



**REQUEST FOR QUALIFICATIONS  
MARKETING, PROMOTIONS AND MANAGEMENT PLAN  
FOR DOWNTOWN AND GREATER TORRINGTON  
RFQ #MPM-039-112012**

The City of Torrington is seeking qualifications for a professional marketing firm or individual with extensive marketing background for the creation and implementation of a marketing and management program that successfully promotes and positions Downtown Torrington as a vibrant regional destination for arts, culture, tourism & business, including a visual brand, to expand the reach of those who visit Downtown Torrington. The City wants to leverage that and our other great assets as a way to attract new businesses to Torrington. We are seeking an individual(s) or firm to develop the brand, incentives and initiatives to support that brand and vehicles and tools through which they can successfully communicate that brand to various target audiences. The individual(s) or firm should demonstrate a propensity for campaign implementation, the ability to develop creative solutions to attract Downtown stakeholders, event development, fundraising, demonstrated sustainability processing and coordination as well as the ability to identify and secure creative funding sources to fund initiatives. In addition, the successful candidate should demonstrate a willingness and ability to develop creative initiatives that focus on supporting existing downtown businesses by providing assistance and best-practices through communication, marketing, direct outreach, visual merchandise support, vacancy treatment assistance, and event development/coordination. The City would like to utilize this firm/person's ability to create a comprehensive marketing plan to put Torrington on the map to attract new downtown merchants, retail enterprises, commercial businesses, and industrial, manufacturing and technology businesses.

Interested respondents are requested to submit an original and four (4) copies of qualification data to the Office of the Purchasing Agent, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours but no later than 11:00 AM, November 20, 2012. Proposals received after this date and time will be rejected. Sealed envelope(s) should be clearly marked: **RFQ #MPM-039-112012, MARKETING, PROMOTIONS AND MANAGEMENT PLAN FOR DOWNTOWN AND GREATER TORRINGTON**". Questions will be answered through an addendum which will be posted on the City of Torrington website. Interested individual(s) or firm should check the website 48 hours before the closing date. Firms mailing proposals should allow for normal delivery time to ensure timely receipt of their proposals. **Proposals may not be submitted by e-mail.**

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER  
MBE's, WBE's and SBE's ARE ENCOURAGED TO APPLY

CITY OF TORRINGTON  
Pennie Zucco, Purchasing Agent

Dated: October 29, 2012

**CITY OF TORRINGTON  
MARKETING, PROMOTIONS AND MANAGEMENT PLAN  
FOR DOWNTOWN AND GREATER TORRINGTON  
RFQ #MPM-039-112012**

**PURPOSE:**

The City of Torrington is seeking qualifications from professional marketing firm(s) for the creation and implementation of a marketing and management program that successfully promotes and positions Downtown Torrington as a vibrant regional destination for arts, culture, tourism & business including a visual brand, to expand the reach of those who visit Downtown Torrington. The City of Torrington wants to expand this program to include attracting businesses to the Greater Torrington area and develop a sustainability program to keep the marketing program over a period of time.

Respondents are requested to submit their ideas, product literature, company background information, references and any other pertinent data. Respondents to this RFQ understand that information they provide may be used in whole or in part by the City. Response to this RFQ does not legally bind the respondent to the City in any way, nor the city to the respondent. All submissions are welcome and due by 11:00 AM, November 20, 2012 at the City of Torrington, Purchasing Department, 140 Main Street, Room 206, and Torrington, CT 06790. Please submit one original, four (4) copies. No fax or email transmissions will be accepted. Sealed envelope(s) should be clearly marked: **RFQ #MPM-039-112012, MARKETING, PROMOTIONS AND MANAGEMENT PLAN FOR DOWNTOWN AND GREATER TORRINGTON**". In the case where City Hall is closed for weather related or some other emergency related circumstance, then submittals shall be due the next day when City Hall reopens for business, no later than 11:00 a.m. on that day. Late submissions will not be accepted.

Questions shall be for clarification purposes only. All questions must be submitted by November 9, 2012 by 12:00 Noon. All questions must be submitted by email to the Purchasing Agent at [pennie\\_zucco@torringtonct.org](mailto:pennie_zucco@torringtonct.org) . Questions will be answered through an Addendum and will be posted on the City of Torrington website. Interested firms should check the website 48 hours before the closing date. Potential respondents mailing packets should allow for normal delivery time to ensure timely receipt of their bids. **Proposals may not be submitted by e-mail.**

All information given by the City except by written addendum shall be informal and shall not be binding upon the City nor shall it furnish a basis for legal action by any Proposer or prospective Proposer against the City.

