

City of Belmont

NORTH CAROLINA



REQUEST FOR QUALIFICATIONS

RFQ 2019.01 Community Branding

Issue Date: July 15, 2019

Closing Date: August 15, 2019



CITY OF BELMONT

NORTH CAROLINA

Issued By:	Administration Department 115 N. Main Street Belmont, NC 28012
RFQ Name:	RFQ 2019 Community Branding
Issue Date:	July 15, 2019
Pre-Proposal Meeting:	N/A
Questions Due Date:	August 1, 2019, in writing only, no later than 11:59 PM
Direct Inquiries To:	Jamie Campbell City Clerk/Project Manager jcampbell@cityofbelmont.org
Proposal Due Date:	August 15, 2019, no later than 3 PM EDT
Delivery of Submissions:	
By Mail:	Hand-delivery*:
City of Belmont	City of Belmont
P.O. Box 431	115 N. Main Street
Belmont, NC 28012	Belmont, NC 28012
Attention: Jamie Campbell	Attention: Jamie Campbell
Re: RFQ 2019 Community Branding	Re: RFQ 2019 Community Branding

*FedEx, UPS or similar carrier methods may require this address for delivery. Please verify this information with carrier.

Respondents are cautioned not to make changes to any of the terms and conditions in this solicitation. Doing so may render a Respondent's proposal unacceptable and unresponsive for award. Question and inquiries must be made in writing as outlined herein.

The CITY OF BELMONT, NC invites sealed submittals of qualifications for Community Branding to be received until 3 p.m., Eastern Daylight Time on 08/15/2019, to be submitted by mail, hand-delivery or express carrier.

GENERAL INFORMATION

To give our citizens every advantage in the increasingly competitive regional, national, and global marketplaces for securing the best jobs and opportunities today and for generations to come, the [City of Belmont](#), NC is searching for incredibly creative, highly skilled, forward thinking, and collaborative consultants with an impressive record of success to work with a project committee in uncovering the community's brand identity and formulating a compelling brand strategy that positions Belmont for increased success. The successful consultant will create a brand that delivers the right message(s) to existing as well as potential residents, visitors, employers, entrepreneurs, and investors. The consultant's brand strategy should enable Belmont to communicate its message in all types of communications.

The City of Belmont intends to select up to four consultants from the pool of qualified Respondents for first-round interviews either in person or teleconference. A second round of interviews for up to two finalists will be conducted in Belmont, NC, with the successful Consultant being hired by the City of Belmont based on the totality of the information provided in the RFQ response and the interviews as well as other information that may be gathered independently by the project committee from other sources.

Once selected and as will be detailed and agreed upon in a Contract for Services, the Consultant can expect to produce deliverables including but not necessarily limited to:

- 1) Branding Workshop with City staff and external stakeholders
- 2) Positioning Statement
- 3) Research on Competitive and Current State
- 4) Logo Development: Three (3) options w/three (3) rounds of revisions to the preferred option
- 5) Tagline: Three (3) options w/three (3) rounds of revisions to the preferred option
- 6) Key Marketing Messages
- 7) Multi-piece Collateral Design & Copywriting
- 8) Messaging Architecture
- 9) Brand Style Guide to include existing City Seal, City Event Branding, Department Logos, and Email Signatures
- 10) Rollout Plan

BACKGROUND

The City of Belmont is located at the northern end of a large peninsula of land surrounded by the Catawba River to the east, Lake Wylie to the south, and the South Fork of the Catawba River to the west. The construction of the railroad in 1871 and the subsequent siting of the Garibaldi Station along the tracks provided a link with the rest of the region. In 1872, the Caldwell Plantation was purchased and subsequently donated to the Benedictine monks and eventually led to the formation of Belmont Abbey. As the area surrounding Garibaldi Station and the Abbey developed into a small downtown area, the downtown portion of Belmont began to take shape. This built up area formed the core of Belmont when it was incorporated as a town in 1895. Most land outside of the town, including the peninsula, remained rural with inhabitants relying on agriculture for their livelihood. The coming of the Industrial Revolution in the late 1800's was to bring about changes for the developing Belmont community.

