



**REQUEST FOR PROPOSAL
FOR
PROFESSIONAL SERVICES**

Special Event Planning & Consulting Services

Submittal Date: Thursday, Dec. 20, 2012 by 12:00 PM

Michael B. Coleman, Mayor

Greg J. Davies, Director, Public Utilities

REQUEST FOR PROPOSALS

Special Event Planning & Consulting Services

The City of Columbus, Ohio, Department of Public Utilities (the Departments) is soliciting proposals through the request for proposals (RFP) process to provide for professional consulting services to assist it in planning, marketing and executing a conference for small businesses.

Selection of professional services shall be in accordance with Section 329.14 of Columbus City Codes, 1959. Any agreement or contract entered into will be in accordance with the provisions of Chapter 329 of Columbus City Codes, 1959, the standard agreements for professional services of the Department of Public Utilities, and all other applicable rules and regulations.

Minimum Qualifications: Lead respondents shall have performed at least three (3) projects of similar size and scope in the past four (4) years including at least one (1) project for a public sector client.

INSTRUCTIONS

Proposals shall be submitted no later than 12:00 pm Thursday, Dec. 20, 2012, to Keena M. Smith, Assistant Director, Department of Public Utilities, 910 Dublin Road, 4th Floor, Columbus, Ohio 43215. Each consultant should provide five (5) copies of the proposal and one (1) electronic PDF copy, and submit the proposals in a sealed envelope. Proposals should be submitted on recycled paper, and printed double-sided. While the appearance of proposals is important, the use of non-recyclable or non-recycled glossy materials is discouraged.

PROPOSALS

Proposals should not exceed 30 pages in length, not including any addenda. RFPs can be requested electronically by sending an email to Keena Smith, kmsmith@columbus.gov

Any Consultant who is planning on submitting a proposal should so notify the City so that the Consultant may receive any clarifications or updates. Notifications should be sent to Keena M. Smith at kmsmith@columbus.gov

QUESTIONS

Questions shall be submitted via email to Keena M. Smith at kmsmith@columbus.gov by no later than December 5, 2012. Questions will be answered by December 12, 2012 to all who have provided an email address. Any interpretations or questions, which in the opinion of the City require clarifications, will be issued by email as addenda to all consultants who have provided contact information, and/or posted on the City's vendor website. The City will not be bound by oral interpretations which are not reduced in writing and included in the addenda.

All offerors and their proposed subcontractors must have a valid City of Columbus Contract Compliance Numbers (CCCN) before a contract may be entered. Applications for certification may be obtained from the City of Columbus website (www.columbus.gov), or from:

City of Columbus
Equal Business Opportunity Commission Office
109 North Front Street, 4th Floor
Columbus, Ohio 43215-9020
(614-645-4764)

Notice of Equal Business Opportunity Requirements

A. Minority and Female Business Enterprise (“MBE” and “FBE”) Participation: Title 39 of the Columbus City Code (C.C.C.) provides for certification of minority business enterprises and female business enterprises. C.C.C. 3901.01 (G) defines an MBE as a for-profit business performing a commercially useful function which is owned and controlled by a person or persons having an African American ancestry. C.C.C. 3901.01 (F) defines an FBE as a for-profit business performing a commercially useful function which is owned and controlled by one or more females of non-African American descent.

B. Specific Contract MBE/FBE goals shall not apply to this selection.

C. In collaboration with the City of Columbus Equal Business Opportunity Commission Office, the Department of Public Utilities encourages the utilization of city-certified minority, female and small business enterprises and minority business registrants. Include in the proposal the name and qualifications of all certified MBEs/FBEs. Contact the Equal Business Opportunity Commission for information related to minority, female and small business enterprises.

SUBMISSION DEADLINE

Final date for submission of proposal documents will be no later than 12:00 p.m. December 20, 2012. Any submittals received after that time will not be considered.

At the City’s option, in-person presentations by the top-ranked bidders may be requested prior to selection.

Greg J. Davies
Director
Department of Public Utilities

Project Background & Overview:

The City of Columbus understands that small businesses are our country's major job creators and driver of economic growth. Every day the City of Columbus depends on those services provided by these firms to better serve our citizens and in 2011 we fulfilled more than \$300,000,000 in contracting opportunities that supported the sustainability of our business community including minority, female and small business enterprises.