The City shall not incur any costs for the preparation of the submitted proposals for the City's review.

The information provided herein is not intended to and shall not bind the City of Torrington to any of the statements or assumptions set forth herein.

This RFQ does not commit the City of Torrington to select any Respondent or enter into any contract agreement. The City of Torrington reserves the right to accept or reject any or all

proposals; to waive any informalities, and if it is deemed to be in the public's best interest, to enter directly into negotiations with one or more Respondents based on responses to the RFQ, or to request additional information from some or all Respondents.

## **SCHEDULE**

The economic development department and the winning consultant will discuss and agree upon a time line and deadline inclusive of goals and performance benchmarks for implementation of the marketing, managing and promotional campaign.

## **SCOPE OF WORK**

The City of Torrington is requesting proposals for a marketing campaign, including a visual brand to expand the reach of those who visit downtown Torrington. We are seeking an individual or firm to develop both the brand and a marketing campaign and to implement certain elements of the campaign: Coordination of yearly downtown events, as well as provide a coordinated arts and culture calendar monthly. In addition the individual or firm will assist downtown property owners with vacancy treatment, merchants with visual merchandising and regular coordinated communications for all downtown businesses. This will all be used as leverage for marketing greater Torrington to attract new business entities.

## **DELIVERABLES TO INCLUDE:**

- A cohesive brand concept for downtown Torrington and a supporting brand graphic package;
- An advertising campaign, including copy, design, and layout utilizing print and radio media
- Update and maintenance of the discover Torrington website
- A monthly coordinated arts and culture events calendar
- Support to Property owners for vacancy treatment
- Support for Merchants with regard to visual merchandising
- Coordination and promotion of Annual Downtown events, including development of new events
- Fundraising and sustainability plan and execution
- Strategic plan and execution for marketing Greater Torrington

## **COVER LETTER**

The cover letter shall: (1) confirm that all elements of this RFQ have been reviewed and understood, (2) include a statement of intent to perform the services as outlined, (3) express Consultant's willingness to enter into an Agreement under the terms and conditions prescribed in this RFQ.

## **ELIGIBILITY:**

The City will select firms from those submitting RFQs for subsequent interviews and fee proposals as necessary. The marketing firm chosen for this project will be in accordance with a quality based selection process.

Significant consideration will be given to proposals that demonstrate an understanding of Northwest Connecticut's target audience, demonstrate knowledge of Torrington's arts and culture offerings, have a working knowledge of the regional culture and tourism community and demonstrate an ability to build consensus from a diverse group of stakeholders. Minimum qualifications include:

1. Demonstrated success in developing and supporting communications, content development, art direction, messaging, fundraising and developing strategic partnerships to a municipality, including but not limited to performing investigations, preparing plans, specifications and bid documents, as well as have the ability to create and implement a marketing and management program that successfully promotes and positions Downtown Torrington as a vibrant regional destination for arts, culture, tourism & business including a visual brand, to expand the reach of those who visit Downtown Torrington.
2. Demonstrated experience with website management and design. Experience with MS Office, desktop publishing software, web development software and social media formats.
3. Demonstrated experience in planning and coordinating successful business and consumer events.
4. Experience in product and service marketing, business outreach
5. A Bachelor's degree in communications, graphic design, marketing or other related Field
6. Excellent communication skills including understanding of local, State and national media as well as community relation's techniques.
7. Assigned staff and office must be located within the State of Connecticut and have the necessary experience, organization, technical and professional qualifications, skills and facilities to successfully perform the required services described in the scope of work of this RFQ.

**Proposer shall not have any pending criminal charges against the firm, principal owners, partners, corporate officers, or management employees.**

**SUBMITTALS:**

One original and four (4) paper copies of the response shall be placed in a sealed envelope(s) and clearly marked "RFQ #MPM-039-112012, MARKETING, PROMOTIONS AND MANAGEMENT PLAN FOR DOWNTOWN AND GREATER TORRINGTON". Responses must be received at the following address no later than 11:00 AM on November 20, 2012. Proposals received later than time and date specified will not be considered.

