive General Liability – Minimum limits of \$500,000 per occurrence and \$1,000,000 aggregate for Bodily Injury Liability and Property Damage Liability.
- C. Comprehensive Automobile Liability.
- D. Professional Liability Insurance – minimum limits of \$1,000,000.
- E. Any and all deductibles to the above referenced policies are to be the responsibility of the successful firm.
- F. *Hold Harmless:* The City and the CRA Board shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property, or loss of use resulting from or arising out of performance of this agreement or contract, unless such claims are a result of the City's or the Board's sole negligence. The City and the CRA Board shall also be held harmless against all claims for financial loss with respect to the provision of or failure to provide professional or other services resulting in professional, malpractice, or errors or omissions liability arising out of performance of this agreement or contract, unless such claims are a result of the City's and/or the CRA Board's sole negligence.

PART II: INSTRUCTIONS FOR PREPARING PROPOSALS

1. RULES FOR SUBMITTING THE STATEMENT OF QUALIFICATIONS

A. The Statement must name all persons or entities interested in the proposals as principals of the Project Team. The Statement must declare that it is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

B. Any questions regarding a project or submittal shall be directed to the CRA Office. There shall not be any contact between a Proposer and any member of the City Council/ CRA Board regarding the project or any proposal submitted by any Proposer. Any Proposer contacting any member of the City Council/ CRA Board regarding a submitted proposal is subject to sanctions up to and including having the Board disqualify that firm's submittal.

2. STATEMENT FORMAT

Responses to the RFP must include one (1) original (unbound) and six (6) copies of the response which addresses the requirements below, along with an electronic version (PDF) of the full response. In determining the responsibility of any offeror, the CRA staff will examine the factors as listed below. Offerors shall address each factor specifically in their Statement.

A. Section 1 – Qualifications

Provide a statement of your qualifications. Identify your firm's capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the location of the office that would manage this project.

B. Section 2 – References

List three recent clients for whom similar or comparable services have been performed. Include the name, mailing address and telephone number of their principle representative. Describe, in detail, each projects' outcomes and the process your company took to achieve those outcomes.

C. Section 3 – Project Team

List the key personnel and their individual responsibilities on this assignment. Include the extent of each person's participation and their related experience (Resumes should be included in an appendix). Indicate the approximate percentage of the total work to be accomplished by each individual.

D. Section 4 – Proposed Budget

Define the total estimated contract amount on a time and materials basis, with a not to exceed amount. The cost information provided will help to indicate your understanding of the scope of the project. Include the following:

- A list of all phases of work;
- A list of all tasks required to accomplish each phase;
- The estimated material and labor hours for each position classification required to accomplish each task and a current fee schedule including each position classification; and
- The time duration required to accomplish each phase of the work.

E. Appendices

1) Appendix #1 – Resumes

Resumes of all key personnel within the project team shall be provided. Each resume shall not exceed two (2) pages in length.

Part III: SELECTION PROCESS

The respondent's proposal will be evaluated by City/CRA staff and the staff will recommend the top proposal to the CRA Board (CRA) and the City Council for their consideration.

EVALUATION METHOD AND CRITERIA

A. General

The CRA shall be the sole judge as to the merits of the Proposal, and any resulting agreement. The Board's decision will be final. The evaluation criteria will include, but shall not be limited to, considerations listed under Part I, #17 – Scope of Work. Proposals will be reviewed by the City/CRA Staff and evaluated based on the format and content outlined in this proposal as follows:

EVALUATION CRITERIA POINTS

PERCENTAGE (WEIGHT)	Points
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QUALIFICATIONS

- A. Shows a strong knowledge of creating a Brand for public agencies/clients;
- B. Shows a strong knowledge of creating a destination marketing plan;
- C. Proves a successful work history for previous marketing projects and Master Planning projects for public agencies/clients;
- D. Shows a strong knowledge of creating a Master Plan for public agencies/clients;

0 to 35

TEAM PROPOSED FOR THIS PROJECT

- A. Incorporates a strong team structure able to handle the task;
- B. Team members have resumes that reflect experience in Branding and destination Marketing;
- C. Team members have resumes that reflect experience in Master Planning;
- D. Company has completed work for other City and/or County Governments.

0 to 15

COST

- A. Cost breakdown is detailed and meets the Statement's requirements;
- B. Costs are controlled.

0 to 25

460 *PROVIDED SERVICES*

461 A. Shows a thorough understanding of the project

462 B. Able, at a minimum, to meet all of the principle areas defined in the RFP's Scope of Work 0 to 20

463
464 *REFERENCES*

465 A. Lists strong references reflecting examples of successful outcomes for similar projects. 0 to 5

466 TOTAL EVALUATION: 100

467
468 **B. Selection**

469 The City/CRA's staff shall evaluate and rank the proposals submitted by all respondents. The top
470 respondent(s) may be invited to present their specific proposal(s) to the City/CRA Staff for
471 consideration. The staff will then forward the top submission to CRA Board for consideration. *The*
472 *CRA Board, at their sole discretion, will select the top firm/individual to move forward to contract*
473 *negotiation, or it may reject the proposal and direct the staff to reissue the RFP.*

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475 **C. Schedule**

476 The anticipated schedule for this project is as follows:

- 477 • Publish RFP: August 6, 2019
- 478 • Mandatory Pre-submission Conference: 4 pm, September 18, 2019
- 479 • Response to RFP: Submission of Proposals- 4 pm, October 4, 2019
- 480 • Interview top respondent, Week of October 7, 2019
- 481 • Presentations of top proposals- to the Council/CRA Board - November 5, 2019
- 482 • Execute Contract – Week of November 11, 2019

483
484 *Note: Dates are subject to change as determined by the City/CRA Board.*