



## REQUESTS FOR PROPOSALS

Regional Positioning/Branding Plan for the  
Village of Oswego

**LEGAL NOTICE**

**INVITATION TO BID**

**TO PROVIDE REGIONAL POSITIONING/BRANDING PLAN**

The Village of Oswego, Illinois has issued this Request for Proposals for the purpose of selecting a qualified firm to review, assess and provide recommendations for Regional Positioning/Branding Plan for the Village of Oswego

A scope of services is included.

Proposals must be submitted no later than 10:00 a.m. on Tuesday, June 14, 2016. Firms must submit five (5) completed hard copies and one digital copy in a sealed envelope clearly marked "Proposals for Regional Positioning/Branding Plan." All proposals must include all costs in one sealed envelope clearly labeled as such. Proposals shall be mailed or hand delivered to:

Tina Touchette  
Village Clerk  
Village of Oswego  
100 Parkers Mill  
Oswego IL 60543

Re: Proposals for Regional Positioning/Branding Plan

Proposals submitted must include all information and documents as requested in this request for proposals. No oral or electronic proposals, including those sent by facsimile or via email, will be accepted or considered. All proposals received after the submittal time will be rejected and returned unopened. The Village reserves the right to reject any or all proposals and to waive any informality. Proposal packets are available online at [www.oswegoil.org](http://www.oswegoil.org) or at the Oswego Village Hall, 100 Parkers Mill, Oswego, Illinois.

Proposals will be opened and evaluated in private and proposal information will be kept confidential until an award is made.

The Village reserves the right to reject any or all proposals and to waive any informality.

Emailed or faxed bids will not be accepted.

Award of Contract: The Village of Oswego Board of Trustees will make the final award of the proposal or contract.

Questions shall be addressed to:

Michele Brown  
Community Relations Manager  
Village of Oswego  
100 Parkers Mill  
Oswego, IL 60543  
[mbrown@oswegoil.org](mailto:mbrown@oswegoil.org)

# **SPECIFICATIONS**

## **I. Conditions**

1. The firm is responsible for being familiar with all conditions, instructions, and documents governing this contract. Failure to make such preparations shall not excuse the firm from performance of the duties and obligations imposed under the term of this contract.
2. The firm further understands and agrees that if this proposal is accepted, they are to furnish and provide all labor, materials, tools and equipment necessary as specified in this agreement.
3. The firm will not be reimbursed by the Village for any costs involved in the preparation and submission of the proposal or in the preparation for and attendance at subsequent interviews.
4. The Village of Oswego is exempt from State and Federal taxes. Proposals shall not include any taxes or fees.
5. Prospective firms shall not contact any Village employee, official or board member on matters relating to this request for proposals, except as indicated herein.
6. Proposals shall be considered firm and valid for at least 60 days following submittal deadline.

## **II. Background**

The Village of Oswego was first settled in 1833 and formally incorporated in 1852. The Village of Oswego is located approximately 50 miles southwest of Chicago in the northeast corner of Kendall County. The Village population reached 30,355 with the 2010 decennial census.

Oswego is well situated at the southern end of the Fox River Valley in Kendall County, Illinois. The community is striving to keep its small town character during a period of significant growth. The Village is a home-rule municipality.

## **III. Purpose**

The purpose of this request for proposals (RFP) is to obtain a professional regional positioning/branding plan for the Village of Oswego. The selected respondent will be responsible for evaluating the Village's existing marketing methods and forming a plan and strategy to improve and enhance those efforts. The respondent will be expected to create a series of executable actions items and then execute those deliverables, or seek third-party technical assistance as needed. It is Village staff's intent to take over and maintain the marketing plan at the end of the respondent's engagement, while the consultant would be considered for assistance or special projects or initiatives.

## **IV. Objective**

The Village of Oswego is a full-service municipal organization that places a high expectation on customer service. As part of the Village's commitment to service, staff and officials want to ensure the Village is uniquely positioning itself amongst its competitors for economic and residential growth. For many years, the Village has handled its own marketing efforts with existing employees. The result of which is a modest, basic platform that includes a logo, website and social media presence. The Village wishes to enhance and expand those efforts and needs both the expertise and capacity of an individual or firm to lead the Village in these efforts.

