



Public Affairs/Marketing Consultant

Request for Proposal

Vision Statement

A San Antonio Community attracting local, national and international investment to achieve world-class opportunities that transform the campus, surrounding neighborhoods and the region, while respecting our rich and vibrant history.

Mission Statement

Our mission is to promote and develop a vibrant, sustainable community that serves as a catalyst for progressive economic development and regional prosperity.

Brand Statement

Brooks is a dynamic San Antonio community, rich in history and strategically located where you can Live, Work, Learn & Play.

TABLE OF CONTENTS

I.	GENERAL INFORMATION	3
II.	VENDOR CONTACT INFORMATION	3
III.	SCOPE OF SERVICES	4
IV.	RFP SELECTION CRITERIA	6
V.	SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA)	7
VI.	SCHEDULE	7
VII.	PROCEDURES FOR SUBMISSION	8
VIII.	POST AWARD	8

**REQUEST FOR PROPOSAL (RFP)
FOR
PUBLIC AFFAIRS & MARKETING CONSULTANT**

I. GENERAL INFORMATION

Brooks Development Authority (Brooks) is a redevelopment authority and political subdivision of the state of Texas, formed under Chapter 379B of the Local Government Code of the state of Texas. Brooks oversees the redevelopment of approximately 1,300 acres of land located in Bexar County, Texas within the current boundaries of the City of San Antonio. Total property owned by Brooks includes approximately 1,300 acres. Brooks' mission is to promote and develop a vibrant, sustainable community that serves as a catalyst for progressive economic development and regional prosperity.

Brooks is releasing this Request for Proposal (RFP) to solicit responses from a qualified consultant(s) to engage the services of a public affairs, marketing, advertising and special events firm(s) to assist with the development and implementation of a strategic outreach plan to promote Brooks as a premiere location for future development at the local, statewide, national and international levels. The firm(s) will work in conjunction with Brooks' staff record to support the implementation of the plan.

The term of the contract shall commence October 1, 2017 and shall terminate September 30, 2020; with the option of two (2) one (1) year extensions.

II. VENDOR CONTACT INFORMATION

Respondent shall complete the following:

VENDOR NAME:			
REMIT TO ADDRESS:		CITY:	STATE:
ZIP:	PHONE:	FAX:	CONTACT NAME:
FEDERAL ID NUMBER (PROVIDE COPY OF W9):			

III. SCOPE OF SERVICES

For the following scope of services, respondents will incorporate Brooks' *core values* as a guidance tool to develop an ongoing program that addresses:

- Know it is bigger than us.
- Stop. Collaborate & Listen.
- Think big and fantastic!
- Get it done.
- Own it.

A. Relevant Experience & Special Expertise (10 Points)

1. Provide and describe agency/agencies overview and capabilities, evidence of results and success stories for the past three years, and how those may be applicable to the Brooks brand.

B. Public Affairs – Internal/External Communications (20 Points)

1. Planning & Research (12 Points)

- i. Enhance the current **branding** of Brooks as a mixed-use community and destination to include, but not limited to, big and fantastic goals, methods and strategies to **target** a local, regional, national, and international **audience** of Young Professionals (ages 25-34 with \$50K+ HH Income) and Business Decision Makers (ages 35-64 with \$125K+ Income).
- ii. Regularly perform a **competitive analysis** and **organizational assessment** to measure the effectiveness of the Brooks brand awareness, image, messaging, emotional benefits, and lifestyle tie
- iii. Provide a strategic **long & short-term plan** to include, but not limited to, the current **“It’s Time”** campaign and its necessary evolution, key messages, strategies tactics, timelines and deliverables
- iv. Develop **ongoing internal/external communications** and **public relations** plans to include, but not limited to, media relations and publicity, public relations event initiatives, speaking engagements/conference, and op-eds.