As the Industrial Revolution took place, textile manufacturing became an important industry for much of the south, including the Charlotte metropolitan area. Gastonia, located just west of Belmont, was the fourth largest textile center in the state by 1860. Belmont maintained much of its agricultural character until 1901 when the Chronicle Mill became the first textile facility within Belmont. Access to the railroad, proximity to Gastonia and Charlotte, and its location on the South Fork of the Catawba and Catawba Rivers provided an ideal location for the emerging textile industry. By the 1930's, over twenty textile mills were located in Belmont causing the population to soar from 145 people near the turn of the century to over 4,000 people. Many of the mills were planned as distinct "mill villages" which often included churches, stores, and residences to serve and house mill workers. These mill villages often provided a sense of community within the greater Belmont community. The legacy of these mill villages lives on today as the layout and visual appearance of Belmont, particularly older sections of the city, still reflects its early roots in textiles despite the waning of the textile industry in recent years.

The 1970's, 80's and 90's brought about the decline of the textile industry throughout the Charlotte region, while Belmont was largely able to stave off major losses until the late 80's and early 90's. A short period of decline followed, until the beginning of the Twenty-First Century brought about increased interest in Belmont and surrounding areas as people looked to take advantage of its proximity to Charlotte, location along a major interstate (I-85), and the adjacency to the rivers and Lake Wylie. Since the turn of the century, Belmont has seen the approval of numerous residential developments within and adjacent to current city limits. Remaining portions of the peninsula are quickly developing and portions of downtown are experiencing redevelopment and revitalization. Many of these developments are relatively high-end, including numerous waterfront properties, providing Belmont with an interesting mix of modern subdivisions and more modest established mill era housing. This modern era of development has Belmont poised at an interesting crossroads where it can establish a new identity while still maintaining its mill era sense of community. Belmont's historic downtown is listed on the

National Register of Historic Places. Belmont is consistently recognized as one of the best small communities in the Charlotte region to live and work, to find a home or start a business, and to raise a family or retire.

Belmont’s success is not a result of good fortune or happenstance, but rather the result of visionary planning and execution. In 2018, the Belmont City Council continued this course by adopting an updated comprehensive community plan to serve as a blueprint for achieving Belmont’s sustained success as a premier community that continues to offer new opportunities to live, work, play, shop, and dine in the place we call home.

TIMELINE

Distribution of RFQ	July 15, 2019
Deadline for Questions	11:59 p.m. August 01, 2019
Receipt of responses	3 p.m. August 15, 2019
Evaluation	September 1 – September 30, 2019
Selection	October 1, 2019
Contract award	October 7, 2019
Notice to Proceed	October 8, 2019

PROPOSAL SUBMITTAL REQUIREMENTS

By Mail:	Hand Delivery:
City of Belmont	City of Belmont
P.O. Box 431	Administration Department
Belmont, NC 28012	115 N Main Street
Attention Jamie Campbell	Belmont, NC 28012
RFQ 2019.01	Attention Jamie Campbell
	RFQ 2019.01

Interested consultants shall submit six (6) hard copies and one digital PDF version of their Statement of Interest (see below) in a sealed envelope to the City. No fax or email responses will be accepted or considered. Responses must be received no later than 3 p.m., Eastern Daylight Time, on 08/15/2019. Submittals may be mailed or hand-delivered, see specific addresses on page two (2) and any submittal received after the deadline by any delivery method will not be considered or evaluated.

SUBMITTAL FORMAT AND CONTENT

Respondents are required to submit concise responses to this document. Unless a specific exception is noted in your response, Respondents shall be assumed to be in

agreement with, and will employ, the technical approaches described in this request for qualifications and the scope of work as outlined in this RFQ. Submittals shall contain all elements of information requested. The City reserves the right to include any part of the selected submittal, either in addition to or in lieu of the specifications contained in this document, in the final contract.

The Statement of Interest must include the following sections and content:

- 1) Company Profile
- 2) Project Team Members and Services To Be Performed
- 3) Experience and Reference Summary
- 4) Identification of Lawsuits and Administrative Claims/Fines
- 5) Cost Estimate
- 6) Proposed Scope of Work Timeline

Detailed requirements and directions for the preparation of each section are presented below. All pages in the proposal must be 8½" x 11". Page length requirements are denoted per each section. Only a front-cover page and back-cover page shall not count toward the overall page length requirements of the RFQ. All other pages shall be counted (e.g. divider pages, section pages, title pages, etc.) toward the overall page length requirements. Respondents are encouraged/cautioned to adhere to the page counts per each section below (if a count is specified).