In accordance with this understanding, the City annually executes the Mayor's Small Business Conference (MSBC). On Oct. 3 2012, about 600 attendees participated in a full day conference with more than a dozen capacity-building workshops and networked with over 75 government/public and private sector leaders. The conference featured a luncheon and an expo with over 50 exhibit booths. Admission was \$15.00; exhibit booth fee was \$50.00. A kick-off and post-conference appreciation receptions were held. Additionally, The Fred J. Yates Education and Scholarship Fund was initiated.

The City's lead planning agency is the Department of Public Utilities (DPU). DPU provides quality water, electric, and wastewater services to over 1 million people in Central Ohio and is the City's largest contracting agency, fulfilling \$150,000,000 in contracts in 2011, 50% of the City's total. In this capacity, the Department serves as the lead agency for the Mayor's Small Business Conference. The planning partners include the Equal Business Opportunity Commission Office (EBOCO) and 7 additional City departments which help guide MSBC programming. The 2013 Conference will take place in late September/early October over 1 and a half days.

The purpose of this RFP is to retain a consultant that will work with the Department to provide the necessary planning, marketing and execution of the 2013 MSBC. The Department anticipates that the consultant will consist of a team that provides the City with expertise in at least the following areas: event planning/project management, marketing, and subject-matter expertise.

The budget for the project is subject to negotiation. Contract length will be one year, with optional renewals for two additional years (total of 3 years).

The goals of the project are:

1. To assist the Department in all aspects of meeting planning and marketing.
2. Execute a creative and innovative conference that leverages and builds on the brand equity delivered by the 2012 conference
3. Engage minority, female and small business enterprises in capacity-building and networking activities that support their growth and sustainability.

Scope of Services:

The proposed scope of services follows; however, the consultant is encouraged to suggest deletions or additions within their Project Approach if they believe changes will better meet the objectives of the project.

Meeting Planning: The selected consultant will assist the City in all aspects of meeting planning. The consultant will:

- Provide a detailed project plan (the RFP response should include a plan with major milestones)
- Assist the City in developing conference program agenda
- Be responsible for national and regional talent management procurement
- Manage venue logistics
- Coordinate with the City for all technology needs including registration (website) and all audio visual needs
- With assistance from the City recruit and manage needed volunteers
- Obtain private sector support and buy-in
- Manage kick-off reception, conference event day and post-conference appreciation reception activity
- Manage post-conference tasks including supporter, speaker, panel, staff and volunteer appreciation
- Coordinate with the City as it concerns the conference Expo and photography.
- Note: This list may not be exhaustive. The respondent should discuss any additional tasks you believe necessary to ensure a successful conference.

Marketing: The City maintains multiple channels of communication with affected community stakeholders including public outreach and meetings, Columbus Government Television (CTV) cable television and social media including Facebook and Twitter. The consultant will:

- Assist the Department in identifying targeted stakeholders;
- Complete and execute a marketing/promotion plan that utilizes existing City resources and recommends expansion options that support growth of the conference. Message development should be targeted and supported by research. A variety of tools and techniques should be proposed and may include road shows, public appearances, surveys and other interactive approaches;
- Design and print the conference program.
- Provide conference paraphernalia and gifts.

Project Post-Mortem: The Consultant will provide a full debriefing of conference activity including but not limited to conference statistics, costs, revenues and lessons learned. The debriefing will take place within two (2) weeks of the conference.

Document support: The Consultant may also be asked to produce ancillary materials to support the above tasks, including but not limited to PowerPoint slideshows, videos, reports, brochures, direct mail, posters, and/or pages for the City's website.

