

KLDC

KINGSTON LOCAL DEVELOPMENT CORPORATION

Solicitation#: KLDC24-01
Professional Marketing Services and Website Redesign
April 12, 2024

Solicitation for Professional Marketing Services and Website Redesign

KINGSTON, NY

Solicitation Release Date: April 12, 2024

Proposals Due: May 10, 2024 at 3:00 P.M. local time.

It is recommended that proposals be submitted in advance, at least one day prior to the specified date and time to allow for a timely receipt. LATE PROPOSALS will NOT be considered.

Send a clearly marked original and two (2) copies of each proposal as AND one (2) thumb drives with digital version.

Please use the above Solicitation number on all correspondence.

REQUEST FOR PROPOSAL DEFINITION:

This solicitation defines the situation or object for which the goods and or services are required, how they are expected to be used and/or problems that they are expected to be addressed. Vendors are invited to propose solutions that will result in the satisfaction of the Kingston Local Development Corporation's objectives in a cost-effective manner. The proposed solutions are evaluated against a predetermined set of criteria of which price may not be the primary consideration.

Amanda L. Bruck, Executive Director

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INTRODUCTION

The Kingston Local Development Corporation, Kingston, New York is issuing a solicitation for proposals from qualified marketing firms to provide comprehensive marketing services and website redesign. You are invited to submit a proposal in accordance with the terms outlined in the solicitation.

BACKGROUND

The mission of the KLDC is to promote and revitalize economic development, assist in the growth and development of businesses, stimulate investment within the City of Kingston through our revolving loan funds resulting in quality of life and economic sustainability for its residents and businesses.

Scope:

The KLDC will require the development and implementation of the following services:

A. Rack Cards: Redesign

- Redesign and update rack cards displaying loan products offered by the KLDC and ability to partner with traditional financial institutions. These rack cards will be distributed to financial institutions.

B. Flyers:

- Design and printing of high-quality flyers promoting KLDC events, initiatives and opportunities for businesses to be strategically distributed throughout the City of Kingston both digitally and in print form.

C. Website Redesign:

- Redesign format, structure and navigation of current website by making it user friendly.
- Effectively communicate the mission, goals and initiatives of the KLDC along with KLDC's successes.
- Serving as a resource for the community and providing information on loan products to potential loan applicants, businesses and developers.
- The KLDC will be owner and administrator of the website.
- Provide complete access and training to KLDC administrator.

D. Social Media Content:

- Increase KLDC awareness and online presence through the development and implementation of a consistent and engaging social media strategy across multiple social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn).
- Create and schedule regular content through a social media calendar, responding to comments and inquiries and running targeted advertising campaigns.

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Process and Timeline:

RFP for Professional Marketing Services and Website Redesign – April 12, 2024

Proposals for Professional Marketing Services and Website Redesign due – May 10, 2024 no later than 3:00pm

Review of proposals by Board of Directors

Possible interviews of firms

Upon selection of firm, the kickoff date to begin work will begin immediately.

Launching of website redesign goal date - ideally 12-16 weeks

Solicitation Contact Person:

The Contact person for this solicitation is Amanda L. Bruck. All solicitation questions and/or inquiries should be directed to her via email. She may be reached at:

Telephone: (845) 334-3930

Email: executivedirector@kldc-ny.org

Proposals Due Date:

All proposals must be delivered to the office of the Kingston Local Development Corporation by Friday, May 10, 2024 by 3:00 pm. All proposals will be opened and reviewed by a KLDC committee. No proposals shall be accepted or considered after that time. It is the responsibility of each offeror to ensure that their proposal arrives on time.

Solicitation submissions shall be in a sealed envelope addressed to:

Kingston Local Development Corporation

Attn: Amanda L. Bruck

420 Broadway

Kingston, NY 12401

On face of said envelope the following information shall be included:

1) NAME AND ADDRESS OF OFFERER:

2) NAME OF SOLICITATION:

Qualifications:

In order to be qualified for this award, all prospective offerors shall be required to certify within their proposal submissions that they meet the following minimum requirements:

- Proven experience and track record in website design and redesign.
- Exceptional writing and design skills.
- Strong understanding of digital marketing and social media.
- Ability to work collaboratively with KLDC staff.
- Competitive pricing and payment terms.

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Additional favorable qualifications:

- Experience in working with governmental agencies.
- Experience in working with economic development organizations.

RFP COMPONENTS

Proposal Requirements:

- A. The Proposal should state the size of the Firm, the location of where this work is to be performed, and the number and nature of the professional staff to be employed in this engagement including the qualifications of each.
- B. The Firm shall provide references.
- C. The Firm shall provide visual samples and listings of websites the firm has done.
- D. The Firm shall provide a proposed approach to the project, including timelines and deliverables for each component within the RFP.
- E. The Firm shall provide creative samples relevant to the project scope.
- F. The Firm should provide proof of Professional Liability Insurance in the amount not less than one million (\$1,000,000.00) dollars.

Staffing:

Personnel qualifications and experience of personnel assigned to this account should be detailed in the offerors proposal.

Proposal Amount:

Each proposer must **clearly and separately** state the fees to be charged and payment terms.

The fees should include all necessary expenses. Please address how work considered outside the scope would be handled.

Value-Added Considerations:

Offerors are encouraged to include in their RFP submissions any relevant services or products that will be provided to the KLDC which may not be referenced to in this specification, but will enhance the value of the service to the KLDC.

