

REQUEST FOR PROPOSAL

MARKETING SERVICES

ENERGY CONSERVATION WORKS JOINT POWERS BOARD

DATE: JUNE 8, 2017

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REQUEST FOR PROPOSAL MARKETING SERVICES

I. Introduction and Overview

The Energy Conservation Works Joint Powers Board (“ECW”) is seeking professional services from an independent contractor who may be an individual or agency (“Contractor”) for the creation and implementation of a strategic marketing plan for ECW to raise awareness in the community about ECW and its programs to all audiences.

ECW will enter into an agreement with the selected agency or individual to perform these marketing services as an independent contractor. ECW reserves the right to refuse any and all proposals.

The proposal shall include, but is not limited to the following professional services that Contractor shall provide to ECW:

1. Proposed Strategic Marketing Plan to raise awareness in the community about ECW and its programs to all audiences, which may include but is not limited to:
 - Residents
 - Homeowners
 - Business Owners
 - Visitors & Tourists
 - Parents, Students, and Children
 - Potential Donors of all levels
 - Local, State and Federal Officials
 - Renters
 - Other like-minded communities
2. The Proposed Strategic Marketing Plan shall also include recommendations and fully-inclusive projected budgets for marketing activities, which shall include 3 tiered concept budgets with specific details on coordination, marketing tactics and implementation, subject to modification in consultation with ECW if Contractor is chosen.
3. The Contractor shall collaborate and coordinate marketing efforts with other contracted staff as directed by the ECW.
4. The Contractor shall present and report to the ECW board on a monthly basis at board meetings, who shall give the final approval of the Strategic Marketing Plan.
5. The Contractor shall provide tiered concept budgets (multiple levels) with expected results, including potential expectations in terms of outreach and donations.

II. Terms

The terms of this Agreement shall be for a six (6) month period commencing on a date to be determined by the ECW. The contract may be subject to consideration by ECW for two (2) additional six (6) month terms. Contractor or Board may terminate this agreement at any time by giving thirty (30) days prior notice; provided, however, that all compensation earned or costs incurred prior to such termination shall be payable to Contractor.

The selected contractor will report directly to ECW on a monthly basis at ECW board meetings and shall take all direction from ECW.

III. Required Qualifications

A proposal shall contain a statement of qualifications, examples of relevant work, and professional references. The proposer/contract in submitting a proposal to ECW does thereby represent to be fully qualified, locally staffed and equipped to properly perform any agreed upon conditions and work as presented in the proposal.

Excellent communication skills are required, which include presentation and writing skills.

The contractor also shall perform the work in accordance with all applicable laws and local ordinances having jurisdiction.

IV. Selection Process

ECW shall be the owner. The owner's representative is the Town Attorney Audrey Cohen-Davis. Questions on the submittals shall be directed to Audrey Cohen-Davis at 307-734-1689 or acohendavis@townofjackson.com.

All materials submitted regarding this RFP become the property of the owner and will only be returned to the contractor at the option of ECW. ECW has the right to use any or all ideas presented in reply to this RFP. Disqualification does not eliminate this right. The owner reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information therein.

Proposals shall include the following minimum information:

1. Name, address, phone numbers and email of contractor, firm with contact person and title.
2. List of partners and staff assigned to potential contract, if applicable.
3. Demonstrated understanding of the services of ECW and relevant experience.
4. Qualifications of the proposer.
5. Three marketing/writing samples.
6. List of three references/clients from past similar jobs or projects who will be contacted.
7. Fees and costs for services with a summary breakdown by area or category of service, budgeted time, and cost, in tiered approach.

A review by committee, including no more than four (4) members of the ECW Board with representation from the Town Attorney's Office will make the selection and final recommendation to the ECW Board. The committee's recommendation will be based upon the merits of the proposals received, using the attached score sheet to rank the applicants based upon certain categories and criteria. The criteria for these merits include but are not limited to the following areas:

1. Demonstrated relative experience with similar clients.
2. Examples of relevant work product.
3. Positive reference feedback from past clients.
4. The process, manner and methods of providing the service.
5. Fees and costs of the proposal.

ECW may negotiate with two or more applicants, which may include interviews by the committee, after which time the committee will select and make its final recommendation to the ECW Board for notification of award and subsequent final approval of an agreement or contract.

V. Schedule

1. RFP Issued June 8, 2017
2. Proposal Due June 30, 2017 by 4:00 PM
3. Notification of award By July 14, 2017
4. Contract approval By August 4, 2017

VI. Method of Submittal

Sealed bid proposals shall be submitted or may be hand delivered to the attention of:

Audrey Cohen-Davis, Town Attorney
Town Attorney's Office
P.O. Box 1689
150 E. Pearl Avenue (Clock Tower Building, 2nd floor)
Jackson, WY 83001

FedEx and UPS delivery to physical address only, not to Post Office Box

Proposals must be received by 4:00 PM, MDT, June 30, 2017. Any proposals received after this time and date will not be considered and will be returned to the applicant unopened. It is the sole responsibility of the applicant to ensure the proposal arrives on time.

Proposals shall be sealed and include the following:

1. Three (3) bound copies of complete proposal.
2. Within each of the three (3) sealed proposals shall be included one (1) copy for the fees and costs associated with the proposal in a separate sealed envelope.

No faxes or electronic submittals will be accepted. All proposals shall be the property of the Owner and will become public record.

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