

REQUEST FOR PROPOSALS FOR PUBLIC RELATIONS SERVICES

Denver Urban Renewal Authority
July 2014

INTRODUCTION

The Denver Urban Renewal Authority (DURA) is accepting written proposals from qualified public relations firms to provide comprehensive and innovative services to position the organization and to articulate our message, to help build brand awareness and support of our mission. DURA's communication goals and objectives include:

1. Increase awareness of the programs available through DURA
2. Position DURA as a valued, trusted and respected resource for urban revitalization.
3. Bring focus and attention to urban renewal revitalization and affordable housing issues and needs.

This request for proposals (RFP) describes the scope of work and the nature of the services required, reports or other items to be delivered under the contract and the format to be used in response to the RFP. Copies of this RFP and additional information about DURA can be found on DURA's website at www.renewdenver.org

Proposals must be submitted by Friday July 25, 2014. Responses delivered by facsimile transmission, telegraph, or email will not be accepted. Please submit six bound copies and one CD or flash drive containing a copy of the proposal no later than 4 p.m. on July 25, 2014 to:

Tracy Huggins, Executive Director
Denver Urban Renewal Authority
1555 California Street, Suite 200
Denver, CO 80202
(303) 534-3872

Respondents will be contacted if there is any question with respect to their response. Inquiries regarding the RFP should be directed in writing to:

Taryn Lewis, Administrative Services Director
tlewis@renewdenver.org

All questions and all responses will be posted on the DURA website. Respondents are encouraged to review questions posted and answered on the website before submitting their own.

General Terms and Conditions

1. DURA shall have the right to reject any or all proposals. Although the proposed fee will be an important criterion for selection, DURA is not precluded from awarding the contract to a proposer whose proposal is deemed superior to other proposals but who may have submitted a higher proposed fee.
2. No modifications to a proposal are permitted after the due date except in DURA's sole discretion. The proposal as submitted will be considered the best and final offer.
3. Interviews may be held by DURA, in its sole discretion, with some or all of the proposers. DURA reserves the right to select a proposer without interviews.
4. A contract will be executed by DURA with the selected firm. It will include the applicable sections of the RFP, all representations made by the successful proposer in its proposal, as amplified by subsequent conferences, and other provisions that are mutually acceptable to DURA and the firm. In the event that the proposer selected does not execute the contract within 30 days after the award is announced, DURA may notify the proposer of its intent to award the contract to another proposer or call for new proposals.
5. Each proposal is subject to the Colorado Open Records Act. To the extent that confidential commercial or financial information is included in a proposal, please include such information in a separately sealed envelope labeled "Confidential Commercial and Financial Information." DURA will treat such information as confidential subject to, and to the extent permitted by, the Colorado Open Records Act and other applicable laws.
6. The effective period of the contract resulting from the RFP shall be a one year period beginning on or about October 1, 2014 with the possibility of two one-year extensions.

Description of Work

The selected agency shall be responsible for helping develop and implement strategic public relations and communications plans in a professional, timely and efficient manner. Services include, but are not necessarily limited to:

1. Issues Management
2. Crisis Communications
3. Special Events
4. Strategic Communications Planning and Implementation
5. Media Relations
6. Community Relations

7. Writing – news releases, executive speeches, etc.
8. Annual Report

Qualifications and Experience

The following criteria should be addressed in written proposals. General company brochures and references may be attached, but the actual written proposals should be not longer than ten pages.

1. **Approach.** Please describe your approach to performing the desired services. List any other members of your firm who would be assigned to help with or perform a portion of the work. It is understood that the description of work included in the RFP is general in nature, and that the final scope of work will be agreed upon during negotiations with the successful proposer.
2. **Qualifications.** Submit resumes or biographies of all personnel who will be working on the project. The firm must have a minimum of five (5) years of consecutive experience in public relations, preferably in working with non-profit or governmental organizations. The proposed lead account executive shall have a minimum of three (3) years of relevant public relations and communications experience. The resumes should describe each person's qualifications for this specific type of work. Please indicate who would manage the project and be the point of contact.
3. **Knowledge and Expertise.** Summarize experience assisting clients in working with the Denver City and County Government including the Mayor of Denver's Office. Describe at least three projects or relevant work experience which demonstrates your capability to perform this work. In particular, explain any knowledge you have of the Colorado urban renewal statute and tax increment financing and any experience you have had working with local government-related issues. Your description should include the name, address and phone number of three clients for which you performed the work.
4. **List of Current Clients.** Please list all current clients, including name, address and phone number, and briefly describe the type of work you are performing for each client. Identify and describe any existing and/or perceived conflict or potential conflict and how you would propose to resolve them.
5. **Compensation.** Submit a proposed fee for the project, and if relevant, include a detailed breakdown of the hourly rate for each person assigned to the contract. Include administrative and out-of-pocket expenses. Indicate the desired terms of payment and any special considerations.

Evaluation Process

DURA's Strategic Planning/Legislative Committee will judge the merits of proposals received in accordance with the performance criteria defined herein. The objective of the committee will be to select the proposer whose proposal is most responsive to DURA's needs. Failure of the proposer to provide any information requested in the RFP shall be the responsibility of the proposer and may result in disqualification of the proposal.

DURA values diversity and encourages responses from qualified SBE, MBE and WBE firms.

It is the policy of DURA to encourage and support equal opportunity in the purchase of goods and services. DURA shall comply with all Equal Opportunity requirements in the procurement of goods and services.