



**Request for Proposal
RFP-4697-19-SH**

BRAND POSITIONING

RESPONSES DUE:

October 2, 2019 prior to 2:30 P.M. Local

Accepting Electronic Responses Only

**Responses Only Submitted Through the Rocky Mountain E-Purchasing
System (RMEPS)**

www.bidnetdirect.com/colorado

(Purchasing Representative does not have access or control of the vendor side of RMEPS.
If website or other problems arise during response submission, vendor **MUST** contact
RMEPS to resolve issue prior to the response deadline. 800-835-4603)

PURCHASING REPRESENTATIVE:

Susan Hyatt

susanh@gjcity.org

970-244-1513

This solicitation has been developed specifically for a Request for Proposal intended to solicit competitive responses for this solicitation, and may not be the same as previous City of Grand Junction solicitations. All offerors are urged to thoroughly review this solicitation prior to submitting. Submittal by **FAX, EMAIL or HARD COPY IS NOT ACCEPTABLE** for this solicitation.

REQUEST FOR PROPOSAL

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REQUEST FOR PROPOSAL

SECTION 1.0: ADMINISTRATIVE INFORMATION & CONDITIONS FOR SUBMITTAL

- 1.1 Issuing Office:** This Request for Proposal (RFP) is issued by the City of Grand Junction on behalf of Visit Grand Junction (Visit GJ). All contact regarding this RFP shall be directed to:

RFP Questions:

Susan Hyatt

susanh@gjcity.org

- 1.2 Purpose:** The purpose of this RFP is to obtain proposals from qualified professional firms to facilitate the creation of a destination brand positioning, platform and creative rollout for Grand Junction and its neighboring communities as described in Section 3.
- 1.3 Compliance:** All participating Offerors, by their signature hereunder, shall agree to comply with all conditions, requirements, and instructions of this RFP as stated or implied herein. Should the City omit anything from this packet which is necessary to the clear understanding of the requirements, or should it appear that various instructions are in conflict, the Offeror(s) shall secure instructions from the Purchasing Division prior to the date and time of the submittal deadline shown in this RFP.
- 1.4 Submission:** Please refer to section 4.0 for what is to be included. Each proposal shall be submitted in electronic format only, and only through the Rocky Mountain E-Purchasing website, www.bidnetdirect.com/colorado. The uploaded response shall be a single PDF document with all required information included. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) For proper comparison and evaluation, the City requests that proposals be formatted as directed in Section 4.0 “Preparation and Submittal of Proposals.” Submittals received that fail to follow this format may be ruled non-responsive. (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline. **800-835-4603**)
- 1.5 Altering Proposals:** Any alterations made prior to opening date and time must be initialed by the signer of the proposal, guaranteeing authenticity. Proposals cannot be altered or amended after submission deadline.
- 1.6 Withdrawal of Proposal:** A proposal must be firm and valid for award and may not be withdrawn or canceled by the Offeror for sixty (60) days following the submittal deadline date, and only prior to award. The Offeror so agrees upon submittal of their proposal. After award this statement is not applicable.
- 1.7 Addenda:** All Questions shall be submitted in writing to the appropriate person as shown in Section 1.1. Any interpretations, corrections and changes to this RFP or extensions to the opening/receipt date shall be made by a written Addendum to the RFP by the City. Sole authority to authorize addenda shall be vested in the City of Grand Junction Purchasing Representative. Addenda will be issued electronically through the Rocky Mountain E-

Purchasing website at www.bidnetdirect.com/colorado. Offerors shall acknowledge receipt of all addenda in their proposal. Addenda and solicitations are posted on the City's website, www.gjcity.org/business-and-economic-development/bids, for informational purposes.

