



Winston-Salem

Recreation and Parks Department

RFQ Issue Date:	Friday, June 30, 2017
Questions Due:	Thursday, July 20, 2017 – 3:00 PM Eastern Standard Time (EST)
Responses to Questions Due:	Friday, July 21, 2017 (Will be posted on the City of Winston-Salem website Procurements Page): http://www.cityofws.org/Home/Departments/Purchasing/Articles/Bids)
Submittals Due:	Friday, July 28, 2017 – 5:00 PM EST
Firm Interviews:	Anticipated early-August, 2017
Firm Selected:	Anticipated mid-August, 2017

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City of Winston-Salem
HISTORIC BETHABARA PARK
REQUEST FOR QUALIFICATIONS
FOR PROFESSIONAL SERVICES

I. BACKGROUND:

Historic Bethabara Park, Inc. was incorporated as a 501(c)(3) nonprofit in 1970 by civic and business leaders in Winston-Salem in order to preserve and interpret Bethabara, the birthplace of Winston-Salem and Forsyth County, as a unique cultural and natural resource. The vision of these founders lives on today in the rich experiences created at Historic Bethabara Park. With the collaboration of the Moravian Church's Southern Province, the State of North Carolina, the Trustees of Historic Bethabara Park, Inc., and, especially, the City of Winston-Salem, Historic Bethabara Park provides programming and educational experiences to thousands of visitors annually.

Historic Bethabara Park is a National Historic Landmark and designated Local Landmark, with archaeological sites and historic structures dating to 1753, the year Pennsylvanian Moravians traveled down the Great Wagon Road to found Bethabara. At the time, Bethabara was the farthest-reaching settlement on the frontier, and Moravian settlers often interacted with indigenous groups, hunters, and tradesmen. Most notably, the park stewards the 1788 Moravian Church, or, Gemeinhaus, which is the oldest extant church/residence in the United States. The park also boasts 183 acres of natural space, wetlands, greenways, and birding trails.

The Park provides family recreation and entertainment for citizens and visitors, children's hands-on educational programs and tours, and is recognized as an exceptional international tourist destination. The City is seeking a firm to provide special event, marketing, and public relations services.

II. PURPOSE OF REQUEST:

The City of Winston-Salem, North Carolina is seeking Letters of Interest and Statement of Qualifications (LOI/SOQs) from qualified independent consultants to perform professional services for providing special event, marketing, and public relations services for Historic Bethabara Park. Each contractor will be interviewed by the City of Winston-Salem Selection Committee.

III. SCOPE OF SERVICES:

The contractor shall provide special event coordination and public relations services (hereinafter, "Services") for the Park, which Services shall include, but are not limited to, the following:

1. Plan details of the annual special events calendar with Historic Parks Supervisor of the Park (hereinafter "Supervisor");
2. Identify and work with special event partners to design and produce special events at the Park;
3. Circulate event information and update all pertinent community special events calendars;
4. Secure and coordinate media coverage for special events, write promotional articles about the history of the Park for local and state publications;
5. Promote Park activities and events to nearby assisted living communities, apartment complexes and neighborhoods;
6. Oversee compliance with the Park special events budget;
7. Carry out special events production according to the overall plan established for each event;