The respondent will work closely with Village staff, elected officials, and Village partners to plan and organize regional positioning. The selected respondent will negotiate a contract for provisions of services to a not-to-exceed cost. In summary, the Village seeks a marketing professional to:

1. Create a regional positioning/branding plan along with a series of executable action items to implement for said plan including costs;
2. Turn over maintenance of the plan to the Village while potentially maintaining an agreement to work on future projects or strategies.

General Process and Schedule

<b>Estimated Selection Process Steps</b>	<b>Date(s)</b>
Release of Request for Proposals (RFP)	May 16, 2016
Proposals Due	June 14, 2016, 10 a.m.
Interview of Finalist(s) (If needed)	June 27, 2016
Estimated Village Board Approval	July 5, 2016
Estimated Engagement start	July 15, 2016

**V. Proposal Evaluation**

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Thoroughness and understanding of the tasks to be completed.
- Background and experience in regional positioning and branding.
- Firm’s or individual(s) overall experience
- Ability to provide documents and service requested.
- Public sector experience in a municipal setting, conducting similar work.
- Cost.

The respondent must demonstrate the ability to provide:

- Excellent oral and written communications skills.
- Creativity and ability to facilitate successful regional positioning and branding strategies.
- Experience developing and implementing branding objectives.
- Knowledge of emerging trends and technologies.
- Ability to effectively collect, compile and assemble information clear, concise manner.
- Ability to work on sensitive and confidential projects which pertain to the Village.

**VI. Proposal Requirements**

This section outlines the information that must be included in the Proposal. Vendors should review this list to ensure that their Proposals include all requested information prior to submission.

## **General Instructions**

All questions should be directed to Michele Brown, Community Relations Manager, by email to mbrown@oswegoil.org, no later than June 1, 2016. Questions received after this deadline will not be accepted.

## **Answers to Submitted Questions**

Answers to submitted questions will be published on the Village's website no later than June 5, 2016, at <http://www.oswegoil.org/business-and-development/bids-and-rfps.aspx>.

## **Proposals Due**

Five (5) original and one (1) electronic version on a CD or USB flash drive in Word or PDF format and one (1) separate sealed cost proposal must be received no later than June 14, 2016 by 10:00 a.m. addressed to

Tina Touchette  
Village Clerk  
100 Parkers Mill  
Oswego, IL 60543

Requests for extension of the submission date will not be granted unless deemed in the best interests of the Village. Vendors submitting proposals should allow for normal mail or delivery time to ensure timely receipt of their proposal.

Any proposal received after the stated closing time will be returned unopened. If proposals are sent by mail or other carrier (UPS, FedEx, etc.) to the Village Clerk's Office, the vendor shall be responsible for actual delivery of the proposal to the Village Clerk's Office before the stated closing time. If mail or carrier service is delayed beyond the date and hour set for the closing time, proposals thus delayed will not be considered and will be returned unopened.

Fax or email proposal submittals will not be accepted.

## **VII. Proposal Format**

Proposals should follow the Request for Proposals format provided below. Please include a Table of Contents at the beginning of the proposal clearly outlining the contents of each section. Please provide the following sections, as a minimum:

- a. Cover Letter signed by an individual authorized to bind the proposing entity. The cover letter should include an introduction of the firm and statement of professional qualifications. (1 page maximum)
- b. Official name and address of the company
- c. Description of Respondent(s). The names, title, address, phone number and qualifications (resumes) of the proposed staff, including point of contact, and/or support staff, including their experience and projects in which they had "hands on" responsibility. (10 pages maximum)
- d. Contact information for any subcontracts, including names, titles, address, phone numbers, and e-mail addresses.

- e. A list of references for similar projects completed in the past five years including names of contact persons and telephone numbers, description of services provided, start date and end date of contract (if applicable)
- f. Scope of work (a description of the proposed work program including a description of deliverables and activities to be performed). (5 page maximum)
- g. Identify the technology needs, including what the respondent is able to provide and if necessary what equipment would need to be provided by the Village. (1 page maximum)
- h. The respondent shall present a cost proposal that includes associated fees (i.e. attendance at meetings, travel, etc.). A requested payment schedule should accompany the work schedule. (2 page maximum)
- i. Any potential work not included within the proposed scope of services, or which has not been mentioned in this RFP, must be clearly identified, along with a suggested basis for payment, should those services be necessary or elected by the Village.

Note: All Proposals must be signed by a duly authorized official representing the vendor.