- 1.8 Confidential Material:** All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. “**Proprietary or Confidential Information**” is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words “**Confidential Disclosure**” and uploaded as a separate document shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request. The request shall be reviewed and either approved or denied by the City. If denied, the proposer shall have the opportunity to withdraw its entire proposal, or to remove the confidential or proprietary restrictions. Neither cost nor pricing information nor the total proposal shall be considered confidential or proprietary
- 1.9 Response Material Ownership:** All proposals become the property of the City upon receipt and shall only be returned to the proposer at the City's option. Selection or rejection of the proposal shall not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP, subject to limitations outlined in the section titled “Confidential Material”. Disqualification of a proposal does not eliminate this right.
- 1.10 Minimal Standards for Responsible Prospective Offerors:** A prospective Offeror must affirmably demonstrate their responsibility. A prospective Offeror must meet the following requirements:
- Have adequate financial resources, or the ability to obtain such resources as required.
 - Be able to comply with the required or proposed completion schedule.
 - Have a satisfactory record of performance.
 - Have a satisfactory record of integrity and ethics.
 - Be otherwise qualified and eligible to receive an award and enter into a contract with the City.
- 1.11 Nonconforming Terms and Conditions:** A proposal that includes terms and conditions that do not conform to the terms and conditions of this Request for Proposal is subject to rejection as non-responsive. The City reserves the right to permit the Offeror to withdraw nonconforming terms and conditions from its proposal prior to a determination by the City of non-responsiveness based on the submission of nonconforming terms and conditions
- 1.12 Open Records:** All proposals shall be open for public inspection after the contract is awarded. Trade secrets and confidential information contained in the proposal so identified by offer as such shall be treated as confidential by the City to the extent allowable in the Open Records Act.
- 1.13 Sales Tax:** City of Grand Junction is, by statute, exempt from the State Sales Tax and Federal Excise Tax; therefore, all fees shall not include taxes.

- 1.14 Public Opening:** Proposals shall be opened in the City Hall Auditorium, 250 North 5th Street, Grand Junction, CO 81501, immediately following the proposal deadline. Offerors, their representatives and interested persons may be present. Only the names and locations on the proposing firms will be disclosed.

SECTION 2.0: GENERAL CONTRACT TERMS AND CONDITIONS

- 2.1. Acceptance of RFP Terms:** A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated on the Cover Letter by the Offeror or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to the RFP acknowledges acceptance by the Offeror of all terms and conditions, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the City's RFP requirements. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.
- 2.2. Execution, Correlation, Intent, and Interpretations:** The Contract Documents shall be signed by the City and Contractor. By executing the contract, the Contractor represents that they have familiarized themselves with the local conditions under which the Work is to be performed, and correlated their observations with the requirements of the Contract Documents. The Contract Documents are complementary, and what is required by any one, shall be as binding as if required by all. The intention of the documents is to include all labor, materials, equipment, services and other items necessary for the proper execution and completion of the scope of work as defined in the technical specifications and drawings contained herein. All drawings, specifications and copies furnished by the City are, and shall remain, City property. They are not to be used on any other project.
- 2.3. Acceptance Not Waiver:** The City's acceptance or approval of any work furnished hereunder shall not in any way relieve the proposer of their present responsibility to maintain the high quality, integrity and timeliness of his work. The City's approval or acceptance of, or payment for, any services shall not be construed as a future waiver of any rights under this Contract, or of any cause of action arising out of performance under this Contract.
- 2.4. Assignment:** The Offeror shall not sell, assign, transfer or convey any contract resulting from this RFP, in whole or in part, without the prior written approval from the City.
- 2.5. Compliance with Laws:** Proposals must comply with all Federal, State, County and local laws governing or covering this type of service and the fulfillment of all ADA (Americans with Disabilities Act) requirements. Contractor hereby warrants that it is qualified to assume the responsibilities and render the services described herein and has all requisite corporate authority and professional licenses in good standing, required by law.
- 2.6. Debarment/Suspension:** The Contractor hereby certifies that the Contractor is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Governmental department or agency.
- 2.7. Confidentiality:** All information disclosed by the City to the Contractor for the purpose of the work to be done or information that comes to the attention of the Contractor during the course of performing such work is to be kept strictly confidential.

