



REQUEST FOR QUALIFICATIONS

Advertising, Public Information Publishing and Marketing
for the
City of Republic, Missouri

Andrew Nelson, Deputy City Administrator
213 N. Main Street
Republic, Missouri
anelson@republicmo.com

NOTICE TO PROPOSERS

The City of Republic, Missouri is hereby requesting statements of qualifications for professional consulting services pertaining to Advertising, public information publication, and Marketing. Specifically, the firm/consultant would aid the City in **A) City Publications and Mailers**, and **B) Branding, Marketing, Advertising and C) Informational mailings, postings and visualizations**. Qualified firms will be tasked with providing public awareness of City events, news stories and general information regarding the City's attractiveness to residents and businesses. The selected consultant or firm will be hired as an on-call professional serving as the City's interim Public Information Officer on an as needed basis (hourly) and as a project consultant for multiple projects and tasks (lump sum).

Qualification submittals must be received by the City of Republic City Clerk's Office in a sealed envelope/package that is clearly marked "RFQ 23-01, Advertising, Public Information Publishing and Marketing" no later than 3:00 p.m. (CST) on Thursday February 16, 2023.

The City will score applicants based on qualifications submitted. Any documents submitted in response to this RFQ must provide sufficient detail and information to allow a complete evaluation of its merit. The instructions herein should be followed for submittals to be considered responsive to this RFQ.

The City of Republic reserves the right to reject any and all qualification submittals, in whole or in part, to waive minor defects in the process, with or without cause, and to accept the qualification submittal deemed by the City to be in the City's best interest. There is no express or implied obligation for the City of Republic to reimburse responding firms for any expenses incurred through the preparation of responses to this RFQ and no reimbursement will be made. Each selected firm will be required to enter an agreement with the City for professional services which will be drafted by the City. The City reserves the right to cancel this solicitation at any time.

Andrew Nelson, Deputy City Administrator

Date

QUALIFICATIONS/REQUIREMENTS

- Consultant and/or firm is expected to possess adequate personnel and organization to ensure that services are provided to the City of Republic in a prompt and efficient manner.
- Provide a description and history of the consultant and/or firm as it pertains to Advertising, Public Information Publishing and Marketing.
- Consultant and/or firm must be available to City of Republic staff through email correspondence and phone calls as needed.
- Provide three (3) references for which the consultant and/or firm has performed services within the past two (2) years that are similar in nature to the Scope of Services.

SUBMITTAL REQUIREMENTS

Qualifications should be submitted in the following format:

- One (1) Paper Copy of Full Submittal:
 - Title Page – Name of consultant/firm, address, telephone number, point of contact name, point of contact email address, and date of submission.
 - Transmittal Letter – Addressed letter including an overview of services for which qualifications have been submitted, and a statement of the contents of the submittal package with timestamp.
 - Qualifications – Include all items listed in “QUALIFICATIONS/REQUIREMENTS”.
 - Sample Documents – Applicants are encouraged to include examples of previous work that bears similarity to the Scope of Services outlined in this document.
- One (1) Digital Copy of Full Submittal.

SELECTION

All submittals will be evaluated with respect to the completeness of the information provided, support for all claims made, and the overall approach taken. The following criteria shall be utilized in the evaluation of submittals, in order of no importance: Consultant/Firm Qualifications, Experience with Similar Projects, References.