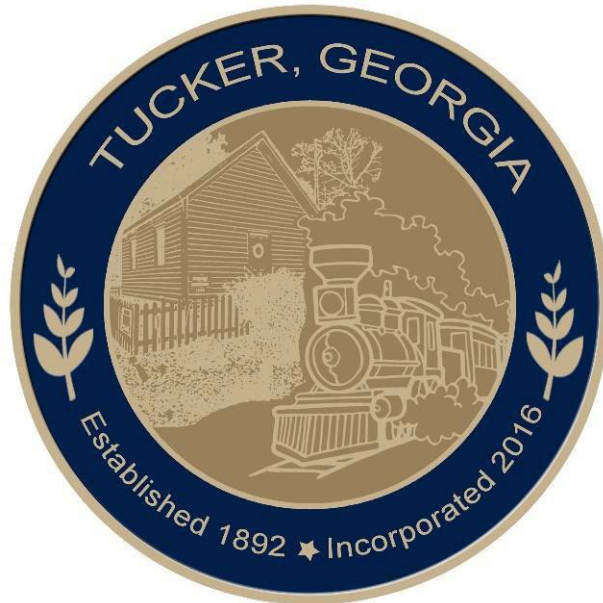


City of Tucker

Request for Proposal

RFP # 2024-007

ECONOMIC DEVELOPMENT PITCH DECK



BID MANUAL

City of Tucker
1975 Lakeside Parkway, Suite 350
Tucker, Georgia 30084

City of Tucker Request for Proposal RFP #2024-007 Economic Development Pitch Deck

INVITATION: To facilitate the efforts of Tucker’s Economic Development Department, in accordance with Tucker’s Economic Development Strategic Plan, the City of Tucker is seeking the creation of an Economic Development Pitch Deck. Proposals will be accepted until the date and time listed below and will be awarded to the most responsible and responsive proposer submitting the proposal which is deemed to be the most advantageous to the city. Addenda and updates to this bid manual will be posted on the City of Tucker website, <http://tuckerga.gov/bids>, or may be requested by email to procurement@tuckerga.gov.

| BID ACTIVITY SCHEDULE | |
|-----------------------------------------|------------------------------|
| RFP Issued | March 26, 2024 |
| Pre-Bid Conference | n/a |
| Deadline for Questions | April 9, 2024 at 3:00pm EST |
| Responses to Questions Posted (Addenda) | April 11, 2024 |
| Proposal Deadline | April 25, 2024 at 3:00pm EST |
| Scoring by Evaluation Committee | April 26 – May 3, 2024 |
| Award at Council Meeting | June 10, 2024 (Tentative) |

SCOPE OF WORK: Refer to Exhibit A.

PRE-BID CONFERENCE: A pre-bid conference will not be scheduled for this project.

QUESTIONS: Submit all questions in writing to procurement@tuckerga.gov with the subject line “Questions: RFP #2024-007”.

ADDENDA: Responses to the questions received will be by addenda and will be posted on the City website, www.tuckerga.gov/bids. The signed acknowledgement issued with each addendum must be submitted with the proposal. It is the vendors’ responsibility to verify if any addenda were created.

SUBMITTAL REQUIREMENTS: Vendor shall submit RFP Responses electronically to procurement@tuckerga.gov no later than April 25, 2024 at 3:00pm (EST) with the subject line “Submittal: RFP #2024-007”. The email must contain the vendor’s contact information. Submittals should be one PDF file and named <Company Name>.RFP 2024-007.Bid Submittal.pdf

BID TABULATION: A listing of submittals will be posted on the City’s website, www.tuckerga.gov/bids following the proposal deadline.

DOCUMENT SUBMITTAL REQUIREMENTS:

1. Proposal, including understanding and approach, related experience and references, personnel qualifications, and cost proposal.
2. W-9 Form (provided)
3. Certificate of Insurance
4. E-Verify Affidavit Form (provided)
5. Contact Information Form (provided)
6. Acknowledgement of Addendum issued with each Addendum.