- 2.8. Conflict of Interest:** No public official and/or City employee shall have interest in any contract resulting from this RFP.
- 2.9. Contract:** This Request for Proposal, submitted documents, and any negotiations, when properly accepted by the City, shall constitute a contract equally binding between the City and Offeror. The contract represents the entire and integrated agreement between the parties hereto and supersedes all prior negotiations, representations, or agreements, either written or oral, including the Proposal documents. The contract may be amended or modified with Change Orders, Field Orders, or Amendment.
- 2.10. Cancellation of Solicitation:** Any solicitation may be canceled by the City or any solicitation response by a vendor may be rejected in whole or in part when it is in the best interest of the City.
- 2.11. Contract Termination:** This contract shall remain in effect until any of the following occurs: (1) contract expires; (2) completion of services; (3) acceptance of services or, (4) for convenience terminated by either party with a written *Notice of Cancellation* stating therein the reasons for such cancellation and the effective date of cancellation at least thirty days past notification.
- 2.12. Employment Discrimination:** During the performance of any services per agreement with the City, the Offeror, by submitting a Proposal, agrees to the following conditions:
- 2.12.1.** The Offeror shall not discriminate against any employee or applicant for employment because of race, religion, color, sex, age, disability, citizenship status, marital status, veteran status, sexual orientation, national origin, or any legally protected status except when such condition is a legitimate occupational qualification reasonably necessary for the normal operations of the Offeror. The Offeror agrees to post in conspicuous places, visible to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
- 2.12.2.** The Offeror, in all solicitations or advertisements for employees placed by or on behalf of the Offeror, shall state that such Offeror is an Equal Opportunity Employer.
- 2.12.3.** Notices, advertisements, and solicitations placed in accordance with federal law, rule, or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.
- 2.13. Immigration Reform and Control Act of 1986 and Immigration Compliance:** The Offeror certifies that it does not and will not during the performance of the contract employ illegal alien workers or otherwise violate the provisions of the Federal Immigration Reform and Control Act of 1986 and/or the immigration compliance requirements of State of Colorado C.R.S. § 8-17.5-101, *et.seq.* (House Bill 06-1343).
- 2.14. Ethics:** The Offeror shall not accept or offer gifts or anything of value nor enter into any business arrangement with any employee, official, or agent of the City.
- 2.15. Failure to Deliver:** In the event of failure of the Offeror to deliver services in accordance with the contract terms and conditions, the City, after due oral or written notice, may procure the services from other sources and hold the Offeror responsible for any costs resulting in

additional purchase and administrative services. This remedy shall be in addition to any other remedies that the City may have.

- 2.16. Indemnification:** Offeror shall defend, indemnify and save harmless the City and all its officers, employees, insurers, and self-insurance pool, from and against all liability, suits, actions, or other claims of any character, name and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligent act or fault of the Offeror, or of any Offeror's agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from proposal award. Offeror shall pay any judgment with cost which may be obtained against the City growing out of such injury or damages.
- 2.17. Oral Statements:** No oral statement of any person shall modify or otherwise affect the terms, conditions, or specifications stated in this document and/or resulting agreement. All modifications to this request and any agreement must be made in writing by the City.
- 2.18. Remedies:** The Offeror and City agree that both parties have all rights, duties, and remedies available as stated in the Uniform Commercial Code.
- 2.19. Venue:** Any agreement as a result of this RFP shall be deemed to have been made in, and shall be construed and interpreted in accordance with, the laws of the City of Grand Junction, Mesa County, Colorado.
- 2.20. Expenses:** Expenses incurred in preparation, submission and presentation of this RFP are the responsibility of the company and can not be charged to the City.
- 2.21. Public Funds/Non-Appropriation of Funds:** Funds for payment have been provided through the City's budget approved by the City Council/Board of County Commissioners for the stated fiscal year only. State of Colorado statutes prohibit the obligation and expenditure of public funds beyond the fiscal year for which a budget has been approved. Therefore, anticipated orders or other obligations that may arise past the end of the stated City's fiscal year shall be subject to budget approval. Any contract will be subject to and must contain a governmental non-appropriation of funds clause.
- 2.22. Collusion Clause:** Each Offeror by submitting a proposal certifies that it is not party to any collusive action or any action that may be in violation of the Sherman Antitrust Act. Any and all proposals shall be rejected if there is evidence or reason for believing that collusion exists among the proposers. The City may or may not, at the discretion of the City Purchasing Representative, accept future proposals for the same service or commodities for participants in such collusion.
- 2.23. Gratuities:** The Contractor certifies and agrees that no gratuities or kickbacks were paid in connection with this contract, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this contract. If the Contractor breaches or violates this warranty, the City may, at their discretion, terminate this contract without liability to the City.
- 2.24. Performance of the Contract:** The City reserves the right to enforce the performance of the contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of resulting contract award.