8. Attend, coordinate, and supervise special event production, which duties shall include, but are not limited to, coordinating Park volunteers as well as Park partners, such as the Bethabara Concert Band. The events for 2017-18 include:
 - Earth Day Takes Flight, April
 - The Bethabara Highland Games, May
 - Bethabara Concert Band and Family Evenings, June, July, August, September, October, and November
 - Apple Festival, September
 - Dark in the Park, October
 - A Bethabara Christmas Celebration, December
 - Piedmont Chamber Singers Carols by Candlelight, December
9. Produce a public relations photo and archive for each event for the website and future public relations;
10. Execute any other activities necessary for promotion of the Park;
11. Coordinate invoices, billings and grant reimbursement requests with Supervisor and Senior Office Administrator;
12. Coordinate with City officials all needed special permits for road closings, food vendors health inspections, etc.;
13. Produce events listed in the annual special events calendar, including, but not limited to, designing an event map, scheduling musicians, exhibitors, police, volunteers, re-enactors, craftsman, vendors, equipment (including chairs, tables, sound, staging, supervise audio equipment production); be physically present to supervise the placement and removal of all necessary equipment;
14. Arrange for the manufacture and posting of special event promotional signs on Bethabara Road and elsewhere, as needed;
15. Secure media coverage for all special events, including feature stories and electronic coverage;
16. Write a post-event file description and critique based upon personal observation and comments of participants;
17. Prepare and distribute E-mail flyers;
18. Compile and maintain database for the Park events;
19. Perform duties within the context of “The HBP Mission Statement,” “HBP Mission and Special Events,” and the Strategic Plan; particularly the sections on “Performance Standards” and “Strategic Goal: Develop and Initiate a Strategic Marketing Plan”
20. Write TV/radio public relations copy for special events and purchase TV/Radio spots as funds are available;
21. Issue press releases;
22. Work with City of Winston Salem TV 13 to produce commercials for Park Events;

IV. RFQ PROCESS DETAILS:

The procurement process outlined herein is being pursued in accordance with the Mini- Brooks Act under G.S. 143-64.31, and the City of Winston-Salem procurement policies, and all other applicable rules and laws.

The City of Winston-Salem shall not be liable for any expenses incurred in the preparation and presentation of the submittals by interested consultants.

Questions arising from this RFQ must be submitted in writing to the City of Winston-Salem (to the mailing address below) or via email to Historic Parks Supervisor, of the City of Winston-Salem, Samantha Smith (samanthas@cityofws.org), Senior Office Administrator, Debbie Leonard (debbiel@cityofws.org), or Assistant Historic Park Supervisor, Diana Overbey (dianao@cityofws.org) by the date and time noted on the cover page of this RFQ. Since consultants may send one or more emails as questions arise, please use the format below in the subject line.

- PPDA RFQ_<Firm Name>_Email 1
- PPDA RFQ_<Firm Name>_Email 2 (etc.)

A short version or acronym of your firm’s name should be used.

Responses to questions received will be posted on the Purchasing Page of the City of Winston-Salem website <http://www.cityofws.org/Home/Departments/Purchasing/Articles/Bids> by close of business on the date noted on the cover page of this RFQ. The City of Winston-Salem reserves the right to contact the contractor submitting a question in order to clarify the question received. The City of Winston-Salem further reserves the right to modify, summarize, or otherwise alter the content of questions so as to protect the identity of the requestor and to provide responses that the City of Winston-Salem deems, in its sole discretion, to best inform interested parties of potentially relevant information. The City of Winston-Salem further reserves the right to decline to answer questions. **Interested parties are responsible for monitoring the City of Winston-Salem website for updates or announcements concerning this procurement process.**

The timeline for this procurement process is noted on the cover page of the RFQ. Submittals must be delivered to the City of Winston-Salem by the date and time (Eastern Standard Time) identified on the cover page and as follows:

Number of hard copies	1 original copy and 4 copies of your Letters of Interest and/or Statements of Qualifications
Mailing Address	City of Winston-Salem Recreation and Parks Department P.O. Box 2511 Suite 407 Winston-Salem, NC 27101
Delivery Address	Historic Bethabara Park 2147 Bethabara Road Winston-Salem, NC 27106
Attention	Samantha Smith, Historic Parks Supervisor
Package label	Statement of Qualifications – Historic Bethabara Park Special Event/Marketing/Public Relations Independent Contractor

Submittals will not be accepted by fax or electronic mail. Submittals must be provided in a sealed envelope or package with the package label and the firm’s name and address clearly indicated on the envelope or package by the date and time noted on the cover page of this RFQ. Submittals received after the deadline will not be considered. All submittals received on time become the property of the City and will not be returned. The City of Winston-Salem reserves the right to request additional information or clarifications from any proposers or to allow corrections of errors or omissions.

