

TOWN OF SUPERIOR

REQUEST FOR QUALIFICATIONS
FOR
SOCIAL MEDIA MANAGEMENT SERVICES

I. REQUEST FOR QUALIFICATIONS (RFQ)

Town of Superior (TOS)

TOS is seeking the assistance of a qualified Social Media Management Firm or Individual in order to ensure that the town follows the approved social media policy to increase general awareness and transparency of the TOS and its services.

The Social Media Management will include the following:

- Maintain an engaged and informative social media presence.
- Forward questions and comments to the appropriate agency within the town to provide possible responses.
- Generate brand awareness for TOS, drive qualified visitors to the town's website, and ultimately increase ecotourism to TOS.
- Target and attract both national and local travelers to enjoy the beauty of TOS.
- Increase public transparency.

Overview

TOS is issuing this Request for Qualifications (RFQ) to solicit proposals from qualified firms or individuals that have demonstrated experience in providing services to small to medium size organizations.

Submission Deadline

For full consideration, proposals in response to this RFQ are due at the Superior Town Hall located at 199 N. Lobb Ave, Superior, AZ 85173 no later than 9:00 AM (EST) January 27, 2019.

II. SUBMITTAL REQUIREMENTS

In order to control the dissemination of information regarding this RFQ, organizations interested in submitting proposals shall not make personal contact with any member of the Town Council other than as provided for below.

Questions regarding this RFQ shall be submitted no later than Friday, January 17th at 2:00 pm. All questions must be directed via email to the individual listed below:

Todd Pryor
Town Manager
Town of Superior
(520) 689-5752
manager@superioraz.gov

TOS reserves the right to accept or reject any or all Proposals and/or re-solicit or cancel the procurement process, if deemed to be in the best interest of TOS. Additionally, TOS reserves the right to waive any informality in this RFQ and in the Responses as delivered to TOS. TOS will not conduct debriefings to firms not selected for this assignment. Submitters shall be responsible for any and all expenses incurred in preparing said Proposals.

Submission of Proposals

All Proposals will be time-stamped upon receipt and any proposals received after the time specified above will be returned unopened. Please submit one (1) signed original and two (2) copies of the proposal addressed to the attention of Todd Pryor, Town Manager. In bold lettering, mark the envelope with the following words: “**TOS SOCIAL MEDIA MANAGEMENT SERVICES RFQ**”.

Proposals shall be brief and concise, containing no more than five (5) single-sided pages of material. Each package shall be responsive to the requests made in this RFQ.

Each proposal shall include the following as a minimum:

- 1) **Cover Letter:** A maximum one-page, dated introductory letter must be submitted including the legal name of the respondent, office and email address, telephone and fax numbers, and the name, title and signature of the person or persons authorized to submit the proposal on behalf of the firm.
- 2) **Narrative:** Provide a comprehensive narrative of the types of services offered by your firm. The narrative shall include the following:
 - a. Experience: Describe your firms’ experience working with other airports and airport sponsors. Detail your firms’ experience with airports that have Essential Air Service (EAS), if any.
 - b. Personnel: Provide an organization chart illustrating the lines of communication amongst the team and TOS. Include resumes of personnel who would be assigned to this project. Indicate who would serve as the primary contact for TOS. Indicate office locations and the methods to assure coordination of all work on the project.
 - c. Additional Data: Provide additional information about the firm as it may relate to this RFQ.
- 3) **Posting Schedule:** Provide a schedule for the type and frequency of posts, and the timelines for monitoring and response.

4) **Fee for Services:** Provide a fee for the Scope of Services outlined in Section III of this RFP that does not exceed the TOS budgeted amount of \$450.00 per month for a 1-year campaign period. The fee shall be a “not to exceed amount” for the services outlined in the RFQ and invoiced monthly.

5) **Company Information:** Include a completed Company Information Sheet providing a list of all Company principals and completed Subcontractor Information Sheets.

RFQ responses must be complete and must be prepared in a format that provides an insightful, straightforward and concise overview of the capabilities of your companies. Additional facts and information other than those listed above may be included if it will help to highlight your firms’ qualifications and experience. All materials submitted in response to this RFQ shall become the property of TOS and shall be considered a part of the public record of the Town of Superior except for any proprietary financial information that should be clearly marked as confidential.

III. SCOPE OF SERVICES

General

The Town of Superior (“TOS”) is soliciting Proposals from experienced Firms and Individuals with a history of providing successful Social Media Management campaigns.

Purpose

The Town of Superior wishes to retain the services of an experienced Media Management Firm in order to highlight awareness of the town to the local traveling public as well as creating a nation-wide awareness of the Town and its proximity to Tonto National Forest.

Deliverables

Ongoing consultation as needed to guide TOS to the newest and best Management Opportunities. Provide breakdown by type of post and frequency, as well as any advertising used in the campaign strategy. Include progress of goal to target achievements by monthly KPI reporting.

Minimum Proposer Requirements

Candidates must have past experience with a successful Media Management program. Demonstrate the ability to create a strategic Social Management plan that fits the TOS Management budget.

The candidate shall have a working knowledge and understanding of the latest social media tools available, the ability to provide comprehensive KPI reporting, and offer Management Strategies to entice traffic to TOS.

Term of Contract

It is anticipated that the initial term of the Professional Services Agreement shall be for 1 year and may include a renewal option.

IV. SELECTION PROCESS

TOS will complete a review of the proposals submitted in response to this RFQ. The proposals will first be reviewed to ensure compliance with the requirements and requested information contained in this

RFQ. TOS will review written responses to this RFQ and score each proposal based on the criteria listed below.

Each proposal shall be evaluated and scored based upon the following criteria as a guide; however, **this ranking system will not necessarily determine any award of contract.**

	Points
1. Firm’s history of providing successful media management services	25
2. Evaluation of the firm’s proposed TOS management strategy	35
3. Ability to work within the TOS management budget	20
4. Familiarity with the Town of Superior	10
5. References	10

The selected firm will enter in negotiations with TOS. If negotiations are successful, TOS and the selected firm will prepare a Professional Services Agreement.

V. BASIC BUSINESS TERMS AND CONDITIONS

The selected firm shall save, indemnify, defend, and hold harmless TOS and its employees, from any and all claims, damages, losses, cost, expenses (including reasonable attorney’s fees and court costs) or liabilities of every kind on account of damage to property or injury to person or death, which claims, damages, losses, costs, expenses or liabilities directly or indirectly arise from or relate to the acts or omissions of the selected development team, its officers, agents, employees, contractors and subcontractors during the term of and in connection with the agreement with TOS, except to the extent that such claims, damages, losses, costs, expenses or liabilities result from the active and sole negligence or willful misconducts of TOS or their respective officers, agent and employees.

Public Record

Respondents must be aware that all submitted proposal documents are subject to the Freedom of Access Act. Information contained in the proposals may be public after the review process has been completed.

Terms and Conditions

- This RFQ does not commit TOS to award a contractor contracts, to defray any costs incurred in the preparation of a response to this request, or to procure or contract for services.
- All submitted RFQs become the property of TOS as public records. All RFQs may be subject to public review, by request, unless exempted as discussed elsewhere in this RFQ.
- TOS reserves the right to reject all submittals. Selection is dependent upon the negotiation of a mutually acceptable contract with the successful respondent.
- TOS reserves the right to cancel, in part, or in its entirety, this RFQ including, but not limited to: selection schedule, submittal date, and submittal requirements. If TOS cancels or revises the RFQ, all respondents of record will be notified by TOS.
- TOS reserves the right to request additional information and/or clarifications from any or all respondents to this RFQ.