- 2.25. Cooperative Purchasing:** Purchases as a result of this solicitation are primarily for the City. Other governmental entities may be extended the opportunity to utilize the resultant contract award with the agreement of the successful provider and the participating agencies. All participating entities will be required to abide by the specifications, terms, conditions and pricings established in this Proposal. The quantities furnished in this proposal document are for only the City. It does not include quantities for any other jurisdiction. The City will be responsible only for the award for our jurisdiction. Other participating entities will place their own awards on their respective Purchase Orders through their purchasing office or use their purchasing card for purchase/payment as authorized or agreed upon between the provider and the individual entity. The City accepts no liability for payment of orders placed by other participating jurisdictions that choose to piggy-back on our solicitation. Orders placed by participating jurisdictions under the terms of this solicitation will indicate their specific delivery and invoicing instructions.
- 2.26. Public Disclosure Record:** If the Proposer has knowledge of their employee(s) or sub-proposers having an immediate family relationship with an City employee or elected official, the proposer must provide the Purchasing Representative with the name(s) of these individuals. These individuals are required to file an acceptable "Public Disclosure Record", a statement of financial interest, before conducting business with the City.

SECTION 3.0: SPECIFICATIONS/SCOPE OF SERVICES

3.1 Objective: The City of Grand Junction, Colorado (City) is seeking proposals from qualified firms with the experience, resources and expertise to facilitate the creation of a destination brand positioning, platform and creative rollout for Grand Junction and its neighboring communities. The heart of this project is to define the true brand essence of Grand Junction area. The project will answer these branding questions:

- What should we be known for?
- How can we stand out from other destinations and be more competitive?
- What thoughts and feelings do we want to come to mind when people are exposed to our name?
- How do we establish the brand and gain improved results from our resources?

Visit Grand Junction hopes to create a brand the community can rally around and serve as a launchpad for individual marketing efforts of partner organizations to create a cohesive, consistent message and voice from the area. Included in this effort will be creating a vision statement for the City of Grand Junction to ensure clear connection with the brand.

This process should be strategic, research-driven, and reflect the values and vision of residents in order to reveal the true brand and ensure their buy-in and representation. A committee of community stakeholders will be formed to assist in the agency selection and brand development process.

3.2 Overview: Visit Grand Junction is a department of the City of Grand Junction and is dedicated to marketing the Grand Junction area to attract year-round tourism, thereby providing for a sustainable and consistent economy and enhanced quality of life for residents.

Grand Junction is a vibrant community on the Western Slope of Colorado, teeming with natural beauty, outdoor recreation, unique Western culture, arts, and a laid-back lifestyle.

3.3 Background: Currently, Visit Grand Junction (Visit GJ) has a strong niche-driven creative campaign and data platform that is successfully driving visitation to the area. However, the Grand Junction area lacks a strong brand that unifies the entire area, which should include nearby communities, Palisade and Fruita.

