



# **REQUEST FOR PROPOSAL (RFP 04-21)**

## **COMMUNICATIONS STRATEGY AND WEBSITE REFRESH**

### **1. GENERAL**

The City of Folly Beach ("City") solicits bids from qualified firms to advise the City on internal and external communications strategies. The primary deliverables are an internal communications standardization guide, an external communications plan, and a revised municipal website. Responding firms should be experienced in assessing and developing strategies for communications programs, preferably for public agencies similar in size to the City of Folly Beach. The proposed budget for these services is \$50,000.

The purpose of this Request for Proposal ("RFP") is to solicit Proposals from various firms, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who can best meet the needs of the City. Each bidder should provide examples of past work, links to past projects, and/or other demonstration of previous experience along with their proposal.

### **2. SCOPE OF SERVICES**

The selected firm shall provide to the City a comprehensive communications plan with targeted implementation items. At least one public meeting/town hall to determine citizen input on communications to and from the City will also be included in this planning effort. Services shall also include but shall not be limited to the following categories, each of which should be priced as a standalone deliverable (the "Scope of Services"):

#### **A) INTERNAL COMMUNICATIONS STANDARDIZATION**

1. Creation of agency-wide style guide for written communications and logo use across media platforms.
2. Conversion of agency logo into necessary digital formats.
3. Review internal communications methods and processes to identify areas for incorporating new technology/platforms and identification of any necessary training.

#### **B) EXTERNAL COMMUNICATIONS STRATEGY**

1. Interview City Council and Communications Staff regarding current practices.
2. Evaluate existing communications tools and practices, including comparisons with other local jurisdictions and best practices.
3. Assess interactions with South Carolina Freedom of Information Act (SCFOIA) requirements and the Americans with Disabilities Act (ADA). If new technology strategies are recommended, an analysis of how those would comply with these laws.



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4. Assess organizational capacity and coordination for maintaining and enhancing communications efforts.
5. Develop a written report that includes:
  - a. Observations on the effectiveness of current capabilities and practices.
  - b. Recommendations for changes in current practices, organizational structure, mediums currently in use, and new mediums to enhance overall communications efforts.
  - c. Estimations of costs and resource requirements for implementing the proposed communication strategies.

### C) WEBSITE REFRESH

1. Interview City Council and Communications Staff to identify desired features and tools, existing website content management methods, and target audiences.
2. Evaluate existing website including hosting platform, features, usability, content, and interaction with overall communications strategy, including comparisons with other local jurisdictions and best practices, and organizational capacity for in house maintenance.
3. Develop a refresh of [www.cityoffollybeach.com](http://www.cityoffollybeach.com) that follows the communication plan strategy including design and feature changes that fall within the overall budget. Identification of costs and needed upgrades to implement other required features.

### 3. **PROPOSAL PROCESS**

- a. Copies of this RFP are available to be picked up at the Municipal Clerk's Office, 2nd Floor, 21 Center Street, or can be requested from Katharine Watkins by phone at 843-513-1833 or email at [kwatkins@follybeach.gov](mailto:kwatkins@follybeach.gov).
- b. Questions may be emailed to Aaron Pope, City Administrator, [apope@cityoffollybeach.com](mailto:apope@cityoffollybeach.com) no later than **June 11, 2021**, and answers will be emailed to those who have received a packet from the City.
- c. All sealed Proposals must be received in the Office of the Municipal Clerk no later than 2:00 p.m., June 30<sup>th</sup>, 2021. Sealed Proposals should include three copies and may be hand-delivered to the Municipal Clerk, Katharine Watkins at 21 Center Street, 2nd Floor, or mailed to P.O. Box 48, Folly Beach, SC 29439, Attn: Katharine Watkins, Municipal Clerk. Any Proposals received after this date and time will be returned to the sender. All Proposals must be signed by an official agent or representative of the company submitting the Proposal. Proposals must be clearly labeled "RFP 04-21 Communications Strategy and



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Website Refresh."

- d. The Proposals will be opened at 2:05 p.m. on June 30<sup>th</sup>, 2021. All submitters are invited to be present or send a representative. Under the Freedom of Information Act provisions, all Proposals, excluding pending legal actions, will become public information.
- e. Evaluation of Proposals will be conducted before July 13<sup>th</sup>, 2021. The selected firm's selection decision will be by City Council resolution at a regularly scheduled Council Meeting on July 13<sup>th</sup>, 2021. The winning Bidder will be notified after the City Council Meeting.
- f. All contractual terms and conditions will be subject to review by the City of Folly Beach. This will include scope, budget, schedule, and other necessary items pertaining to the contract. This request does not commit the City to the award of a contract or to pay any costs incurred in preparing a response to this request.