All responses must be received electronically by the proposal deadline. (Addenda will show any schedule updates). No proposals will be received orally or by phone. Late proposals will not be considered. Proposals received after the deadline will be filed unopened. The City of Tucker reserves the right to reject any and all proposals or any part, to waive any formalities to make an award and to re-advertise in the best interest of the City.

The city reserves the right to negotiate pricing with the top scoring bidder.

The city, in its discretion, may award a contract to the most responsible and responsive bidder submitting the proposal which is deemed to be the most advantageous to the city, price and other factors being considered, as described in the selection criteria.

EXHIBIT A – SCOPE OF WORK
City of Tucker Request for Proposal
RFP #2024-007 Economic Development Pitch Deck

Purpose

The City of Tucker is requesting proposals for the creation of an Economic Development Pitch Deck which will facilitate the efforts of the City’s Economic Development Department, in accordance with The City’s Economic Development Strategic Plan. The Pitch Deck will become the intellectual property of the City upon project completion.

Background

Tucker is a business-friendly community that is proud of its industrial spaces, manufacturing hubs, major corporate employers, and entrepreneurs which have made Tucker a great home for businesses big and small. As the City of Tucker looks ahead and continues with the implementation of the Tucker Economic Development Strategic Plan, we are eager to create a portfolio of marketing materials that will assist in our economic development efforts to attract new community minded employers, and position Tucker to be top of mind to site consultants and regional economic development organizations.

Project Objectives (include but are not limited to):

- Review existing City documents (see Resources section), focusing specifically on the Tucker Economic Development Strategic Plan
- Meet and work collaboratively with the Tucker Communications Department to ensure that marketing materials are consistent with The City’s overall marketing look and feel.
- Create marketing materials that have editable data input functionality.
- Establish an Economic Development Pitch Deck including the following items:
 - A City of Tucker Community Profile (highlighting quality of life attributes of the community)
 - A City of Tucker At-A-Glance
 - Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan)
 - Tucker Target Industry Profiles (Target Industries as outlined in the Economic Development Strategic Plan)
 - Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities)
- Direct ongoing project discussions with the Economic Development Director to occur weekly or as needed during development process – to be dictated by the Economic Development Director.

Resources

Tucker Economic Development Strategic Plan (2023)

City of Tucker Comprehensive Plan, *Tucker Tomorrow* (2018)
Downtown Master Plan (2019)
Parks Master Plan (2019)
Trails Master Plan (2019)
ARC Arts, Culture, and Creative Placemaking Strategic Plan (2019)
Downtown Tucker Grid Plan (2019-2020)
Other in progress and completed plans can be found online www.tuckerga.gov/plans_and_studies

Public Engagement/Meetings

- A minimum of two (2) public meetings with Mayor and City Council to include presentations.

Deliverables

- Editable source files of all documents and assets created.
- Editable source files formatted for print and digital presentation.
- Weekly progress reports or meetings with Economic Development Director (or as needed as determined by Director).
- Draft documents for review, feedback, and revisions.
- Fifty (50) high resolution printed documents of each finalized deliverable.

Evaluation and Selection Criteria

An Evaluation Committee will evaluate all proposals submitted prior to the submittal deadline. The city, in its discretion, may award the Contract to the responsible and responsive proposer submitting the proposal which is deemed to be the most advantageous to the city, price and other factors being considered. The following are the evaluation criteria the committee will consider in determining which proposal is most advantageous to the city:

Project Understanding and Approach – 40 points

Successful proposers will demonstrate an understanding of the magnitude of the task, the constraints, and the desired outcomes for the project.

Similar Experience – 30 points

Successful proposers will have experience completing similar projects which should be demonstrated by providing comparative works.

Project Personnel – 20 points

Successful proposers will provide information on personnel to be assigned to this project. Personnel should have experience of similar projects and/or in fields necessary to complete the proposed scope of work.

Pricing – 10 points

Successful proposers will provide their most competitive pricing along with a breakdown of pricing using the rubric provided in Exhibit B.