Grand Junction Economic Partnership (GJEP) went through a branding process several years ago. While the research was well-received, the timing of the brand and lack of community involvement caused the process to be unsuccessful. GJEP is choosing not to rebrand at this time, but is looking to partner with Visit Grand Junction to support the community brand process. Ultimately, they are currently looking to develop creative assets based on the destination brand, understanding they need a separate identity, yet complimentary to the overall brand that Visit GJ establishes through this branding process.

The City of Grand Junction is in need of a new Vision Statement that will guide the City into the future as they prepare a new two-year strategic plan.

Over the last year, Visit Grand Junction has been establishing a relationship with nearby communities, Palisade and Fruita, in hopes of entering into a formal partnership for place branding and an ongoing destination marketing strategy that will represent the Grand Junction area as a whole. This relationship has not existed in the 28 years that Visit Grand Junction, Visit Palisade and Visit Fruita have been in existence.

****Please note: as of this RFP date, formal partnerships have NOT been established with Palisade and Fruita, which may affect the overall desired scope of this project. Further details are included in section 4: Format and Proposal Instructions.***

All of these elements combined call for a thorough, community-focused **place branding exercise** to truly define the Grand Junction area along with Palisade and Fruita areas but only if formal partnerships are established. It is our intent to create a foundation and align these efforts (City, Visit GJ, GJEP, Visit Fruita and Visit Palisade) for complementary and cohesive messaging while also differentiating from one other.

- 3.4 Statement of Work/Deliverables:** The following outlines a phased approach to this project and expected outcomes. Visit GJ is open to other approaches as proposed by the selected agency's philosophies.

Phase I: Research and Information Collection

1. Review research and data currently available
 - a. City of Grand Junction 2-year Strategic Plan

<https://www.gjcity.org/contentassets/c940581f044c4246955ca223b6abca3e/grand-junction-strategic-plan-2017-final.pdf>

Note: The City of Grand Junction is currently working on an updated version of this plan

<https://www.gjcity.org/city-government/city-manager/>

City of Grand Junction is currently in development, with extensive community involvement, of a new Comprehensive Plan

<https://www.gjcity.org/city-government/public-communications/GJ2020CompPlan/>

- b. Visit Grand Junction 2016 visitor profile, brand, and economic impact reports:
<https://www.visitgrandjunction.com/research>

Visit Grand Junction is currently implementing an in-house data platform, named Turismo, to support a data-driven destination marketing strategy. Visit GJ utilizes social listening, real-time consumer surveys, and location intelligence – funneled into Tableau to provide the department actionable insights for strategic direction.

Robust Visit Grand Junction visitor data will also be available to the selected agency.

The selected agency will also have access to an automated panel survey platform for customer/visitor feedback data collection.

c. [Grand Junction Economic Partnership](#) Research

GJEP Regional Market Overview

https://www.gjep.org/wp-content/uploads/2019/02/GRAND-VALLEY-CO-MARKET-OVERVIEW_FINAL_WEB.pdf

Grand Junction and Mesa County BrandPrint (via North Star)

<https://www.gjep.org/wp-content/uploads/2018/01/North-Star-Report.pdf>

d. Downtown Grand Junction (DDA) is finishing final stages of their year-long Plan of Development for Downtown Grand Junction, establishing a vision for Downtown.

<https://downtowngj.org/dda/>

e. Colorado Tourism Office Regional Branding Platform

<https://industry.colorado.com/regional-branding>

2. Hold informational interviews and feedback sessions with appropriate boards and staff at Visit Grand Junction, GJEP, Downtown Development Authority (DDA), and the City of Grand Junction and meet with community stakeholders in Grand Junction, Palisade and Fruita.

3. Develop and deploy a community engagement online survey to collect community knowledge and input, and garner community buy-in. Visit GJ will use Qualtrics for this survey.

4. Hold a minimum of 15 in-person community engagement meetings to collect community knowledge and input, and garner community buy-in.