2. Crisis Management (4 Points)

- i. Provide necessary **consulting** from the **Highest-Ranked Senior Executive** as matters may arise and/or require discussion/advice. Topics may include, but not limited to, personnel, political, media and/or tenant relations subjects

3. Government Relations (4 Points)

- ii. Provide necessary **consulting** from the **Highest-Ranked Senior Executive** with communication associated with government relations initiatives (Lobbyists)

C. Marketing (15 Points)

1. Paid Media Plan (5 Points)

- i. Develop, manage and execute a strategic campaign **paid media plan** to heighten the Brooks brand locally, regionally, nationally and internationally, targeting Young professionals and Business Decision Makers

2. Creative Design (5 Points)

- i. Provide regular creative design deliverables to include, but not limited to:
 1. Corporate Identity Packages (Print & Digital)
 2. Newsletters, magazines, brochures, maps (print & digital)
 3. Ads and direct marketing materials to enhance the Brooks brand
 4. Event flyers and supporting marketing materials
 5. Video Production (Shooting/Editing)
 6. 3D Print & Video Production

3. Interactive and Social Media Communications (5 Points)

- i. Develop, manage and execute a plan enhancing interactive and social media communications to include, but not limited to:
 1. Website design and development
 2. E-newsletters and database marketing
 3. Mobile marketing
 4. Social networks
 5. Online marketing
 6. Multimedia presentations
 7. Search engine optimization

D. Special Events (10 Points)

1. Develop, manage and execute a **strategic master event timeline/calendar** for **four** event venues (Embassy Suites Hotel, Hangar 9, The Greenline and Brooks Chapel) targeting the Brooks audience
 - a. Develop, manage and execute a **detailed master event logistical plan**; to include a suggested list of resources and vendors
 - b. **Promote** events by working with Brooks staff and/or additional entities to include, but not limited to, paid media social media, community outreach, and/or public relations efforts
2. Each event should be **consistent** with the overall **design, look and feel** by working with Brooks' staff and/or additional entities.
3. Create a suggested and estimated monthly budget per strategic master event timeline
4. Send an **event recap/evaluation after each event**, to include, but not limited to suggestion(s) for event improvements
5. Assist Brooks staff with at least **two events per month**; subject to change

6. Planning and execution, on-time and on-budget
7. Assign tasks to volunteers, as directed; provide a pipeline of event staff, labor, and additional manpower, as necessary.
8. Take **responsibility, coordinate, direct and manage staffing**, volunteer teams and /or additional manpower for necessary pre-event, on-site setup and cleanup, and additional tasks, as required.
9. Engage and manage relationships with appropriate vendors
10. Attend Brooks Board and Committee meetings, as needed.

E. Key Personnel (10 Points)

1. Provide an organization chart, including subcontractors, if applicable.
2. Describe the team members to be assigned to the Brooks account, and their relevant experience, as applicable to this contract.
3. Describe the role(s) of each team member to include, but not limited to, their weekly time allocation in reference to the public affairs, marketing and/or special events aspects of this RFP.

F. Cost (15 Points)

Respondent must provide a budget framework outlining the cost of annual services to include, but not limited to, a breakdown of proposed Agency/Agencies retainer or hourly rates, additional services provided by agency and subcontractors (if applicable), any additional associated project cost(s) and diligent cost saving strategies.

Contractor agrees and understands that Brooks is a governmental entity and it has projected costs for this contract and Brooks expects to pay all obligations of this Contract from projected revenue sources, but all obligations of Brooks are subject to annual appropriation by the Brooks Board of Directors in future years.

