

Town of Greensboro

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Greensboro, MD 21639

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Kevin Reichart
Mayor

Wendy Dixon
Town Manager

REQUEST FOR QUALIFICATIONS
General On-Call Public Relations and Marketing Services
Greensboro, Maryland

The Town of Greensboro, Maryland requests a statement of qualifications from qualified firms to provide media and public relations support, marketing, communications and related consulting services for the Town. The Town invites qualified professionals to provide their qualifications to assist the Town with activities and services that promote the Town of Greensboro. The scope of work will vary as needs arise but will include, at a minimum, developing and executing marketing strategies to increase traffic to Town; develop and implement communications strategies for responding to events; develop crisis communications; develop and execute plans strategies for media relations; develop, implement and monitor social media strategy; draft press releases.

Interested firms should submit three (3) copies of their qualifications to include:

1. Letter of interest acknowledging the request for qualifications and describe briefly its interest in providing public relations and marketing services for the project.
2. Please provide a statement of qualifications to include a brief summary of your overall capabilities and experience in media and public relations projects, specifically addressing the requirements described below and include supporting documents (such as sample materials), if any, in an appendix to your proposal:
 - a. Substantial experience in media, public relations, and/or event production that is directly relevant to the requirements of the project;
 - b. Demonstrated knowledge of the Town of Greensboro;
 - c. Demonstrated ability to effectively manage a project of this size and type, together with a track record of on-time performance;
 - d. A description of any special experience, knowledge, or skills that uniquely qualify you for this service;
 - e. Names, positions, e-mails and phone numbers of 3-5 references, and who can comment directly on how you handled projects similar to the one(s) herein;

- f. Please itemize the resources that would be dedicated to the Town, and state any services you would have to subcontract. Please itemize the number of staff that would be our main contacts, and identify them by name and role in the project.
 - g. A description of experience with local government.
 - h. Please indicate overall experience in various media and submit three (3) writing samples.
3. Please provide your proposed fee structure, including any expense estimates and a schedule of hourly rates.

Submittals will be accepted **no later than 2:00 p.m. on Monday, August 3, 2020 by email to lryan@bbcmllaw.com and wdixon@greensboromd.com**. For additional information, please email request to wdixon@greensboromd.com.

The Town of Greensboro encourages MBE/WBE's to submit qualifications for that portion of services for which they are qualified. The Town of Greensboro will not discriminate against any interested firms or individuals in regard to race, creed, color, sex, age, handicap or national origin, as provided by the Title VI of the Civil Rights Act of 1964, in the selection process.

Proposals will be judged on the basis of overall technical quality and cost. The assessment of technical quality will take into account such factors as understanding the Town's communications needs and tasks to be performed, and demonstrated skills, experience, and ability to deliver high quality work on schedule.

The Town will execute an on-call services agreement with the selected firm and, when public relations or marketing services are needed, task orders will be executed. The term of the on-call services agreement will be three (3) years from the date of execution. The Town reserves the right to terminate the on-call services agreement at any time during the three (3) year period. The Town further reserves the right to negotiate all elements of the on-call services agreement as part of the negotiation process prior to any formal authorization of the contract by the Town Council.

The Town reserves the sole right to terminate this process, to not award a contract, and to cancel or modify this solicitation process at any time. In no event will the City or any of their respective agents, representatives, consultants, directors, officers, or employees be liable for, or otherwise obligated to reimburse, the costs incurred in preparation of this RFQ, or any related costs. The Town reserves the right to reject any and all proposals, to waive any requirements and to accept all or part of any proposal considered to be in the best interest of the Town. The Town reserves the right to interview any and all bidders, but shall not be required to conduct interviews.

Award of the contract is subject to the approval of the Town Council.