**Office of the Purchasing Agent  
City Hall  
140 Main Street, Room 206  
Torrington, CT 06790**

In the event of the closure of City Hall, the bid will be opened on the following business day that City Hall is opened. No fax or e-mail Bids will be accepted. Firms mailing proposals should allow for normal delivery time to ensure timely receipt of their proposals. The City will not be liable for any costs incurred by vendor in the preparation or submission of a proposal. All proposal submissions and materials become property of the City and will not be returned. Responses must set forth accurate and complete information for each of the items listed below. At the City's discretion, failure to do so could result in disqualification.

**1. Respondent Information**

Please provide the following information:

- a. Firm Name and Primary contact person within the team. Provide contact information.

- b. Permanent office address, phone number, and email for the point of contact within the Proposer's organization.
- c. Date firm organized
- d. Legal Form of ownership (If a corporation, indicate where incorporated)
- e. How many years have you been engaged in services you provide under your present name?
- f. Names, titles, reporting relationships, and background and experience of the principal members of your organization, including officers.

## **2. Similar Project Experience**

Provide a listing of projects of a similar nature to those included in the Scope of Work in this RFQ that the proposer has completed within the last three (3) years. Additionally, please list any contracts or purchase orders in the last three (3) years between the proposer and any agency of the City of Torrington.

## **3. Personnel Qualifications**

Provide a listing of proposed staff and staff location that would complete the design work, along with their resumes. Each resume shall include years of experience, the individual's qualifications, and their relevant experience for completing the scope of work.

## **4. Client References**

Provide at least three references, including contact name, address, phone numbers, and project summary where similar services have been completed.

## **5. Services Expected of the City**

Identify the nature and scope of the services that would be generally required of the City in your undertaking of this project.

## **6. Conflict of Interest**

Disclose any current (within the last 3 years) business, financial, personal or other types of relationships which may pose a conflict of interest.

## **7. Information Regarding Failure to Complete Work, Default and Litigation**

Please respond to the following questions:

- a. Have you ever failed to complete any work awarded to you? If so, where and why?
- b. Have you ever defaulted on a contract? If so, where and why?
- c. Is there any pending litigation could affect your organization's ability to perform this agreement? If so, please describe.
- d. Has your firm ever had a contract terminated for cause within the past five years? If yes, provide details.
- e. Has your firm been named in a lawsuit related to errors and omissions within the past five years? If yes, provide details.
- f. During the past seven years, has your firm ever filed for protection under the Federal bankruptcy laws? If yes, provide details.
- g. Are there any other facts or information that could affect your firm's ability to perform the types of services being sought by the City about which the City should be aware?

## **8. Required Forms**

Non-Collusion Affidavit, Appendix A & B and any additional forms the City may require

## **9. Additional Information**

Any additional information which the respondent wishes to bring to the attention of the City that is relevant to this RFQ.

## **ESTIMATE OF CONSULTANT FEE**

The proposal shall include a full description for all fees proposed by the Consultant for performing all the services to be provided as outlined in the Scope of Work. Compensation will be based on successful completion of the deliverables and the fee schedule must reflect costs to complete each component. The City does not contract on a time and materials basis for initial listed deliverables/milestones. **This request is for qualifications only. Equitable fees will be discussed with qualified firm(s). A draft fundraising and sustainability plan may also be submitted.**

## **THIS WILL NOT BE A PUBLIC OPENING**

## **INDEMNIFICATION**

To the fullest extent permitted by law, the Firm shall indemnify and hold harmless the City and their respective consultants, agents, and employees from and against all claims, damages, losses and expenses, direct, indirect or consequential (including but not limited to fees and charges of engineers, attorneys and other professionals and court and arbitration costs) arising out of or resulting from the performance of the Firm's work, provided that such claim, damage, loss or expense is caused in whole or in part by any negligent act or omission by the Firm, or breach of its obligations herein or by any person or organization directly or indirectly employed or engaged by the Firm to perform or furnish either of the services, or anyone for whose acts the Firm may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder.

As to any and all claims against the City or any of its consultants, agents or employees by any employee of Firm, by any person or organization directly or indirectly employed by Firm to perform or furnish any of the work, or by anyone for whose acts Firm may be liable, the indemnification obligation under this Article V shall not be limited in any way by any limitation on the amount of type of damages, compensation or benefits payable by or for Firm under worker's or workman's compensation acts, disability benefit acts or other employee benefit acts.

