

REQUEST FOR PROPOSALS

Request for Proposals for:

Economic Development Marketing Services

The Town of Apple Valley is seeking an experienced marketing consultant to perform the following service: **Design and Development of Collateral Marketing Materials for a Multi-Faceted Business Attraction Program**

Issued on April 21, 2008 by:

Town of Apple Valley, CA
Economic and Community Development Department

Proposal Due Date:

5:00 p.m. on Wednesday, May 14, 2008

Proposal Due To:

Orlando Acevedo
Attn: Proposal for Marketing Services
Economic and Community Development Department
Town of Apple Valley
14955 Dale Evans Parkway
Apple Valley, CA 92307

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I. Introduction

The Town of Apple Valley is seeking a qualified marketing consultant with extensive experience in developing collateral marketing materials that assist municipalities, economic development agencies and redevelopment agencies with the implementation of their business attraction efforts. The successful firm will be responsible for developing an approved marketing concept and providing written content, design and graphics for a marketing brochure, as well as a trade show exhibit display. The marketing materials should target the following audiences: businesses, development entities, tenants, corporate site selectors, real estate brokers and agents, investors and property owners in both the commercial and industrial sectors.

II. Background

Today in Apple Valley, residential expansion has given way to logistics and distribution; and the retail boom is settling into a steady stream of new tenants. Now exceeding 75,000 residents, Apple Valley's economic outlook remains strong.

Apple Valley is the premier residential community of the High Desert and is quickly becoming a dynamic retail destination. With more than 2.5 million square feet of retail space recently opened or under construction, Apple Valley has doubled its annual sales tax revenue in five years. Since 2005, more than 100 new stores and restaurants opened, with another 80 expected by 2010. Super Target, UltraStar Cinemas, Cinemark and Best Buy are just a few new anchor stores.

Apple Valley is one of the most business-friendly communities in California. The 2007 Kosmont Companies-Rose Institute "Cost of Doing Business Survey" ranks Apple Valley as one of the 4 least costly cities for doing business in the High Desert/Inland Empire region.

The Town realizes time is money. A project located in our 5,100 acre North Apple Valley Industrial Specific Plan (NAVISP) can be entitled in as little as 120 days. Multiple Town divisions work together under the director of economic and community development to create a seamless and expedited development services operation. In addition, Express Plan Check offers over-the-counter plan check and building permits for a number of administratively approved submittals. In 2007, Southern California Edison rolled out its Site Certification Program—an 80-acre site in Apple Valley is the first shovel-ready certified site in California.

The NAVISP focus area offers easy access to Interstates 15 and 40 and Highways 18 and 395. Apple Valley is just 15 minutes from Southern California Logistics Airport and 95 minutes from the Ports of Long Beach and Los Angeles. Apple Valley Airport offers convenience for private corporate travel, and Ontario International Airport is only 45 minutes away.

Slated to become a major hub for logistics, research and development and light manufacturing, The NAVISP will provide over 30,000 thousand jobs at build out. Fresenius Medical Care's 70,000 square foot distribution facility and Wal-Mart's 1.3 million square foot distribution center employ more than 1100 people. First Industrial Realty Trust and Watson Land Company are just two companies acquiring vast acreage for industrial park development.

III. Scope of Services

The Town of Apple Valley is seeking an experienced Consultant to perform the following service: **Design and Develop Collateral Marketing Materials for a Multi-Faceted Business Attraction Program**. The points outlined below reference concepts or features the Town proposes as a product framework and is not intended to hamper the creativity or preferred formatting produced by the Consultant. The Consultant is encouraged to formulate and propose concepts, focus points, text, graphics, tables and other tools designed to effectively communicate the Town's desired marketing approach.

- ✓ Graphics design
 - Contemporary feel that complements the energy, style and layout of Town's new website, and more importantly, the Economic and Community Development Department's Home Page, which is presently under construction

- Review and potentially modify existing economic development logo. Integrate color schemes and enhance existing Department logo (Apple and slice) and slogan (“We make it easy to get your slice of the Apple!”)
- Provide dynamic design and accessories that can be updated on an as-needed basis to incorporate market conditions, marketing approach, new tenant announcements, and other evolving and unanticipated factors
- Presentation of demographic data and other data tables
- Regional and local maps (identify Apple Valley in Southern California trade area)
- Photography (provided by Town)
- Town maps such as Zoning, Active Residential Projects, NAVISP, Redevelopment Areas, commercial activity
- ✓ Prospectus development
 - Brochure design and content
 - Pocket(s) for inserts and business card
 - Cover design (front and back)
 - Minimum four (4) double sided sheets/inserts
- ✓ Focus Headlines/Topics
 - Regional and location data
 - Demographics
 - Transportation
 - Labor market
 - Real estate opportunities
 - Business-friendly environment
 - Comparisons with nearby cities
 - Fast-Track Approval Process
 - NAVISP and Industrial Development (emphasis)
 - Retail
 - Civic Center
 - Health Care
 - SCE Certified Site and program benefits (emphasis)
 - Education
 - Lifestyle
 - Vision 2010
- ✓ Printing - estimate 1,000 pieces at roll-out with future quantities to be determined
- ✓ Integrate graphics and content with existing home page of website (Vision Internet) as well as exhibit booth design (exhibit booth designer/producer to be determined)