Bonding Requirements

No proposal may be withdrawn for a period of forty-five (45) days after the proposal deadline.

Exhibit B: Cost Proposal

| Scope Requirements | Cost |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| 1. Project Launch Conversations and City Council Meetings <ul style="list-style-type: none"> • Meetings with Economic Development team and Communications team to fully understand the expectations of the project. • Discussions to clarify any questions surrounding “look and feel” and City of Tucker branding. • Presentation/speaking at initial City Council meeting for proposal approval. • Presentation of finalized materials to City Council during Regularly Scheduled meeting | \$ |
| 2. Deliverables Creation <ul style="list-style-type: none"> • Creation of digital PDFs with editable versions for updating of data items over time • Creation of high-resolution PDFs for print | \$ |
| 3. Printing of Deliverables <ul style="list-style-type: none"> • Printing of high-resolution versions of all finalized deliverables – fifty (50) of each deliverable | \$ |
| TOTAL Cost Proposal | \$ |

Company Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

Email Address: _____

Signature: _____

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

| | | | | |
|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| Print or type. See Specific Instructions on page 3. | 1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. | | | |
| | 2 Business name/disregarded entity name, if different from above | | | |
| | 3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. | | 4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small> | |
| | <input type="checkbox"/> Individual/sole proprietor or single-member LLC | <input type="checkbox"/> C Corporation | | <input type="checkbox"/> S Corporation |
| | <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ | <input type="checkbox"/> Partnership | | |
| | <input type="checkbox"/> Trust/estate | | | |
| | <input type="checkbox"/> Other (see instructions) ▶ _____ | | | |
| 5 Address (number, street, and apt. or suite no.) See instructions. | | Requester's name and address (optional) | | |
| 6 City, state, and ZIP code | | | | |
| 7 List account number(s) here (optional) | | | | |

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

| | | | | | | | | | |
|-------------------------------|--|--|--|--|--|--|--|--|--|
| Social security number | | | | | | | | | |
| | | | | | | | | | |

or

| | | | | | | | | | |
|---------------------------------------|--|--|--|--|--|--|--|--|--|
| Employer identification number | | | | | | | | | |
| | | | | | | | | | |

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

| | | |
|------------------|----------------------------|--------|
| Sign Here | Signature of U.S. person ▶ | Date ▶ |
|------------------|----------------------------|--------|

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

GEORGIA E-Verify and Public Contracts: The Georgia E-Verify law requires contractors and all sub-contractors on Georgia public contract (contracts with a government agency) for the physical performance of services over \$2,499 in value to enroll in E-Verify, regardless of the number of employees.

| | |
|--------------------------------------------------------|----------------------------------------------|
| Contractor Name: | |
| Solicitation/Bid number or Project Description: | RFP 2024-007 Economic Development Pitch Deck |

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, entity or corporation which is engaged in the physical performance of services under a contract on behalf of the City of Tucker, Georgia has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91.

Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period as required by O.C.G.A. § 13-10-91(b) and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present and affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Federal Work Authorization User Identification Number
(EEV/E-Verify Company Identification Number)

Date of Authorization

Name of Contractor

I hereby declare under penalty of perjury that the foregoing is true and correct

Printed Name (of Authorized Officer or Agent of Contractor)

Title (of Authorized Officer or Agent of Contractor)

Signature (of Authorized Officer or Agent)

Date Signed

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE

____ DAY OF _____, 20____

[NOTARY SEAL]

Notary Public

My Commission Expires: _____

Contact Information Form

Please fill out this form with the appropriate contact information for your company.

Full Legal Name of Company: _____

Date: _____

Contractor Information:

Primary Contact Person: _____

Title: _____ Telephone Number: _____

E-mail Address: _____

Secondary Contact Person: _____

Title: _____ Telephone Number: _____

E-mail Address: _____

Preferred Contact for Administration: (i.e. Document Processing) (Choose one)

Primary Contact

Secondary Contact

Address: _____

City / State / Zip: _____

Mailing Address (If different than above): _____

City / State / Zip: _____

Federal Employee ID Number (FEIN): _____