## **NON-DISCRIMINATION:**

The respondent agrees and warrants that in the performance of the contract pursuant to this solicitation he/she will not discriminate or permit discrimination against any person or group of persons on the grounds of sex, race, color, religion, age, marital status, ancestry, national origin, past history of mental disorder, mental retardation or physical disability or other basis in any manner prohibited by the laws of the United States, the State of Connecticut or the City of Torrington.

## **INSURANCE REQUIREMENTS**

**Certificate of Insurance:** All insurance policies must include a Waiver of Subrogation whereby the insured waives its right to subrogate against the City, its subsidiaries, employees, volunteers, directors and officers. Proof of proper insurance coverage, Workers Compensation Insurance, Liability and Property damage, and Vehicle Insurance shall be filed with the City of Torrington Purchasing Agent within 10 days after the award of the bid. The Certificate of Insurance must name the City of Torrington, 140 Main St., Torrington, CT, its subsidiaries, employees, volunteers, directors & officers as the “Additional Insured” and filed with the Purchasing Agent prior to commencement of work. Renewal Certificates of Insurance must be mailed to the Purchasing Agent 10 days prior to the expiration of the required coverage.

The City of Torrington reserves the right to accept or reject any or all Proposals; to waive any informalities, to negotiate and award a contract that it determines best meets their needs and best serve the interests of the City of Torrington. All Proposals will be considered valid for a period of sixty (60) days from the date of opening. The sixty day period may be extended upon written mutual agreement.

## **SELECTION PROCESS**

**Review Process:** All proposals will be reviewed by a selection committee.

The City reserves the right to waive non-material deficiencies in any proposal.

Proposals will be evaluated based on what is deemed to be in the best interests of the City, including such factors as the bidder's experience and expertise in providing a marketing, promotions and management plan for Downtown Torrington. Cost will not be the sole factor in evaluating bids.

A short list of finalists will be developed and firms may be interviewed by the Selection Committee after the proposals are received. Specific information required for the interviews will be provided to finalists at the time of notification.

If interviews are held, they will be 30-45 minutes long. Initial presentations will be limited to 15 minutes. The final 15-30 minutes will be reserved for questions from the Selection Committee and subsequent discussion. The key person to be assigned to this project must be present at this interview. The City expects to complete its review of all proposals and select the tentative bidder within two weeks after the receipt of proposals. If necessary, the City may extend that review period.

Selection as the preferred proposal does not provide any contract rights to that firm. Any such rights shall accrue only if and when the City and the firm execute a binding contract. The City reserves the right to negotiate with the successful firm in any manner necessary to best serve the interests of the City. If the City fails to reach an agreement with the successful bidder, the City may commence negotiations with an alternative bidder or reject all bids and reinstitute the RFQ process.

**APPENDIX A**

**CITY OF TORRINGTON  
MARKETING, PROMOTIONS AND MANAGEMENT PLAN  
FOR DOWNTOWN AND GREATER TORRINGTON  
RFQ #MPM-039-112012**

The undersigned has read, understands, and agrees to comply with the requirements contained in the Request for Qualifications for Marketing, Promotions, and Management Plan for Downtown and Greater Torrington. The undersigned submits this proposal in good faith and without collusion with any other person, individual or firm.

Name and Address of Firm:

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Name, Title and Contact Information (phone, fax, email) of Authorized Representative:

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Social Security or Federal ID# 

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Signature of Authorized Representative:

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(Attach additional sheets as necessary)



**APPENDIX B**

**CITY OF TORRINGTON  
MARKETING, PROMOTIONS AND MANAGEMENT PLAN  
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**Acceptance of Terms of this Agreement**

Name of Proposer:

\_\_\_\_\_

Contact Person:

\_\_\_\_\_

Address:

\_\_\_\_\_

City/State/Zip:

\_\_\_\_\_

Telephone:\_\_\_\_\_ Fax:\_\_\_\_\_

E-mail: \_\_\_\_\_

Authorized Signature\_\_\_\_\_ Title: \_\_\_\_\_

Name Printed:\_\_\_\_\_ Date:\_\_\_\_\_

It is agreed by the above signed proposer that the signature and submission of this proposal represents the proposer's acceptance of all terms, conditions, and requirements of the proposal specifications, and, if awarded, the proposal will represent the agreement between the parties.

The proposer agrees that the cost of any work performed, materials furnished, services provided, or expenses incurred, which are not specifically delineated in the proposal documents, but which are incidental to the scope, intent, and completion of this contract, shall be deemed to have been included in the prices for the various items scheduled.

\_\_\_\_\_