IV. Submission Requirements

The proposal, **not to exceed 15 pages**, shall include the following information **submitted in the order requested**:

1. Name of firm and contact information
2. A statement that demonstrates the consultant’s understanding of the project and services required.
3. Proposal, including summary, schedule specifications, project implementation, project management, warranty and support, etc. It should include a description of the Consultant’s approach to the project, including an outline of the sequential tasks, major benchmarks, milestones dates and deliverables.
4. A summary of similar project experience in which your firm has taken a lead role.
5. A summary, with resumes (**include resumes as exhibit in addition to Proposal**), of key staff on the project team who will be directly involved in the project. Staff resumes should focus on individuals who will have primary responsibility for performance of the work with less emphasis on firm principals unless firm principals will be directly involved in project implementation.
6. Client references (name and title, addresses, phone number) of other cities/agencies who can address the quality of the work, and related issues, of the key staff to be involved in the project.
7. Designation of a single point of contact for coordination of the project and primary office from which the work will take place.

8. Proposed use of Town staff, as well as any equipment, materials or additional data that will be expected from the Town during the course of the project.
9. Projected timeline.
10. Proposed services to be sub-contracted, anticipated subcontractors and costs for these services.
11. Cost and payment schedule, including method for calculating total cost estimate and any other projected costs.
12. Samples of product/portfolio (**permitted as exhibit in addition to Proposal**)

Submit three (3) copies of the proposal and one (1) copy on CD to the address indicated on the cover.

V. Evaluation and Selection Criteria

All responsive proposals will be evaluated and scored in accordance with adopted evaluation criteria by the Review Panel. Depending upon the number of responsive proposals received, the Review Panel will, as appropriate, recommend the top-scoring Respondent to the Town Council. In the sole discretion of the Review Panel, Respondents rated #2 and #3 may be submitted to the Town Council in the event the Town Council selects Respondent #1 and the Town and Respondent #1 are unable to consummate negotiations by entering into an appropriate agreement. Proposals will be ranked based primarily upon the following criteria:

- A. Consultant's understanding of the project requirements
- B. Consultant's approach to the project
- C. Consultant's proposed completion date of the project
- D. Consultant's related project experience
- E. Qualifications of assigned personnel
- F. Reference checks
- G. Project Cost

A Review Panel interview will be scheduled with the highest scores. The agreement shall include a "Not to Exceed" total for the contract.

In the discretion of the Review Panel, or at the request of the Town Council, in addition to the Proposal of the top-scoring Respondent, Proposals, or summaries of Proposals of additional Respondents, may also be submitted to the Town Council for its consideration before awarding a contract for Marketing Services, and also for future consideration in the event the Town Council and a selected Respondent are unable to consummate negotiations for and enter into an appropriate agreement. The Council reserves the right to enter into an agreement with the top-scoring Respondent, or may determine not to enter into an agreement. The decision of the Town Council is final.

VI. Authority to Withdraw

The Town of Apple Valley reserves the right to reject any and all proposals and waive any irregularities or informalities in the Request for Proposals process. The Town of Apple Valley further reserves the right to award the contract to other than the lowest, responsible proposer if such action is deemed to be in the best interest of the Town of Apple Valley

VII. Indemnification

The chosen Consultant will agree to protect, defend, indemnify and hold harmless the Town, its officers, directors, agents, employees, servants, and volunteers free and harmless from any and all liability, claims, judgments, costs and demands, including demands arising from injuries or death of persons (including employees of the Town and the supplier) and damage to property, directly or indirectly out of the obligations herein undertaken or out of the operations conducted by the supplier, its employees, agents, representatives or subcontractors under or in connection with this contract.

VIII. Agency Discretion, Non-Liability Waivers and Hold Harmless

The information in this RFP is intended to provide general information regarding the need for services. This information is not intended or warranted to be a complete statement of all of the information respondents may be required to ultimately submit.

This RFP does not commit the Town of Apple Valley (Town) or the Redevelopment Agency (Agency) of Apple Valley to pay any costs incurred in the preparation of a response to this RFP. The Town/Agency reserves the right to accept or reject any proposal in part or in its entirety. The Town/Agency reserves the right to choose any number of qualified finalists. In addition, the Town/Agency reserves the right to issue written notice to all participants of any changes in the proposal submission process and schedule, should the Town/Agency determine, at its sole and absolute discretion, that such changes are necessary. **The proposing entity, by submitting a response to the RFP waives all rights to protest or seek any legal remedies whatsoever regarding any aspect of the RFP.**

VIII Project Tentative Timetable

Date(s)	Action(s)
April 21, 2008	RFP disseminated
May 14, 2008	Proposals submitted to Department by 5:00 p.m.
Week of May 26, 2008	Interviews
June 10, 2008	Award of Contract
TBD	The Town anticipates and expects an aggressive commitment level on the part of the consultant to complete the project in a timely manner. The completion date is one of the factors that will be considered in evaluating the proposals.

IX. Staff Contact

All questions regarding this Request for Proposals shall be directed to:

Orlando Acevedo, Economic Development Specialist II
Town of Apple Valley, Economic and Community Development Department
14955 Dale Evans Parkway
Apple Valley, CA 92307
Phone: (760) 240-7000 x7920
Email: oacevedo@applevalley.org