Only written communication from the Village may be considered binding. The Village reserves the right to terminate the selection process at any time and to reject any or all Proposals. The contract will be awarded to the vendor whose overall Proposal best meets the requirements of the Village.

The Village shall not be responsible for any pre-contract costs incurred by interested vendors participating in the selection process.

The contents of each vendor's proposal shall remain valid for a minimum of 60 calendar days from the proposal due date.

Vendors should provide copies of any sample contracts for outsourced communication/marketing services. Please note that all contracts are subject to negotiation.

The Village of Oswego will require the vendor selected to agree to include the contents of this Request for Proposals and all representations, warranties, and commitments in the proposal and related correspondences as contractual obligations when developing final written contracts.

## **VIII. Scope of Services**

1. Review and critique the Village's current marketing methods;
2. Review and critique the Village's current logo;
3. Conduct a community survey and/or collect input from the Village's stakeholders and partners to review the existing perceptions;
4. Advise and assist staff in the refinement, identification and execution of Village-wide and department specific regional positioning/branding strategies, goals and objectives;
5. Create a marketing strategy that includes a motto and/or tagline, style guides and graphic design templates;
6. Create a branding and identity plan that incorporates unique regional positioning for economic and residential growth and attracts visitors to the Village of Oswego;
7. Provide a timeline for the plan;
8. Provide a scope for implementation.

## **IX. Village Responsibilities**

The Village will provide the consultant with all relevant information it has pertaining to the organization, projects, and operations. If required the Village will work to provide an amicable agreement for use of technology including access to a computer, fax machine, copier, printer, telephone extension, internet service, secure wireless network, digital camera, email address, general office supplies, and if necessary office space located in Village Hall (100 Parkers Mill).

### **AVAILABLE INFORMATION**

Available sources of information include but are not limited to:

- Village of Oswego – [www.oswegoil.org](http://www.oswegoil.org)
- Village's Comprehensive Plan - <http://www.oswegoil.org/OSWEGO2015COMPREHENSIVEPLAN.pdf>

### **Available Budget/Contract**

The Village wishes to negotiate a contract with a “not to exceed” The Village of Oswego assumes no liability for actions of the Consultant, Consultant's directors, officers, owners, employees, agents or any other person acting on or purporting to act on behalf of Consultant (the “Consultant Group”) under this Professional Services Agreement. Consultant agrees fully to indemnify and hold harmless the Village of Oswego against any and all liability, loss, damage, cost or expenses, including attorneys' fees, which the Village of Oswego may sustain, incur or be required to pay as a result of any and all wrongful or negligent acts of the Consultant Group in the performance of its/his/her services and obligations under this Professional Services Agreement. The foregoing indemnity shall also apply to, but not be limited to, any failure of the Consultant to obtain permission from the Village prior to any personnel or replacement personnel providing services under this Professional Services Agreement.

The Consultant shall maintain workers' compensation insurance on its own behalf and shall fully indemnify and hold harmless the Village of Oswego against any and all liability, loss, damage, cost or expense which the Village of Oswego may sustain, incur or be required to pay as a result of any and all accidental injuries suffered by the Consultant Group.

It is understood and agreed to by the parties that the Consultant must be required to maintain Commercial General Liability insurance with coverage limits of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate, and Automobile Liability coverage with limits of not less than \$500,000 per occurrence and \$1,000,000 aggregate. A Certificate of Liability Insurance naming elected and appointed officials, employees and agents of Village of Oswego as additional insureds shall be attached to this Professional Services Agreement.

## **XI. Termination**

This Professional Services Agreement may be terminated immediately by, or at the direction of, the Village Board, in the Village Board's sole discretion; and in such an event, Village Board shall cause immediate written notice of such termination to be given to Consultant. In every such event in which the Village Board shall terminate the services of Consultant, Consultant is obligated and agrees to refund to the Village of Oswego all moneys paid to it by the Village of

Oswego for services not rendered by said Consultant through the date on which Consultant shall receive notice of termination or the effective date thereof. Further, in the event of such termination, the Consultant shall immediately deliver or return to the Village of Oswego all work product produced by or for the Village of Oswego under this Professional Services Agreement.

## **XII. Notice**

Any notices which are required to be given or which may be given under this Professional Services Agreement shall be sent to the parties at the addresses shown in the "Parties" Section of this Professional Services Agreement. Service may be given by any means capable of producing a written confirmation of receipt, excluding e-mail.

