



**REQUEST FOR QUALIFICATIONS
MARKETING AND PUBLIC RELATIONS FOR YEAR ENDING
DECEMBER 31, 2018**

ISSUED BY:

Suffolk County Industrial Development Agency

Dated September 13, 2017

PROPOSALS DUE 3:00 PM ON October 11, 2017 TO:

John McNally, Associate Director

H. Lee Dennison Building 3rd FL

100 Veterans Memorial Highway

Hauppauge, NY 11788

Email: john.mcnally@suffolkcountyny.gov

Phone: 631-853-4802



H. Lee Dennison Building
100 Veterans Memorial Highway 3rd FL
Hauppauge, NY 11788

Request for Qualifications (RFQ) for Public Relations & Marketing Services

Due Monday, October 11, 2017

I. INTRODUCTION

The Suffolk County Industrial Development Agency (SCIDA) is requesting proposals from qualified Public Relations and Marketing firms to work with the Agency. If you are interested in assisting SCIDA with the provision of such services please prepare and submit a statement of your firm's qualifications (hereinafter "qualification statement") in accordance with the procedure and schedule in this RFQ. SCIDA intends to qualify the firm that (a) possesses the professional, artistic and technical capabilities to provide the proposed services, and (b) will agree to work under the compensation terms and conditions determined by SCIDA.

A. Background

The Suffolk County Industrial Development Agency (IDA) is a public benefit corporation of the State of New York created in 1975 pursuant to Article 18A of the General Municipal Law. Industrial Development Agencies are authorized to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing industrial, manufacturing, warehousing, commercial, research, recreational and other facilities and thereby advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York and improve their recreation opportunities, prosperity and standard of living. The IDA provides benefits to qualified companies in the form of sales tax exemptions on construction material and equipment, mortgage recording tax exemption and real property tax abatements.

B. General Information

Proposers are advised that contact with anyone besides the authorized contact person is forbidden, and is grounds for elimination from the selection process. To be considered, (6) copies of your sealed proposal must be received by John McNally, address listed above. In addition, email proposals in a pdf format to john.mcnally@suffolkcountyny.gov. The submissions must be received by 3:00 p.m. on October 11, 2017.

The Agency reserves the right to reject any or all proposals submitted and to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. A submission of the proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Agency and the firm selected.

SCIDA may modify, supplement or amend the provisions of this RFQ as deemed necessary or appropriate by and in the sole judgment of SCIDA.

C. Term of Engagement

A one (1) year contract will be issued with the option to renew for two additional years, subject to satisfactory negotiation of terms and the concurrence of the Agency Board members.

D. Requests for Information (RFI)

Any questions or requests for additional information regarding this proposal must be submitted via email, no later than Monday, September 25, 2017 by 3:00pm, to:

John McNally, Associate Director
Suffolk County IDA
Email: john.mcnally@suffolkcountyny.gov

Please insert SCIDA PR/Marketing RFQ Inquiry in subject line. The questions and responses will be distributed to all prospective bidders via email who have submitted a valid email address by October 2, 2017.

II. CONDITIONS APPLICABLE TO RFQ.

Your submission of the qualification statement is deemed to be consent to the following:

- This document is an RFQ and does not constitute an RFP.
- This RFQ does not commit SCIDA to issue an RFP.
- This RFQ is not intended, and shall not be construed, to commit SCIDA to pay any costs incurred in connection with responding to this RFQ or to procure or contract for any services.
- All costs incurred by you in connection with responding to this RFQ shall be borne solely by you.
- SCIDA reserves the right (in its sole judgment) to reject for any reason any and all responses and components thereof.
- SCIDA reserves the right to select one or more firms to provide the public relations and marketing services as described in this RFQ.
- SCIDA reserves the right to enter into contracts on a yearly or other basis with options to extend at SCIDA discretion.
- All qualification statements shall become the property of SCIDA and will not be returned.
- All qualification statements will be made available to the public in accordance with law.