5. Design a print advertisement for local newspapers and digital/social advertisement targeted locally to invite community members to attend scheduled community engagement meetings.

6. Create a short video that can be shared with the community explaining what a destination brand is, what the benefits are, and why the community should be involved.

7. Conduct one Facebook live event, allowing community to post questions or comments for on-demand conversation, explaining what a destination brand is, what the benefits are, and why the community should be involved.

8. Additional Deliverables:

a. A comprehensive written report detailing the findings of the research and information gathering phase

b. An in-person report presented to the Visit Grand Junction staff and committee

Phase II: Brand Development

9. Collaborate with the staff and subcommittee to work with key findings to develop the brand platform based on the agency's proposed approach.

Deliverables:

- a. Written brand document for stakeholders, agency partners, and community members that should include the following (*Visit Grand Junction understands that agencies have their own process and nomenclatures - this is only an example of the output expected*):
 - i. Brand platform
 - ii. Positioning
 - iii. Brandscape / manifesto
 - iv. Brand strategy
 - v. Creative rollout recommendation to include:
 1. Video
 2. Digital
 3. Print
 - vi. Recommendation for City of Grand Junction Vision Statement related to the above
- b. Oral presentation of final recommendation to staff and committee

Two rounds of staff review and revision shall be built into the timeline and budget.

There will also be the *option* to continue the relationship with the winning vendor to carry on as the creative agency for VGJ if the work is satisfactory. This would be a new contract with the vendor and will be discussed once the branding process is complete.

3.5 Process Timeline: The proposal process will consist of two phases, written proposal evaluations and oral presentations/interviews to take place in Grand Junction (video conferencing will be considered). The schedule below outlines tentative deadlines for each of these phases.

Phase I: Distribution of proposals, submissions and the evaluation process:

- Request for Proposal available on or about September 16, 2019
- Inquiry deadline at noon, no questions after this date September 23, 2019
- Addendum issued, if needed September 25, 2019
- Submittal deadline for proposals prior to 2:30 PM October 2, 2019
- City evaluation of proposals October 2-9, 2019

Phase II: Invitation to participate in interviews and final agency selection will be based on the number of short listed firms and the schedule of the evaluation committee. The process could take up to 2 to 3 weeks.

- Invitation to Interview Round week of October 10, 2019
- Interviews Expected October 14 – 25, 2019
- Selection of Agency/Contract Execution by November 1, 2019

3.6 Questions Regarding Scope of Services:

Susan Hyatt

susanh@gjcity.org

3.7 Contract: The initial contract period shall be for a period of time sufficient to execute the awarded contract as mutually agreed by the City and the Consultant. It is unlikely contract extensions will be necessary.

SECTION 4.0: PREPARATION AND SUBMITTAL OF PROPOSALS

Submission: Each proposal shall be submitted in electronic format only, and only through the BidNet website, www.bidnetdirect.com/colorado. This site offers both “free” and “paying” registration options that allow for full access of the City’s documents and for electronic submission of proposals. (Note: “free” registration may take up to 24 hours to process. Please Plan accordingly.) (Purchasing Representative does not have access or control of the vendor side of RMEPS. If website or other problems arise during response submission, vendor **MUST** contact RMEPS to resolve issue prior to the response deadline; **800-835-4603**). For proper comparison and evaluation, the City requests that proposals be formatted as directed. The uploaded response to this RFP shall be a single PDF document with all required information included. Offerors are required to indicate their interest in this Project, show their specific experience and address their capability to perform the Scope of Services in the Time Schedule as set forth herein. For proper comparison and evaluation, the City requires that proposals be formatted 1 to 7.