REQUIRED OUTLINE OF REQUEST FOR PROPOSAL SUBMITTALS

The following information shall be included in the submittal:

1. A Statement of Qualifications and Experience of the company or companies, the primary staff, and subcontractors if applicable. For each company and/or key staff member, describe completed project(s) relevant to small and diverse business inclusion (minimum of one (1) project in the last two (2) years. Specifically address other public sector clients. Companies are encouraged to partner such that the proposal includes the following types of expertise: planning/project management, marketing, stakeholder engagement and subject-matter expertise (supplier diversity/inclusion).
2. Location of primary office, identification of project manager, primary staff, and subcontractors if applicable, and their business locations during the project. Indicate the percentage of the team's local workforce and *show how this number was determined*. Team includes prime consultant and all subconsultants.
3. City of Columbus Contract Compliance Number (CCCN) for submitting firm.
4. Project Approach describing the formation of the project team, proposed services, project assignments, project oversight and coordination, and steps for accomplishing the project objectives. Project approach should be organized by phase/task and summarized on a calendar/project plan. Workload should be broken down by phase/task and by team member.
5. Demonstration that the project team has the ability to perform the project expeditiously based on current workloads.
6. Budget projections should be included as an addendum. This information is not part of the initial evaluation process.
7. Additional information specific to this project or this type of work.
8. Pursuant to City Code Chapter 329, the City gives preference to an environmentally preferred offeror, which is defined as: A bidder or offeror whose bid or offer consists of materials, supplies, equipment, construction and/or services which have a lesser or reduced effect on human health and the environment when compared to competing materials, supplies, equipment, construction and services that serve the same purpose. This comparison may consider any aspect of the procurement cycle, including but not limited to raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance or disposal of the material, supply, equipment, construction or service. To be considered an environmentally preferable bidder or offeror, the bidder or offeror must clearly specify in the invitation for bid how their materials, supplies, equipment, construction or services qualify their bid or offer as "environmentally preferable."

Note:

Presentation. Present the proposal in a succinct and clear manner, bound, in an 8½ by 11-inch format, using fonts no smaller than 12 point (11 by 17 fold-outs are acceptable but are to be kept to a minimum). Proposals should be on recycled paper, double-sided. While the appearance of proposals is important, the use of non-recyclable or non-recycled glossy materials is discouraged. Proposals should not exceed 30 pages in length, not including any addenda.

Formal Presentations. The City reserves the ability to request formal, in-person presentations from any respondent. These formal presentations are considered part of the evaluation process.

EVALUATION CRITERIA The Request for Proposals submittal must include information to address each of the criteria as listed below. The Department Evaluation Committee will evaluate the proposal based on the following criteria and values:

Evaluation Criteria	Total Maximum Points (100)
Proposal Quality	40
- Project approach is well-structured, clear, and succinct	15
- Project approach shows creativity and innovation	15
- Project approach demonstrates knowledge of project and is realistic	10
Project Team Experience	25
- Team has full range of education and expertise to meets the project’s needs. Team should include experience in at least the following areas: planning/project management, marketing; and subject-matter expertise.	10
- Past performance of the prime/lead consultant as reflected by relevancy of the projects including those performed for the City of Columbus, other city agencies and other public sector clients of the team, with respect to such factors as similarity, scope, quality of work, success in controlling costs, and success in meeting deadlines	10
- Past performance of the subconsultants as reflected by relevancy of the projects including those performed by for the City of Columbus, other city agencies and other public sector clients of the team, with respect to such factors as similarity, scope, quality of work, success in controlling costs, and success in meeting deadlines	5
Project Team Workload	10
- Proposal demonstrates the availability of the project team to complete the project expeditiously	10
Environmentally Preferable Offeror	5
Demonstration that the services offered are equal to or superior to those of a non-environmentally preferred offeror.	5
Local Workforce (one of the following applies)	20
- At least 90% of the Project Team’s labor costs are assignable to employees paying City of Columbus income tax on the date the proposal is submitted, or at least 90% of the Project Team’s labor costs are assignable to the office location within Franklin County if the office was established prior to 1995 OR	20
- At least 75% of the Team’s project labor costs are assignable to employees paying City of Columbus income tax on the date the proposal is submitted OR	15
- At least 90% of the Team’s labor will be performed in an office location within Franklin County but outside of the Columbus corporate limits on the date the proposal is submitted OR	7
- At least 50% of the Team’s project labor costs are assignable to employees paying City of Columbus income tax on the date the proposal is submitted	5