- SCIDA reserves the right to conduct in-person interviews of any, or all, responders.
- Neither SCIDA, nor its respective staff, consultants or advisors shall be liable for any claims or damages arising out of or in connection with the solicitation or preparation of the qualification statement.
- Proposals shall be signed by an authorized representative of the project managers' firm and include the firm name, address, telephone number and email address.
- A certification of Non-Collusion must be submitted with the proposal, a copy of which is at the end of this RFQ.

III. NATURE OF SERVICES

A. Overview

SCIDA is currently seeking qualification statements from Public Relations & Marketing firms. The firm must state in its proposal if it can provide the services including but not limited to those set forth below in III. B (Scope of Services). The firm must affirmatively state if it is unable to provide a particular service. The firm must provide detailed information as to how the firm will provide the listed services set forth in paragraph III. B.

B. Scope of Services

SCIDA seeks a comprehensive proposal that describes the full process necessary to implement specific requirements which include the following:

- Work with Suffolk IDA representatives to create and implement all facets of the Agency's Strategic Marketing Plan(s).
- Content creation and ongoing management of all Agency social media platforms (FaceBook, Twitter, LinkedIn)
- Work with Agency staff to identify strategic opportunities to engage potential clients (trade shows, organizations, fundraisers, etc...).
- As requested, serve as liaison and coordinating agent between Agency and vendors on matters including, but not limited to: trade show implementation, marketing materials production, etc.
- Conceptualize and create content for all Agency marketing materials (advertisements, website copy, editorials, presentations, etc...).
- Develop, distribute and catalog all Agency press releases and media announcements.
- Develop public relations opportunities for Suffolk IDA representatives with metro and targeted trade/industry media.
- Manage and monitor all public relations and media interactions with, and coverage of, the Agency.
- Develop advertising campaigns for the Agency, including conducting research and developing recommendations for paid media buys for TV, radio, print and online campaign components; develop content for print ads and online campaigns; develop graphic concepts for print, direct mail and online campaigns.
- Attend meetings as necessary with SCIDA representatives.

IV. SUBMISSION REQUIREMENTS

A. General Requirements

Proposers must demonstrate skill and expertise in the areas of marketing and public relations. Your qualification statement must meet or exceed the professional, creative and financial qualifications set forth in this Section IV.

B. Administrative Information Requirements

The proposal shall include the following:

- 1) A title page showing the request for proposal's subject; the firm's name, address, email, telephone and fax number of the contact person responsible for answering any and all questions regarding the qualification statement and the date of the proposal.
- 2) Table of contents listing all required attachments as per RFQ
- 3) Transmittal letter: A signed letter of transmittal briefly stating the proposers understanding of the work to be done, the commitment to perform the work on a timely basis, a statement of why the firm believes itself to be the best qualified to perform the engagement and a statement that the proposal is a firm and irrevocable offer for 60 days.
- 4) The number of years your firm has been in business under the present name.
- 5) The number of years your firm has been under the current management.
- 6) Any judgments, claims or suits within the last three (3) years in which your firm has been adjudicated liable for professional malpractice. If yes, please explain.
- 7) Location(s) from which services will be performed.
- 8) Identify and provide resumes of key staff you propose assigning to this matter, including partners, associates and other staff in your firm.
- 9) Confirm appropriate professional and/or state licenses to perform activities.
- 10) Whether your firm is now or has been involved in any bankruptcy or re-organization proceedings in the last ten (10) years. If yes, please explain.
- 11) Describe other accounts involving similar services, in particular identify any governmental, public authority, public agency, IDA and/or other quasi-governmental entities in New York for which you serve, or have served. Describe the role and experience of key personnel assigned to other similar accounts who will be assigned to this account.
- 12) Please set forth any unique qualities your firm possesses that other firms do not have.
- 13) Please provide three (3) references for which the firm has provided services (current governmental or quasi-governmental agencies preferred). Provide name of the organization, services, contact name, telephone number and email.