***As noted in the background section, formal partnerships have NOT been established with the communities of Palisade and Fruita. Due to the current political environment, we are requesting two versions of the proposal that incorporate the elements listed below; 1) a Place Branding exercise to define the Grand Junction area only, and 2) a Place Branding exercise to define the Grand Junction, Palisade, and Fruita areas.**

Responses to this RFP should include the following elements, numbered and provided in this order:

1. Introduction
2. Background and Experience overview, including:
 - a. Tourism experience
 - b. Brand development experience
 - c. Disclose any clients within Colorado, Utah, Wyoming, and Arizona currently and within the last 3 years
3. Personnel/Professional Qualifications
 - a. Overview of the team and staff working directly on this project
4. Detailed Plan of Approach
5. Proposed Timeline of Process
6. Proposed Compensation Structure, including:
 - a. Budget breakout
 - b. Associated fees
 - c. Travel and out-of-pocket expenses
7. Client References and Contact Information (minimum of three)

Proposals should be a maximum of 20 pages for the formal response; an appendix can be added for additional work examples.

Only electronic responses will be accepted through the Rocky Mountain E-Purchasing System at www.bidnetdirect.com/colorado.

All proposals should be submitted no later than **the time and date specified on the front of this solicitation document**. Please include the signed Solicitation Response Form, Section 6.

SECTION 5.0: EVALUATION CRITERIA AND FACTORS

5.1 Evaluation: An evaluation team has been formed to review all responses and select the proposal or proposals that best demonstrate the capability in all aspects to perform the scope of services and possess the integrity and reliability that will ensure good faith performance.

5.2 Intent: Only respondents who meet the qualification criteria will be considered. Therefore, it is imperative that the submitted proposal clearly indicate the firm's ability to provide the services described herein.

Submittal evaluations will be done in accordance with the criteria and procedure defined herein. The City reserves the right to reject any and all portions of proposals and take into consideration past performance, if available. The following parameters will be used to evaluate the submittals.

- Strength of Strategy and Approach 50 pts
- Qualifications and Team 20 pts
- Quality of Proposal 10 pts
- Cost reasonableness 10 pts
- References from other Clients 10 pts

5.3 Award: Firms shall be ranked or disqualified based on the criteria listed in Section 5.2. The City reserves the right to consider all of the information submitted and/or oral presentations, if required, in selecting the Firm.

SECTION 6.0: SOLICITATION RESPONSE FORM
RFP-4697-19-SH

Offeror must submit entire Form completed, dated and signed.

The City reserves the right to accept any portion of the work to be performed at its discretion

The undersigned has thoroughly examined the entire Request for Proposals and therefore submits the proposal and schedule of fees and services attached hereto.

This offer is firm and irrevocable for sixty (60) days after the time and date set for receipt of proposals.

The undersigned Offeror agrees to provide services and products in accordance with the terms and conditions contained in this Request for Proposal and as described in the Offeror's proposal attached hereto; as accepted by the City.

Prices in the proposal have not knowingly been disclosed with another provider and will not be prior to award.

- Prices in this proposal have been arrived at independently, without consultation, communication or agreement for the purpose of restricting competition.
- No attempt has been made nor will be to induce any other person or firm to submit a proposal for the purpose of restricting competition.
- The individual signing this proposal certifies they are a legal agent of the offeror, authorized to represent the offeror and is legally responsible for the offer with regard to supporting documentation and prices provided.
- Direct purchases by the City of Grand Junction are tax exempt from Colorado Sales or Use Tax. Tax exempt No. 98-903544. The undersigned certifies that no Federal, State, County or Municipal tax will be added to the above quoted prices.
- City of Grand Junction payment terms shall be Net 30 days.
- Prompt payment discount of _____ percent of the net dollar will be offered to the City if the invoice is paid within _____ days after the receipt of the invoice.

RECEIPT OF ADDENDA: the undersigned Contractor acknowledges receipt of Addenda to the Solicitation, Specifications, and other Contract Documents.

State number of Addenda received: _____.

It is the responsibility of the Proposer to ensure all Addenda have been received and acknowledged.

Company Name – (Typed or Printed)

Authorized Agent – (Typed or Printed)

Authorized Agent Signature

Phone Number

Address of Offeror

E-mail Address of Agent

City, State, and Zip Code

Date