Section 1: Company Profile (no more than two (2) pages)

Please include the following Company Profile information for your firm (if multiple firms are responding as a team, provide the required information for each company):

- 1) Company name and business address, telephone and facsimile numbers, email addresses, website URL(s), and social media page(s) locator(s)
- 2) Type of ownership and parent company (if any); pending ownership changes (if any)
- 3) Indicate whether the company is licensed to do business in the State of North Carolina
- 4) Company Financial & Stability Status
- 5) Project manager's name and contact information

Section 2: Project Team Members and Services To Be Performed (no more than nine (9) pages)

- 1) Identify the administrative contact for the Respondent who would coordinate providing services under this agreement. The administrative contact should be the primary point of contact to initiate work under the agreement with the necessary authority to execute agreement and negotiate compensation.
- 2) Identify the team members proposed for each task within the scope of work to be performed and what approximate percentage each of these members will be doing.
- 3) Identify the role and experience of each team member as it relates to the each task within the scope of work to be performed, with specific reference to their participation in similar projects.

4) Identify which services would be performed by in-house forces and which services will require sub-contractors.

Section 3: Experience and Reference Summary (no more than four (4) pages)

For experience, please provide information on your agency's strategy and approach to projects of this type, including three (3) examples of other similar projects you have undertaken, how you produced the deliverables and evaluated effectiveness. If Respondents have no other projects that are similar in scope of work to this RFQ, please state this.

For references, Respondents must include at least three (3) references that can be contacted by the City. Please provide the following information:

- 1) Reference name
- 2) Name and address of client
- 3) Client contact person (name/position/current phone number and email address)
- 4) Period of contract
- 5) Description of overall scope of work, including all services and deliverables
- 6) Status and comments

Section 4: Identification of Lawsuits and Administrative Claims/Fine (no more than one (1) page)

Respondents must identify all lawsuits, administrative claims or fine proceedings the Respondent has been a party to in the past five (5) years. In the response be sure to include any fines levied by any governmental unit relating to the proposed work in this RFQ such as fines from the EEOC, Department of Labor or similar unit of government.

Section 5: Experience working with the City of Belmont, if any (no more than two (2) pages)

Respondents must identify and provide their experience working for the City of Belmont.

Section 6: Cost Proposal (no more than two (2) pages)

- 1) Respondents shall submit a total project cost estimate based on the information provided in this RFQ, including accounting for anticipated travel, taxes, fees, and other miscellaneous expenses.
- 2) Respondents shall submit an estimated cost for each of the deliverables listed in the General Information section.
- 3) Respondents shall provide hourly rates per project team member.
- 4) Respondents shall indicate the minute interval used by the Company for hourly billing (e.g. 15, 10, or 6 minute intervals).

Section 7: Proposed Scope of Work Timeline (no more than one (1) page)

- 1) Respondents shall include a proposed timeline from Notice to Proceed to project completion, with various milestones based on the proposed approach specified.

RFQ QUESTIONS

Questions should be directed to: Jamie Campbell in the City's Administration Department via e-mail: jcampbell@cityofbelmont.org. Only emailed questions will be addressed and answered. All questions must be received by 11:59 p.m., Eastern Daylight Time on 08/01/2019. No questions or requests for clarifications will be accepted after this time. Responses to questions will be emailed with all addenda and clarifications issued by 11:59 p.m., Eastern Daylight Time on 08/05/2019.

The issuance of such written responses is the only official method by which interpretation, clarification or additional information will be given by the City. Only requests answered by formal written responses will be binding. Oral and other interpretations or clarifications will be without legal effect.

SELECTION CRITERIA

The Belmont staff and committee members will evaluate individual submittals in context of the Respondent's overall capabilities, experience, and the information provided in each response. Any Respondent determined to be technically unqualified, or whose submittal is deemed unresponsive, will not be considered.

The submittals will be evaluated on the following criteria, listed not necessarily in order of importance:

- Past experience with similar projects
- Stability of company
- Ability to complete the scope of work in a timely manner without major deviations from the requirements
- Project team members' experience regarding similar services performed
- Proposed cost
- Proposed project timeline

AWARDING OF CONTRACT

The City will select a Consultant qualified to provide these services and thereafter seek to negotiate a contract with the best qualified firm. Consideration will be given to only those proposals received from Respondents who are properly licensed and experienced in the class of work proposed and who can refer to similar scopes of work that are of a comparable magnitude. The city also reserves the right to reject any and all offers and to

waive informalities or technicalities as it may deem to be in its best interest.

NEGOTIATING WITH OFFERERS

The City reserves the right to award a contract, based on initial offers received from Respondents, without discussion and without conducting further negotiations. The City may also, at its sole discretion, have discussions with Consultants, and the City may enter into negotiations separately with such Consultants. The City shall not be deemed to have finally selected a Consultant until a contract has been successfully negotiated and signed by all parties.