V. SUBMITTAL FORMAT:

All submittals must be responsive to the general format and guidelines outlined within this RFQ. A responsive submittal is one that follows the general guidelines of this RFQ, includes all documentation requested, is submitted following the general format outlined herein, displays sound justifications for recommendations, is timely submitted, and has the appropriate signatures as may be required. Failure to comply may result in the submittal being deemed nonresponsive.

- A. All consultants shall visibly mark as “Confidential” any page in the LOI/SOQs that is considered to contain proprietary information, the release of which would constitute an unreasonable invasion of personal privacy. All unmarked pages will be subject to release in accordance with state law. Consultants should be prepared, upon request, to provide justification of why such materials should not be disclosed under the North Carolina Public Records Act, Chapter 132 of the North Carolina General Statutes.
- B. All LOI/SOQs are limited to twelve (12) pages inclusive of the cover sheet, and shall be typed on 8.5 x 11 inches with 1-inch margins from all sides, type font size not less than 11 points, and single spaced and printed on one side. To reduce costs and to facilitate recycling; binders, dividers, tabs, etc. are discouraged. One staple in the upper left-hand corner is preferred. LOI/SOQs containing more than twelve (12) pages will not be considered.

VI. SUBMITTAL CONTENT:

Each LOI/SOQs should be assembled as follows:

A. Cover letter (one page)

The letter should address the contractor’s interest, project specific experience and expertise, as well as why the contractor should be selected to provide these services. This letter should identify location of the contractor and the location of where the bulk of the professional service work to be performed will take.

B. Table of Contents (including page numbers) – (one page)

C. Executive Summary (one page)

Provide a summation of the key components of the Proposer’s responses to this RFQ with the strengths and special expertise that will enable the firm to successfully complete this project.

D. Detailed Project Approach and Schedule (maximum three pages)

This schedule will identify marketing and planning milestone dates and time spans, including, but not limited to those shown below.

- Preliminary scope refinement
- Information collection
- Information analysis and report preparation
- Preliminary submittal to City staff
- Review by City staff
- Submittal of final report to City staff
- Presentation to City Council (if deemed appropriate)

E. Team Organization and Staff/Qualifications (maximum six pages)

Identify and describe in detail the qualifications of the firm and any proposed sub-consultants.

1. Identify team members that will be assigned to and will actually work on this project. List their qualifications and their experience as it specifically relates to this project as well

as their familiarity with City of Winston-Salem and other municipalities they have worked with in the past five years.

2. Provide an organizational chart that identifies team members by discipline with emphasis on the project manager and describe the proposed management approach.
3. Address the consultants understanding of the project and any innovative approaches to be used in Special Event/Marketing/Public Relations in large outdoor event planning with historic sites. Cite examples of similar projects that were recently and successfully completed.
4. Address the M/WBE status of the firm and any proposed sub-consultants and the percentage of work to be performed by M/WBE team members.

VII. SELECTION PROCESS:

A. Selection Committee

A Selection Committee composed of City of Winston-Salem employees of the City of Winston-Salem. The Selection Committee will be required to initially review the submittals and provide recommendations of the shortlisted consultants to be considered based on their demonstrated competence and qualifications to perform the service.

B. Review of Submittals

The Selection Committee will review the submittals requested herein using a point formula to score the submittals. The Selection Committee shall then identify the highest qualified consultants to perform the requested services on the basis of the consultant experience, expertise, project approach and timeline presented in the response to the RFQ.

C. Criteria for Selection

The submittals shall first be reviewed to ensure that the responding consultant adhered to the instructions found within this RFQ in preparing and submitting its response, including but not limited to complete responses to items requested in Section V above. Submittals meeting the mandatory requirements shall be evaluated and scored by the Selection Committee. The Selection Committee will then review the extent and depth of the proposing consultant's project understanding and approach to key elements for completing the project.

D. City of Winston-Salem Rights to Reject or Modify

This request does not commit the City of Winston-Salem to enter into an agreement, to pay any costs incurred in the preparation and submittal of a proposal in response to this request or in subsequent interviews and negotiations, or to procure a contract for the project. Once the City makes a selection of the most qualified firm to perform a service, the City will negotiate a contract for those services at a fair and reasonable fee with the best qualified firm. The City reserves the right to terminate negotiations with the selected firm and proceed to another firm should fee negotiations fail.

E. Additional Projects or Tasks

This request does not commit the City of Winston-Salem to enter into an agreement, to pay any costs incurred in the preparation and submittal of a proposal in response to this request or in subsequent interviews and negotiations, or to procure a contract for the project. Selection of contractor will be based on the entirety of the information submitted. Special emphasis shall be given to project experience particularly in the emphasized areas listed

above, specific project experience, as well as ability to work within schedule. The City reserves the right to award this work in a manner that is in the best interest of the City. The contract fee is pre-determined and is not negotiable. The City reserves the right to terminate negotiations with the selected firm and proceed to another firm should fee negotiations fail.

F. MWBE Commitment

The Selection Committee will review the firm's commitment to meeting the city's adopted goals for participation in the M/WBE program.

The City may elect to negotiate with the contractor to perform additional services on these or other projects. Additional work or contracts, if any, will be dependent on consultant performance on originally assigned work.

Minority/Women Business Enterprise (M/WBE) Program Participation

A **10%** goal for participation by minority/women owned businesses has been established for this request for proposal. A proposer may meet this goal through the participation of M/WBE sub-consultants and/or through his/her own performance on the project if the proposer is a minority/woman owned firm. The 10% goal will be waived if the proposer decides to self-perform all and not enlisted the help of any sub-consultants. If it is the normal practice of the proposer to perform all elements of this type of service with its own workforce and without the use of sub-consultants, the proposer must affirm that if they do employ any sub-consultants during the contract, that they will be subject to the M/WBE goals originally established for this request for letters of interest.

“Affidavit A”, attached at the end of this document, must be submitted with your proposal if your firm will employ any sub-consultants on this project. “Affidavit B” – Intent to Perform Contract with Own Workforce, also attached at the end of this document, must be submitted with this proposal only if the proposer intends to perform 100% of the work required for the contract without the use of sub-consultants. If a properly executed affidavit is not submitted, your proposal will not be considered.

**APPENDIX A: M/WBE
AFFIDAVIT**

**MINORITY PARTICIPATION/GOOD FAITH
EFFORTS**

Project: _____

A 10% goal for participation by minority/women owned businesses has been established on this proposal. A proposer may meet this goal through the participation of M/WBE sub-consultants and/or through his own performance on the project if the proposer is a minority/woman owned firm. Please list below all M/WBE firms to be used on this proposal.

Affidavit of _____
(Name of Proposer)

I hereby do certify that this documentation is a true and accurate representation of my MWBE participation and my good faith efforts. (Attach additional sheets if required).

Minority Firm Name City-State	Phone Number	Minority Category*	Type of Work	Percent of Project Work
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

* Minority Categories: Black, African American (B), Hispanic (H), Asian American (AA), American Indian (AI), Female (WF), Socially and Economically Disadvantaged (SE), and Disabled (D).

If the established 10% goal for participation by minority/women owned businesses is not achieved, the proposer must provide, with the proposal, the following documentation to the Owner of his Good Faith Efforts to meet the goals set forth in these provisions.

Examples of documentation include, but are not limited to, the following evidence.

_____ (a) Did your firm advertise in general circulation, professional association, or minority focus media concerning subcontracting opportunities? **NOTE: A consultant must advertise in all three mediums to receive full value for this item).**

15 _____

(b) Did your firm provide written notice to a reasonable number of specific M/WBE firms that their interest in the contract is being solicited, at least 10 days before proposals are due to allow M/WBE firms time to participate? Please provide a copy of the solicitations sent to at least 3 minority firms from the source list provided by the owner for each subcontract to be let under this

<p>_____ contract (if 3 or more firms are shown on the source list). Each solicitation shall include a specific description of the work to be subcontracted, location where the RFQ can be reviewed, and name of representative of the lead consultant.</p>	15 _____
<p>_____ (c) Did you follow up initial solicitation of interest by contacting M/WBE firms to determine with certainty whether the M/WBE firms are interested? Please include telephone log of follow up calls you made to confirm interest.</p>	10 _____
<p>_____ (d) How did your company identify and select portions of the work to be performed by M/WBE firms in order to increase the likelihood of M/WBE participation? Please provide a copy of documentation where this information was included.</p>	15 _____
<p>_____ (e) What services were used from the City of Winston-Salem's M/WBE office; available minority community organizations; minority contractors' groups; local, state, and federal minority business assistance offices; and other organizations that provide assistance in the recruitment and placement of M/WBE firms? Please provide a copy of this documentation. Note: A proposer must utilize at least two agencies to receive full value.</p>	10 _____
<p>_____ (f) Did your company negotiate a joint venture or partnership arrangement with minority firms to increase opportunities for minority participation when possible? Please provide copy of any documentation (could be included in Solicitation Letter) advising M/WBE firms what type assistance was available or outlining any other steps take to fulfill this requirement</p>	10 _____
<p>_____ (g) Did your company provide quick pay agreements and policies to enable minority contractors and suppliers to meet cash flow demands? What procedures were initiated to fulfill this requirement and how were the M/WBE firms informed of this assistance? Note: A proposer can receive up to 5 points for offering; 10 points for implementation.</p>	15 _____
<p>Total Points <u> 90 _____</u></p>	

NOTE: A proposer must accumulate at least **55 points** to demonstrate a **“Good Faith Effort”** was made. Partial points may be awarded when the complete requirement of an item is not met.

M/WBE AFFIDAVIT

Date: _____

Name of Officer: _____

Signature _____

Title _____

State of North Carolina, County of _____ subscribed and sworn before
me this _____ day of _____, 20 _____

Notary Public _____ My commission expires _____

SEAL

AFFIDAVIT B

INTENT TO PERFORM CONTRACT WITH OWN WORK FORCE

County of _____

Affidavit of _____

(Name of Firm)

I hereby certify it is our intent to perform 100% of the work required for the contract:

(Name of Project)

In making this certification, the Proposer states:

- That the proposer does not customarily subcontract elements of this type project,
- Normally performs, has the capability to perform, and will perform all elements of the work on this project with his/her own current work force; and,
- Agrees to provide any additional information or documentation requested by the City of Winston-Salem in support of the above statement.

The undersigned hereby certifies that he or she has read this certification and is authorized to bind the Proposer to the commitments herein contained.

Date: _____ Name of Officer: _____

Signature _____

Title _____

State of North Carolina, County of _____ subscribes and sworn before me

this _____ day of _____, 20____

Notary Public _____ My commission expires

SEAL

In the event the Proposer does not self-perform 100% of the work, the contract will be subject to the M/WBE goals originally established for this project, as well as, good faith efforts and documentation requirements of this program.

VIII. CITY CONTRACT FORM:

The City of Winston-Salem reserves the right to award projects in a manner that is in the best interest of the City of Winston-Salem. It may combine, divide, add to, or reduce the scope of work to the benefit of the City of Winston-Salem. The selected firm will be required to enter into an Independent Contractor Agreement with the City of Winston-Salem for professional services. A copy of this contract is available on the City of Winston-Salem Risk Management Department web site at:

<http://www.cityofws.org/Home/Departments/FinancialManagementServices/RiskManagement/Articles/RiskManagement>