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Compliance with Laws:

The Firm shall comply with all the provisions of the Laws in the City of Kingston, the County of Ulster, the State of New York, and of the United States of America which affect municipalities and municipal contracts, and provide at his/her expense, any and all permits, licenses and registrations required for the fulfillment of this agreement, and more particularly the Labor Law, the Immigration and Naturalization Laws and Regulations, the General Municipal Law, the Workers' Compensation Law, the Lien Law, Personal Property Law, State Unemployment Insurance Law, Federal Social Security Law, State, Local and Municipal Health Laws, Rules and Regulation, and any and all regulations promulgated by the State of New York and of amendments and additions thereto, insofar as the same shall be applicable to any contract awarded hereunder with the same force and effect as if set forth at length herein.

Social Security Taxes:

The independent auditing firm for the agreed consideration promises and agrees to pay the taxes measured by the wages of their employees required by the Federal Social Security Act and all amendments thereto, and to accept the exclusive liability for said taxes. The contractor further promises and agrees to indemnify and hold the owner harmless on account of any tax measured by the wages aforesaid of employees of the contractor assessed against the owner under authority of said law.

Award of Contract

When award Occurs: Award of contract occurs when a formal contract has been finalized or other evidence of acceptance by the KLDC is provided to the Offeror. A Recommendation of Award does not constitute award of contract.

Award: If a contract is awarded, it shall be awarded to the responsive and responsible Offeror whose offer conforming to the Request for Proposal will be most advantageous to the KLDC as set forth in the Evaluation Criteria.

Evaluation Criteria

The selection of the firms for oral presentations and ultimate work for the Kingston Local Development Corporation shall be based on the following:

- Responsiveness to terms and conditions and the completeness and thoroughness of the written proposal to the purpose and scope of the services. Please respond to the scope of services section following the same order as in this RFP. For each step, be sure to detail what technical and support services you would have available.
- Reputation and professional qualifications of the specific individuals. Please provide a resume for each individual who will be responsible for the components of the engagement.
- Fee Structure – Quote all fees for services to be rendered within proposal.
- Experience providing similar services based on reference of former and/or current clients. Please provide at least three references with whom the Firm has provided services for within the last three years.

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Firm Pricing

The Kingston Local Development Corporation shall retain the right to consider the offeror's proposals for a period of up to 60 days after the submission deadline; the prices quoted in the offerors proposal shall be firm during the consideration period. Currency and Taxes Prices are to be in U.S. Dollars. The Kingston Local Development Corporation is exempt from all sales and use taxes.

Payment Terms

The KLDC's standard payment term is thirty (30) days upon receipt of invoice and originally signed voucher after services are performed or goods delivered. Invoice must be detailed.

Solicitation Submissions:

All offeror's shall be required to submit a clearly marked original along with two (2) copies of their proposals and two digital copies via thumb drive to the KLDC Office. The offerors shall be required to complete, and include within their Solicitation Submission, the following: Information Sheet, Reference Sheet, Affidavit of Non-Collusion, and the Fee Schedule. The proposal submission should be typed on both sides of 8.5" x 11" paper. Pages should be paginated.

Proposals may **NOT** be submitted in plastic sleeves or spiral binders. Illustrations may be included. All plans are subject to KLDC approval. Oversized drawings may be submitted, but must be accompanied by 8.5" x 11" sectionals or reductions to 8.5" x 11", no telegraphic or facsimile proposals will be accepted. The proposal will be evaluated on the basis of its content, not length.

Selection Process

During the evaluation process, the KLDC reserves the right where it may serve the KLDC's best interest, to request additional information or clarification from a proposer, or to allow corrections of non-material errors or omissions or waive non-material requirements.

The Executive Director and Board of Directors will evaluate proposals. The Board will make the official decision on award. All proposers will be notified in writing once the successful proposer has been selected.

The most important selection criterion will be demonstrated experience with marketing and website design and redesign. Cost will be a consideration, but secondary to the requisites of technical expertise and effective communication skills. The KLDC reserves the right to reject any or all proposals submitted.

The KLDC will make a marketing and website redesign selection for a one-year term, with the KLDC's option to extend the services annually for additional years, upon mutual agreement.

Other General RFP Requirements and Conditions:

The Kingston Local Development Corporation reserves the right to postpone or cancel this solicitation, or reject all proposals, if in its judgment it deems it to be in the best interest of the KLDC to do so.

Proposers are advised that the Kingston Local Development Corporation has the option of selecting the marketing and website redesign firm without conducting discussions or negotiations. Therefore, offerors should submit their best proposals initially, since discussions or negotiations may not take place.

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The award of this contract is subject to applicable provisions of Federal, State, and local laws and executive orders requiring affirmative action and equal employment opportunity.

All solicitation submission materials become the property of the Kingston Local Development Corporation. Proposal submission material will generally be made available for inspection and copying by interested parties upon written request, except when exempted from disclosure under the New York State Freedom of Information Law. The Kingston Local Development Corporation is subject to the New York State Freedom of Information Law, which governs the process for the public disclosure of certain records maintained by the Kingston Local Development Corporation. Individuals or firms that submit proposals to the Kingston Local Development Corporation may request that the KLDC except all or part of such a proposal from public disclosure, on the grounds that the proposal contains trade secrets, proprietary information, or that the information, if disclosed, would cause substantial injury to the competitive position of the individual or firm submitting the information. Such exception may extend to information contained in the request itself, if public disclosure would defeat the purpose for which the exception is sought. The request for exception must be in writing and state, in detail, the specific reasons for the requested exception. It also must specify the proposal or portions thereof for which the exception is requested. If the Kingston Local Development Corporation grants the request for exception from disclosure, the KLDC will keep such proposal or portions thereof in secure facilities.

The Kingston Local Development Corporation shall not be liable for any costs incurred by offerors in the preparation of proposals or for any work performed in connection therein.