- 14) If you foresee any potential conflicts of interest arising from continued representation of the current clients of your firm and an engagement for SCIDA, please describe each such potential conflict in detail.

C. Proposal – Fee

Please provide the following information concerning fees (hourly and flat fee):

1. The customary hourly rate of each person whose resume is provided in response to paragraph III. B., and the proposed hourly rates to be charged SCIDA for work performed by those persons; and/or
2. Any flat fee proposal or other fee structure based annual filings.

Although proposed fees will be taken into account, SCIDA reserves the right to negotiate a lower or different fee structure with any firm selected.

Please note that SCIDA will not necessarily select the firm with the lowest rates for services.

D. Submission Deadline

Respondents must submit their proposals on or before 3:00 PM on Monday, October 11, 2017. The IDA will rank all proposals and interview the top candidates if necessary. A proposal may be withdrawn only by written request. The successful candidate shall *not* modify the proposal after having been notified that the proposal has been accepted by the Agency, except at the written request of the Agency.

Submission attests to the consultant's ability to perform *all* tasks required. The IDA reserves the right to reject any and all proposals received and to waive any informality in the procurement process, and to accept the proposal which in its judgment best serves the interest of the IDA.

E. Submission of Proposals

1. Six (6) copies of proposal must be submitted. The following material is to be received in a sealed envelope by 3:00pm on Monday, October 11, 2017 for a proposing form to be considered. In addition, email proposals in a Portable Digital Format (PDF) to john.mcnelly@suffolkcountyny.gov due at the same time.
2. Completed sealed proposal should be mailed to the following address:
John McNally, Associate Director
H. Lee Dennison Building, 3rd fl
100 Veterans Memorial Highway
Hauppauge, NY 11788

F. Proposal Calendar

The following is a list of key dates up to and including the date proposals are required to be submitted:

Requests for proposals issued	September 13, 2017
Requests for information (RFI)	September 25, 2017 (3:00pm)
Responses to RFI	October 2, 2017 (5:00pm)
Due Date for proposals	October 11, 2017 (3:00pm)

V. EVALUATION

The SCIDA Governance committee will review and consider the proposals submitted. The committee will consider the following factors:

- Relevant experience of the firm and key personnel, including professional qualifications, specialized experience and technical competence, reputation of personnel for working in an efficient, effective, proactive and ethical manner, past experience of activities that might present a conflict of interest for the accounting firm or for the SCIDA.
- Ability to advise and represent the SCIDA in an efficient and effective manner.
- Quoted fees as applied to the SCIDA of its proposed need for services.
- Any other factors relevant to the determination of which proposer should be selected.

The Committee may invite one or more proposers to make an oral presentation. The interview, if requested by the Committee, shall be conducted to solicit information to enable the Committee to better evaluate the capability of the proposer to provide marketing and public relations services.

We thank you in advance for your response to the RFQ.

Sincerely,

John McNally
Associate Director – SCIDA

Certification of Non-Collusion

Made to:

Suffolk County Industrial Development Agency

- (a) By submitting to this proposal to provide accounting services, each proposer and each person signing on behalf of any firm certifies, and in the case of a joint proposal, each party therefore certifies as to its own organization, under the penalty of perjury, that to the best of their knowledge and belief:
- (1) The fees and terms in this proposal have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such fees and terms with any other proposer or with any competitor and
 - (2) Unless otherwise required by the law, the fees and terms which have been quoted in this proposal have not been knowingly disclosed by the proposer prior to the opening, directly or indirectly to any other proposer or to any competitor and
 - (3) No attempt has been made by the proposer or will be made to induce any other persons, partnership or corporation to submit or not to submit a proposal for the purpose of restricting competition.

Printed Name and Title _____

Signature _____

Phone and email _____

Name of Firm _____

Street Address _____

City, State and Zip _____