RESPONSIBILITY FOR COSTS

Respondents shall be fully responsible for all costs incurred in the development and submission of this submittal. Submittal documents should be prepared simply and economically, providing a straightforward and concise description of the Respondent's capabilities to satisfy the requirements of the request. Emphasis should be placed on completeness and clarity of content. Selected Respondents may be asked to present in person the substance of their response to City staff and external stakeholders. All costs of such presentations shall be borne solely by the Respondent.

PUBLIC RECORDS AND SUBMITTED PROPOSALS FROM RESPONDENT

Records received by the City of Belmont in response to a bid solicitation or a request for proposals/qualifications are public records and subject to public inspection and copying. Some bid records are public as soon as received by the City, others become public at bid opening and others at bid award.

The Public Records law (N.C.G.S. 132-1 et seq.) authorizes the City to withhold from public inspection and copying legitimate and properly marked "trade secrets". If a record meets all of the following conditions:

- it is a "trade secret" as defined in G.S. 66-152(3); and
- it is the property of a private "person" as defined in G.S. 66-152(2); and
- it is disclosed or furnished to the City in connection with a bid or proposal; and,
- it is marked as "confidential" or as a "trade secret" at the time of its initial disclosure to the City,

then the City may withhold that particular trade secret from a public record inspection request.

If, as part of Respondent's bid or proposal, Respondent submits to the City any record, or portion of a record, that Respondent considers to be a trade secret meeting the definition contained in G.S. 66-152 (2), Respondent shall clearly mark the particular record, or portion of the record, that meets the definition of trade secret as TRADE

SECRET or CONFIDENTIAL TRADE SECRET. In the event the City receives a public records request for records Respondent designates as “trade secret”, the City will notify Respondent and give Respondent the opportunity to, within one week of such notification, (1) confirm in writing that the specific record, or portion of record, that Respondent designated as TRADE SECRET meets the requirements of G.S 132-1.2 and G.S. 66-152, and the reasons therefore, and (2) to indemnify the City in the event a challenge is brought for the withholding of a record based on Respondent having designated it a trade secret. The City will only withhold the record if both conditions have been fulfilled to the City’s satisfaction.

RESPONDENT QUALIFICATIONS

Respondents shall be required to submit evidence that they have relevant experience and have previously delivered services similar to those required.

Respondents may additionally be required to show that they have satisfactorily performed similar work in the past and that no claims of any kind are pending against such work. No submittal will be deemed responsive from any Respondent who is engaged in any work which would impair its ability to perform or finance this work or from any Respondent with outstanding claims pending for work of a similar nature, either completed or in progress.

No submittal will be deemed responsive from, nor will a contract be awarded to, any Respondent who is in arrears to the City upon any debt or contract, or who is in default, as surety or otherwise, upon any obligation to the City, or is deemed to be irresponsible or unreliable by the City.

RIGHT TO REJECT SUBMITTALS

The City reserves the right to reject any and all submittals. This submittals request is neither a contractual offer nor a commitment to purchase services. The City assumes no contractual obligation as a result of the issuance of this request, the preparation or submission of a qualifications statement by a Respondent, the evaluation of statements, or final selection.

CONFLICT OF INTEREST

By submission of a response, the Respondent agrees that at the time of submittal, it: (1) has no interest (including financial benefit, commission, finder’s fee, or any other remuneration) and shall not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of Respondent’s services, and (2) will not benefit from an award resulting in a “Conflict of Interest.” A “Conflict of Interest” shall include holding or retaining membership, or employment, on a board, elected office, department, division or bureau, or committee sanctioned by and/or governed by the City. Respondents shall identify any interests, and the individuals involved, on separate

paper with the response and shall understand that the City, in consultation with legal counsel, may reject their proposal.

COMPLETE SERVICES/PRODUCTS

Respondents shall be required to (a) furnish all tools, equipment, supplies, supervision, transportation, and other execution accessories, services, and facilities; (b) furnish all materials, supplies, and equipment specified and required to be incorporated in and form a permanent part of the completed work; (c) provide and perform all necessary labor; and, (d) in accordance with good technical practice, with due diligence, and in accordance with the requirements, stipulations, provisions, and conditions of this document and the resultant contract, execute and complete all specified work to the satisfaction of the City.

ADDITIONAL SERVICES

From time to time during the period of work outlined in the RFQ and afterward, the City may elect to have the Respondent perform services that are not specifically described in the scope of work but are related to the contracted services (the "Additional Services"), in which event the Respondent shall perform such Additional Services on a time-and-materials basis, and at an hourly rate that does not exceed the hourly rate negotiated in the awarded contract for each of the Respondent's personnel assigned to perform such Additional Services. This will be accomplished through an amendment to the contract.