IV. RFP SELECTION CRITERIA

CRITERIA	WEIGHTS
Relevant Experience & Special Expertise	10 Points
Recommended Public Affairs Approach	20 Points
Recommended Marketing Approach	15 Points
Recommended Special Events Approach	10 Points
Key Personnel	10 Points
Cost	15 Points
Small Business Economic Development Advocacy	20 Points

V. SMALL BUSINESS ECONOMIC DEVELOPMENT ADVOCACY (SBEDA)

1. *It is the policy of Brooks to encourage involvement of qualified Small, Woman, Minority-Owned Business Enterprises (SWMBE) and Local Business Enterprises in soliciting and awarding competitive contracts in accordance with the specific goals adopted by the Brooks Board of Directors.*

Brooks has established the following overall contracting goals:

- a. **SBE (Small Business Enterprise) 50%**
 - b. **MBE (Minority Owned Business) 31%**
 - c. **WBE (Women-Owned Business) 10%**
 - d. **AABE (African-American Owned Business) 2.2%**
2. Identify all solicited contracting areas, actual or anticipated. (Use additional sheets as needed).

COMPANY NAME & TRADE AREA	EST. PERCENTAGE/DOLLAR AMOUNT	DBE (Y/N)	SCTRCA M/WBE CERTIFICATION NUMBER

Please note: Only companies certified by the South Central Texas Regional Certification Agency (SCTRCA) can be counted towards the contracting goals. If not certified, please call the SCTRCA at (210) 227-4722, or Lucynda Massey at 210-678-3322. Proof of certification must be submitted utilizing, in part or in whole, a SWMBE firm.

VI. SCHEDULE

The proposal phase schedule is as follows:

Task	Date and Time
Release RFP	Wednesday, March 15, 2017
All Questions*	10:00 a.m., Wednesday, March 29, 2017
Post Questions & Responses	5:00 p.m., Wednesday, April 5, 2017
Proposals Due	10:00 am, Monday, April 24, 2017
Reserved for Finalists Interviews	Thursday, May 18, 2017

*All inquiries shall be submitted in writing to Lucynda Massey at facsimile (210) 678-3338 or by email to lucynda.massey@brookscity-base.com.

VII. PROCEDURES FOR SUBMISSION

1. Respondent must submit one original hard copy of the proposal in a three ring binder and one copy on a CD-Rom or USB. The original set of documents must be signed by a person with the ability to bind the Respondent to a legal document. It is the responsibility of the bidder to ensure that all copies of the CD-ROMS or USB drives are readable and not corrupt. The proposal must be submitted in a sealed envelope prior to 10:00 am on Monday, April 24, 2017 (**SUBMISSIONS WILL NOT BE ACCEPTED AFTER THIS DEADLINE. SUBMISSIONS TRANSMITTED BY FAX OR EMAIL WILL NOT BE ACCEPTED**), marked on the outside as follows:

Brooks Proposal #03152017-003
Attn: Procurement & SBEDA Manager
3201 Sidney Brooks
San Antonio, Texas 78235

2. Each firm/agency will only be allowed to be included on one team, as either a prime or subcontractor.
3. Brooks reserves the right to reject any or all Proposals and reserves the right to issue a subsequent RFP or cancel the entire RFP process. Brooks reserves the right to contact any Respondent for clarification after responses are opened and/or to further negotiate with any Respondent if such clarification is deemed desirable by Brooks. Brooks reserves the right to evaluate the responses submitted, to waive any informalities and irregularities therein, to select candidates for interview, or to reject any or all submittals should it be deemed in Brooks' best interest. Brooks reserves the right to negotiate with any, all or none of the Respondents.
4. All Proposals and any related documents received in response to this RFP shall become the property of BDA without any restriction on usage and are non-returnable. Respondent may maintain a copy of any such material for their records. BDA shall own the entire copyright of whatever nature or extent and in all media whatsoever to any documents (records) produced through the expenditure of public funds as provided by Section 201.005, Texas Local Government Code.

VIII. POST AWARD

Upon award of a contract, the awarded respondent must complete and agree to the terms of the following documents:

1. Contractor's Vendor Profile
2. Confidentiality Statement
3. Insurance Requirements
4. Good Faith Effort Plan
5. Debarment and Suspension Certification
6. Ethics Ordinance Required Disclosure
7. Conflict of Interest
8. Indemnification Requirements
9. Certificate of Interested Parties