#### 4. **BID REQUIREMENTS**

- a. Each company shall submit the following documents as applicable to be considered a responsive bidder:
  - i. **Oath of Non-Collusion:** Please return the signed Oath of Non-Collusion (form in bid packet) with your Proposal, signed by a principal of the firm or an officer authorized to bind the firm.
  - ii. **Statement of Basic Qualifications:** This shall include any applicable federal or state license, the business's size, and the office location from which the service is being performed.
  - iii. **Background and Experience:** Describe the firm's background and experience in public finance in South Carolina, focusing on experience with South Carolina municipalities.
  - iv. **Identify Professionals:** Identify each individual whom your firm proposes to work with the City. Do not include any persons who would not have day-to-day contact with the City's work. Provide a description of each individual's experience working with South Carolina municipalities.
  - v. **Scope of Services:** Describe and confirm your firm's ability to meet the Scope of Services.
  - vi. **Compensation:** Describe your firm's fee structure and your rates for services, respectively. Comparative examples are encouraged, as is expressing fee structures



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as a range.

vii. **References:** Please provide three references (municipal references preferred), including email and telephone contact information.

viii. **Legal and Regulatory Matters:** Indicate and list any regulatory or legal actions against your firm (or its owners or employees in a professional capacity) in the past ten years in connection with any matters analogous to those specified in the Scope of Services.

ix. **Outsourcing Statement:** If your organization must outsource or subcontract any work to meet the requirements contained herein, this must be clearly stated in the Proposal. Any proposals that call for outsourcing or subcontracting work must include the name, description, and contact information for the organization being subcontracted.

b. In whole or in part, the City of Folly Beach reserves the right to reject any bid submitted which, in the judgment of the City of Folly Beach, would not be in its best interest. The City also reserves the right to waive minor deficiencies or reject any or all proposals.

### 5. **OTHER REQUIREMENTS OF THE CONTRACTOR**

If the contract is awarded, the contractor must be prepared to provide and agree to the following, at his or her own expense, before beginning work and at all times during the performance of services:

- a. Professional Liability Insurance of \$1,000,000 per claim. In no event shall the deductible on any such policy of insurance exceed \$25,000.
- b. Form W-9: Upon the City's acceptance of the Proposal, the advisor will be required to provide a current copy of IRS Form W-9.
- c. Maintenance of any state and local licenses necessary to operate a business in the City of Folly Beach. These costs are not to be paid in whole or in part by the City.
- d. Compliance with all applicable federal, state, and local laws, ordinances, and regulations.
- e. The Bidder selected will engage in a contractual agreement based on this Proposal before any work being performed.
- f. Any modifications to the contract shall be in writing and signed by both parties.



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### **6. PROPOSAL EVALUATION CRITERIA**

As required by the City's procurement regulation, in evaluating the Statement, the City Administrator and Finance Director will consider cost and the following:

- a. The ability, capacity, and skill of the Bidder to provide the Scope of Services;
- b. The capability of the Bidder to perform and the contractor to provide the services promptly, or within the time specified without delay or interference;
- c. The character, integrity, reputation, judgment, experience, and efficiency of the Bidder;
- d. The quality of performance of previous contracts or services;
- e. The previous and existing compliance by the Bidder with laws and ordinances relating to the contract or services;
- f. The sufficiency of the financial resources and ability of the Bidder to perform the contract or provide the services;
- g. The quality, availability, and adaptability of the contractual services to the Scope of Services; and
- h. Conditions attached to the bid by the Bidder, if any.

Where the City has no previous first-hand experience with a bidder, the City may seek the evaluating information set forth above through references in addition to reliance on the Statement.



CITY OF FOLLY BEACH

Vendor Name: \_\_\_\_\_

Non-Collusion Oath

Before me, the Undersigned, a Notary Public, for and in the County and State aforesaid, personally appeared \_\_\_\_\_ and made oath that the Bidder herein, his agents, servants, and/or employees, to be best of his/her knowledge and belief, have not in any way colluded with anyone for and on behalf of the Bidder, or themselves, to obtain information that would give the Bidder an unfair advantage over others, nor have they colluded with anyone for and on behalf of the Bidder, or themselves, to gain any favoritism in the award of the Contract herein.

\_\_\_\_\_

Authorized Signature for Vendor

***Sworn to and Subscribed before me***

this \_\_\_\_\_ day of \_\_\_\_\_, 2021

\_\_\_\_\_

Notary Public in and for South Carolina My  
Commission Expires: