



Request for Proposals

City of Winston-Salem Recreation and Parks Department

Marketing and Special Events Coordination for Historic Bethabara Park

**Proposals will be received by
12:00 Noon, Friday, March 22, 2019**

IN

**Purchasing Department, City Hall Building
101 North Main Street, Suite 324 Winston-Salem, NC 27101**

ADVERTISEMENT FOR PROPOSALS

Sealed proposals endorsed **Marketing and Special Events Coordination for Historic Bethabara Park** for the City of Winston-Salem will be received by the City/County Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC **until 12:00 Noon, Friday, March 22, 2019.** Instructions for submitting proposals and/or receiving the complete RFP document specifications may be obtained during regular office hours at the same location, or by contacting Jerry Bates via email jerryb@cityofws.org (Email is preferred) or phone 336-747-6939. The City reserves the right to reject any or all proposals.

Jerry Bates
City/County Purchasing Director

This document IS NOT the complete proposal. To obtain the completed proposal specifications contact Jerry Bates via email jerryjb@cityofws.org, by phone 336-747-6939, or visit the Purchasing Department, City Hall Building, Suite 324, 101 North Main Street, Winston-Salem, NC during regular office hours.

INSTRUCTIONS TO PROPOSERS

INTRODUCTION:

This entire set of documents constitutes the RFP. The proposer must return the RFP with all information necessary to properly analyze the proposer's response in full, in the same numerical order in which it was issued. Proposer's notes, exceptions, and comments may be rendered on an attachment, provided the same format of this RFP text is followed.

Proposer Questions and Inquiries

Proposer Questions and Inquiries relative to this RFP must be submitted **in writing only** by **12:00 Noon, Friday, March 15, 2019**, to Jerry Bates, City/County Purchasing Director, 101 North Main Street, Winston-Salem, NC 27101 or e-mail: jerryjb@cityofws.org (**Email is preferred**), Fax: (336) 727-2443. The City will provide written responses to all inquiries received by this date, and responses will be made available to all known recipients of this RFP. Any oral responses made by any representative of the City may not be relied upon. Any supplements or amendments to this RFP will be in writing and furnished to potential bidders.

RFP Response Submission

All proposals shall be returned in a sealed container or envelope containing one original proposal (please mark document as original) showing original signatures and seals and one (1) copy of the complete proposal marked Marketing and Special Events Coordination. In addition to the two (2) paper copies, please include one (1) electronic copy of your proposal in PDF format on flash drive, CD, or other electronic media containing only the information included in the hard copy version of the proposal and clearly labeled with the Company Name and RFP name. Proposals must be submitted to the City/County Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC, no later than **12:00 Noon, Friday, March 22, 2019. Late proposals will not be considered. Submittals will not be accepted by fax or electronic mail.**

The City will not be obligated for the expenses of any provider arising out of preparation and/or submittal of responses to this RFP. Any and all proposals to this RFP are to be prepared at the cost and expense of the respondents, with the express understanding that there may be no claims whatsoever for the reimbursement of any costs, damages, or expenses relating to this procurement from the City or any other party for any reason (including the cancellation of this RFP).

Proposals must be made in the official name of the individual, firm, or corporation under which the business is conducted (showing official business address) and must be signed in ink by a person duly authorized to legally bind the business entity submitting the proposal.

All proposals should be complete and carefully worded and must convey all of the information requested by the City. If errors or exceptions are found in the proposal, or if the proposal fails to conform to the requirements of the RFP, the City will be the sole judge as to whether that variance is significant enough to reject the proposal.

Proposals should be prepared simply and economically. All data, materials, and documentation shall be available in a clear, concise form. The City reserves the right to reproduce proposals for internal use in the evaluation process.

Proposers are expressly forbidden from contacting any other city employee or city of Winston-Salem elected official regarding this Request for Proposals. Any such outside contact may result in disqualification from the request for proposal process.

The City reserves the right to hold proposals open for a period of sixty days (60) days after due date before making awards.

SECTION 1 – General Introduction

1.1 General Information

The City of Winston-Salem, North Carolina is seeking qualified independent consultants to perform professional services for providing special event, marketing, and public relations services for Historic Bethabara Park.

1.2 Background

In October of 1753, a small group of Moravian Brethren traveled down the Great Wagon Road from Bethlehem, Pennsylvania to establish Bethabara, the first Moravian settlement in the Wachovia tract of North Carolina. As the furthest reaching settlement on the frontier and a bustling center for trades and commerce, Bethabara became a frequent stop for both Native and European travelers. The fact that they had the only doctor in the region heightened its popularity, with people traveling over 100 miles to seek medical attention from Dr. Kalberlahn. During the French and Indian War, Bethabara housed over 300 refugees between its two palisade forts—one in the heart of town and the other at the mill.

Although Bethabara, meaning “house of passage,” was always meant to be a temporary stop on the road to Salem, the French and Indian War along with other unexpected factors delayed Salem’s construction. Eventually, as peace returned to the Wachovia region, the Moravian Church mandated that almost all families abandon Bethabara for Salem, deconstructing their houses and bringing the materials with them to rebuild in the new town. Although many were heartbroken to leave the place they called home for decades, some stayed, covering the foundations of the abandoned town with topsoil and converting the settlement to allow for larger fields. Bethabara remained a small agricultural village for decades and the congregation of Bethabara Moravian continued to worship in the 1788 Gemeinhaus until the 1950s.

In 1964, archaeologist Stanley South underwent extensive archaeological research to uncover the foundations of the palisade fort and buildings once inhabited by a thriving community. After his research revealed vast cultural resources, civic and business leaders in Winston- Salem came together to establish a 501(c)(3) nonprofit, Historic Bethabara Park, Inc., to protect, preserve, and interpret Bethabara as a unique cultural and natural resource. Now a National Historic Landmark and designated Local Landmark, the Trustees of Historic Bethabara Park continue to accomplish their vision and mission with the collaboration of the Moravian Church’s Southern Province, the State of North Carolina, and, especially, the City of Winston-Salem. Historic Bethabara Park provides programming and educational experiences to thousands of visitors annually. Most notably, the park stewards the 1788 Moravian Church, or, Gemeinhaus, which is the oldest extant church with attached residence in the United States. The park also boasts Medicinal and Community Gardens, 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.

1.3 Basic Guidelines for this Request for Proposals

The proposal should be divided into the individual sections listed below. Proposers are urged to include only information that is relevant to this specific project so as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of the RFP and emphasize the Proposer’s demonstrated capability to provide services of this type.

Section 2 - Descriptions of Requirements

2.1 Introduction

The WSRP has established certain requirements with respect to proposals to be submitted by Proposers.

Whenever the terms “shall”, “must”, “will”, or “is required” are used in the RFP, the specification being referred to is a mandatory requirement of this RFP. Failure to meet any mandatory requirements will cause rejection of Proposers proposal.

Whenever the terms “can”, “may”, or “should” are used in the RFP, the specification being referred to is a desirable and failure to provide any items so termed may not be cause for rejection, however, will probably cause a reduction in score awarded.

2.2 Project Oversight and Staffing

The successful Proposer will report to the Supervisor of Historic Bethabara Park, or designee.

2.3 Detailed Services Required

2.3.1 Project Scope

The Proposer 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:

- A. Meet with the Historic Parks Supervisor of Historic Bethabara Park (hereinafter “Supervisor”) every two weeks to design and produce special events at the Park that are representative of the park’s history and significance;
- B. Identify and onboard community partners and local vendors for special events;
- C. Collaborate with the Parks Supervisor on social media posts across our social media platforms with social media content to advertise the park and special events;
- D. Circulate event information and update all pertinent community special events calendars;
- E. Directly promote Park activities and events to nearby assisted living communities, apartment complexes, and neighborhoods;
- F. Oversee compliance with the Park special events budget with the Senior Office Administrator;
- G. Attend, coordinate, and supervise special event production, which duties shall include, but are not limited to, coordinating Park volunteers as well as Park partners. Events include, but are not limited to: **Spring Festival, Bethabara Highland Games, Music in the Palisades, Apple Festival, Dark in the Park, Founders Day, Christmas at Bethabara, and Carols by Candlelight.**
- H. Coordinate invoices related to special events with Supervisor and Senior Office Administrator;
- I. Coordinate with City officials all needed special permits for road closings, port-a-Johns, food vendors health inspections, etc.;
- J. Produce events listed in the annual special events calendar with the assistance of the Supervisor, including, but not limited to, designing an event map, scheduling musicians, exhibitors, police, EMT, 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;
- K. Arrange the manufacture and posting of special event promotional signs on Bethabara Road.
- L. Write a brief post-event description and critique based on personal observation and comments of participants and archive with all materials (program, map, flyer, etc.);
- M. Maintain email list and distribute E-mail flyers for special events;
- N. 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;”
- O. Execute any other activities necessary for promotion of the Park.

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2.4 Contract Term

Any contract resulting from this proposal shall be effective upon execution for one initial term of twelve (12) months. The contract may be extended for as many as two (2) additional twelve (12) month terms for a total of three (3) years, provided that both parties are in agreement and funds are made available for this purpose.

2.5 Responsibilities

2.5.1 Proposers Responsibility

The successful Proposer's basic service obligations shall include but not be limited to the usual and customary responsibilities outlined below:

- a. General
 1. Follow all park rules and regulations.
 2. Enforce park rules and procedures with vendors, musicians, and volunteers.
 3. Assist the Park Supervisor in setting up and breaking down special events.
 4. Development of outreach, promotional and advertising efforts subject to City approval.
- b. Programs, Activities and Services
 1. Provide Attend, coordinate, and supervise special event production, which duties shall include, but are not limited to, coordinating Park volunteers as well as Park partners. Events include, but are not limited to: **Spring Festival, Bethabara Highland Games, Music in the Palisades, Apple Festival, Dark in the Park, Founders Day, Christmas at Bethabara, and Carols by Candlelight.**
- c. Hours and Employee Information
 1. Proposer and its employees must comply with all rules, regulations and policies of the City of Winston-Salem.
 2. For all communications materials, i.e. brochures, event announcements, media releases and related e-mails, Proposer will be expected to submit for review and approval by the Park Supervisor or designee in advance of event or activity.
- d. Proposer and its employees must comply with all rules, regulations and policies of the City of Winston-Salem.
- e. For all communications materials, i.e. brochures, event announcements, media releases, Proposer will be expected to submit for review and approval by the Park Supervisor or designee.

2.5.2 City Responsibilities

The Historic Bethabara Park Supervisor shall provide a key to the Visitor Center of Historic Bethabara Park, which must be returned upon the end of contract.

2.5.3 Other Rights and Responsibilities

SECTION 3 - Proposal Submission and Evaluation

3.1 Proposal

Each Proposal shall be prepared simply and economically, providing straight-forward concise delineation of Proposers capabilities to satisfy the requirement of this RFP. Emphasis on each Proposal must be on completeness and clarity of content. The Proposal must include detailed information relative to how you propose to accomplish the tasks described in this RFP.

3.2 Criteria

3.2.1 Review of Proposal

Failure to meet the submittal requirements included in the RFP may be cause for rejection of a Proposal. The City of Winston-Salem will conduct an administrative evaluation of all proposals submitted by the deadline, to determine compliance with proposal requirements and mandatory document submissions. The City reserves the right to request additional information to clarify a submitted proposal. All costs of proposal preparation shall be borne by the Proposer.

Any proposal which does not include all the required statements and affirmations called for in this RFP may be automatically rejected as not being responsive.

The award will be made to the firm making the most favorable Proposal to the City of Winston-Salem taking into account all criteria in this RFP.

3.2.2 Proposal Submission

Each Proposer shall be responsible for preparing an effective, clear, and concise proposal. Proposals shall be submitted in the following format in the order listed below with each element requested and/or for furnished as specified to facilitate evaluation of the proposals. Failure to adhere to the required format may be cause for rejection of proposal. The content and sequence of the proposal must be 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.
- b. Table of Contents (one page)
- c. Executive Summary (one page): Provide a summation of how you will best accomplish the Scope of Services with any specific experience, strengths, and expertise you possess.
- d. Project Approach and Schedule (maximum three pages): Provide a general timeline of how you would approach these tasks, including a monthly schedule that identifies marketing and planning milestone dates.
- e. Independent Contractor Qualifications (maximum six pages): Identify and describe in detail your knowledge, skills, and abilities as a marketer, special events coordinator, and/or public relations specialist.
 1. Provide a sample "This Day in History" post (image and text).
 2. Describe your process when looking for and onboarding new vendors.
 3. How can we engage local, startup, and/or minority/women-owned businesses?
- f. M/MBE Commitment:
 1. Commitment to meeting the City's adopted goals for participation in the M/WBE program.
 2. Fully executed affidavit.

SELECTION PROCESS AND EVALUATION CRITERIA

A. SELECTION PROCESS

The City reserves the right to act as sole judge of the content of the proposals submitted for the City's evaluation/selection.

B. EVALUATION PROCESS

Proposals will be evaluated for quality, completeness, and price value to the City of Winston-Salem by an Evaluation Panel. Selection shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals based on the evaluation of factors included in the RFP, including price. Price shall be considered, but need not be the sole determining factor. The Evaluation Panel may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed the most advantageous.

The City reserves the right, as part of the selection process, to request on-site (or virtual) demonstrations and/or presentations. In the event that such demonstrations or presentations take place, proposers will be selected for this process based on scores derived from the scoring matrix, which includes M/WBE participation, local availability, and all other applicable criteria. The scoring of the demonstration or presentation must be based upon the criteria from one or more of the original evaluation factors. After the demonstrations or presentations, each proposer will then be re-graded on the same criteria. The number of proposers chosen to take place in the demonstration/presentation process is subject to administrative discretion. The recommendation for award will be submitted to the City Council for contract approval.

B. EVALUATION CRITERIA

Below is a description of the evaluation criteria that will be used to evaluate the proposals. To be deemed responsive, it is important for the firm's proposal to contain appropriate detail to demonstrate satisfaction of each criterion and compliance with the performance provisions outlined in this RFP. The proposal will be the primary source of information used in the evaluation process. Proposal must contain information specifically related to the proposed services requested in this RFP. Failure of any firm to submit information requested may result in the elimination of the proposal from further evaluation.

- **M/WBE Commitment:** Proposer's efforts to comply with all the terms and conditions of the City of Winston-Salem's Minority and Women Business Enterprise (M/WBE) Program through award of subcontracts to minority and women-owned business enterprises and utilization of minority and women owned business enterprise suppliers to the fullest extent consistent with the efficient performance of this contract. **Please refer to pages 13 through 25**
- **Location of Business:** "Location of Business: (A) Presence in Winston-Salem: Proposer must have a physical office within the corporate limits Winston-Salem (PO Box does not qualify). For proposals submitted to a City/County joint department, a physical office within Forsyth County is acceptable. (B) Presence in North Carolina: In order to determine a proposer's presence or presence/location within the State of North Carolina, the proposer or at least one of the proposer's employees must have a physical office location in North Carolina and the proposer must submit under confidential cover with his/her proposal, evidence that as the employer, the proposer has paid payroll taxes in North Carolina for at least one employee, (i.e. North Carolina Income Tax Withholding Form). Said employee(s) must work in an office, which may be an office physically located within the employee's home in North Carolina. If it is a home office in North Carolina, then the proposer must also submit with his/her proposal, evidence of a valid home occupation permit for said office, or evidence that said home office is not in violation of any zoning requirements in the event the applicable city does not require a home occupation permit."
- **Proposer's Project Approach and Schedule:** Meets RFP requirements, readability and flow of proposal, overall marketing vision and creativity. The responsiveness and compliance with the RFP requirements and conditions. The respondent's demonstrated ability, capacity, and skill to fully provide the services requested by the City through this RFP, specifically the quality of the materials presented in the Project Approach and Schedule.
- **Qualifications and Experience in North Carolina Workers' Compensation:** Experience of the attorneys who will be assigned to the City's files. Please feel free to include information regarding key cases litigated by the firm.
- **Reference List of Governmental Clients:** The number of governmental clients, as well as the consideration of clients similar to the City of Winston-Salem in terms of size and operations, for whom the vendor serves as workers compensation defense counsel.
- **Price Value:** Reasonableness/competitiveness of proposed fee and/or benefits to the City of Winston-Salem, although the Evaluation Panel is not bound to select the respondent who proposes the lowest fees or most benefits for services. The Evaluation Panel reserves the right to negotiate fees and/or benefits to the City of Winston-Salem with the selected respondent(s).
- **Staff Availability** The availability of staff to make the bi-weekly meetings with Park Supervisor and attend every event at the Park for set up, the duration of the event, and break down.

The following weighted scale will be utilized by the Evaluation Panel to evaluate and score each proposal:

Evaluation Criteria	Weight
M/WBE Commitment	20
Location of Business	20
Proposed Plan of Action/Methodology	20
Qualifications and Experience	15
Reference List of Governmental Clients	10
Price Value	10
Staff Availability	5

Evaluation Criteria	Weight
MWBE Commitment	20.00
Business Location	20.00
Price Value	20.00
Qualifications and Experience	20.00
Reference List Of Governmental Clients	20.00

Contract Period

Any contract resulting from this proposal shall be effective upon execution for one initial term of twelve (12) months. The contract may be extended for as many as two (2) additional twelve (12) month terms for a total of three (3) years, provided that both parties are in agreement and funds are made available for this purpose.

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