## **XIII. Non-Assignability**

Consultant understands that this Professional Services Agreement is an agreement for the personal services of Consultant or its/his/her employees and that it is made by the Village of Oswego in reliance on Consultant's or its/his/her employees' personnel skill and knowledge in the activity to be conducted, and as represented by Consultant. Accordingly, this Professional Services Agreement is non-assignable by Consultant.

## **XIV. Regulations**

A. Compliance. The Consultant warrants that it is familiar with and shall comply with Federal, State and local laws, statutes, ordinances, rules and regulations and the orders and decrees of any courts or administrative bodies or tribunals in any manner affecting the performance of the Agreement including without limitation Workers' Compensation Laws, minimum salary and wage statutes and regulations, laws with respect to permits and licenses and fees in connection therewith, laws regarding maximum working hours. No plea of misunderstanding or ignorance thereof will be considered.

B. Evidence of Compliance. Whenever required, the Consultant or subcontractor shall furnish the Client with satisfactory proof of compliance with said Federal, State and local laws, statutes, ordinances, rules, regulations, orders, and decrees.

C. Non-discrimination. Consultant shall comply with all terms of the Equal Employment Opportunity Clause of the Illinois Fair Employment Practices Commission.

At all times Consultant shall remain in compliance with the Illinois Human Rights Act (775 ILCS 5/2-101, et seq.), and in addition shall at all times comply with Section 2-105 of the Illinois Human Rights Act requiring a written sexual harassment policy as defined therein.

D. Drug-Free Workplace: Consultant shall comply with all terms of the Drug Free Workplace Act (30 ILCS 580).

E. Certification. Consultant understands, represents and warrants to the Village that the Consultant is in compliance with all requirements provided by the Acts set forth in this Section XI and that it will remain in compliance for the entirety of the Agreement. A violation of any of

the Acts set forth in this Section is cause for the immediate cancellation of the Agreement. However, any forbearance or delay by the Village in canceling this Agreement shall not be considered as, and does not constitute, Village's consent to such violation and a waiver of any rights the Village may have, including without limitation, cancellation of this Agreement.

**XV. Miscellaneous**

A. This Professional Services Agreement, which includes the Proposal referred to under Section IV, constitutes the entire agreement between the parties pertaining to the subject matter hereof and supersedes all prior or contemporaneous agreements and understandings of the Parties in connection therewith. No modification of this Professional Services Agreement shall be effective unless made in writing, signed by both parties hereto and dated after the date hereof.

B. This Professional Services Agreement shall be governed by and construed in accordance with the laws of the State of Illinois. Venue for any dispute arising hereunder shall be the Circuit Court of the Twenty Third Judicial Circuit, Kendall County, Illinois.

C. Each of the parties acknowledges the receipt of good and valuable consideration for its/his/her respective agreements contained in this Professional Services Agreement.

D. This Agreement may be executed in counterparts, each of which shall be deemed to be an original, but all of which together will constitute one and the same instrument.

**XVI. Sexual Harassment**

During the entire term of the contract, Contractor shall have in full force and effect a written Sexual Harassment Policy, which complies with the Illinois Human Rights Act (775- ILCS 5/1-101 et.seq.) including at least the following: 1) a statement on the illegality of sexual harassment; 2) the definition of sexual harassment under Illinois Law; 3) a description of sexual harassment, utilizing examples; 4) an internal complaint process, including penalties; 5) the legal recourse, investigative and complaint process available through the Illinois Department of Human Rights ("Department") and the Illinois Human Rights Commission ("Commission"); 6) directions on how to contact the Department and the Commission; and 7) protection against retaliation as provided by Section 6-101 of the Act.

**DIRECTIONS FOR DELIVERY OF THE PROPOSAL**

Proposals shall be delivered with the subject line clearly identified as: "Response to Request for Proposals for Regional Positioning/Branding Plan". Proposals shall be addressed to Tina Touchette, Village Clerk, 100 Parkers Mill, Oswego, IL 60543

All responses must be received by 10:00 a.m. on June 14, 2016. Vendors will receive a response e-mail confirming the receipt of the proposal(s).

**CONTACTS**

Questions concerning this RFP should be directed to Michele Brown, Community Relations Manager via email at mbrown@oswegoil.org or 630-554-4636.