



708 W. Main Street – Coppell, TX – 75019
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Coppell Chamber of Commerce
Community Marketing, Media and Communications
Request for Qualifications, City Branding and Marketing - RFQ# 01-2021

The Coppell Chamber of Commerce is requesting Statements of Qualifications from experienced and qualified Marketing Firm/Agency (Firm) for a comprehensive and full branding and marketing plan to reflect our unique community.

Coppell is seated in Dallas County, has a population of 41,000 residents in an area that is in the heart of the Dallas Fort Worth Metroplex with a population of approximately 8 million residents. Coppell is one of the host cities for the Dallas Fort Worth International Airports. The City of Coppell provides Police, Fire, water, street maintenance, sewer services, and an Art Center, a nationally awarded Farmer's Market, one of the top school districts in Texas, parks, and a city library.

Once a sleepy little farm community, Coppell has become a rapidly growing, vibrant part of the DFW Metroplex. Conveniently located just minutes from DFW Airport, one of the world's busiest, when you are in Coppell you're close to both the early history of Texas while having the easy access to the airport and a gateway to the rest of the modern world. Anyone with a love for the past or a simpler time, can take a stroll through Old Town Coppell and grab a bite at one of the many eateries throughout Coppell.

The Coppell Chamber of Commerce desires to develop a local and regional media campaign using existing resources in the most cost-effective way.

Project Overview and Scope of Services

The Coppell Chamber of Commerce is seeking an experienced Marketing Firm/Agency to create a comprehensive, full marketing initiative and needs a qualified Marketing Firm/Agency with experience in solid market research, strategic planning, and recommendations for implementation and tracking results.

It is critical that the marketing initiative consist of and accomplish the following;

- Promote Coppell as a great place to visit and shop.
- Inspire potential visitors to choose Coppell as a travel destination and/or a less expensive location for hotel and restaurants when visiting the Metroplex for work or entertainment.
- Conduct additional market research and analysis as needed
- Recommend an advertising campaign strategy from conception through design, development, production and evaluation.
- Carry out media buying, placement and monitoring

- Provide a written and graphical marketing plan that would be used to execute on the City's strategic marketing plan.
- Provide photography as needed
- Provide videography as needed

*All delivered content must be open sourced or available for licensed use. Cost of any necessary licensing should be clearly disclosed within the Written Agreement.

Proposal Format and Desired Qualifications

- Experience of the Marketing Firm/Agency; provide a cover letter with name, address, phone number and email address of Consultant.
- Prior experience and qualifications in providing advertising, marketing, media and communication services for marketing initiative.
- Firm's history regarding working with Texas Office of Tourism and other marketing entities that advertise Texas.
- Identify the proposed Project Manager and personnel to be assigned to this project, including names, address, current phone numbers and email addresses.
- References: Provide the name and contact information for at least three (3) references familiar with the quality of work by your firm of similar nature as contained in the above Scope of Work
- Project Understanding; provide your general understanding of the City's media and communication needs. Identify any potential challenges or special concerns that may be encountered.
- Hourly Rates; provide a breakdown of hourly rates for prospective work by labor type required to carry out the items described in the Scope of Work.
- Provide any other information that you feel to be relevant to the selection of your firm.

Review Criteria

- The completeness of the submittal
- Qualifications of the Marketing Firm/Agency; Preference shall be given to those with key experience in the items listed in the Scope of Services.
- Project Understanding; Preference shall be given to respondents which demonstrate an understanding of the project requirements.
- References; Preferences shall be given to respondents with reference checks that complement the desired project requirements.
- Ability of the Firm in terms of workload and availability of qualified personnel, equipment, and facilities to perform the required professional services competently and expeditiously.

INTERVIEWS

The Coppell Chamber of Commerce, at its sole discretion may conduct on site interviews with each respondent or finalist. The individual designated as the Project Manager should attend the interview. All costs, if any, associated with travel to this interview are the responsibility of the respondent. The Chamber will make every effort to accommodate and minimize costs to the respondent. Respondent should be prepared to discuss all aspects of their proposal.

SELECTION

The Coppell Chamber Marketing Review Committee shall serve as the selection committee and will forward their recommendations to the Chamber President and Board Executive Committee for final approval.

The Coppell Chamber of Commerce plans to select the Marketing Firm/Agency to perform these services by December 1, 2021. If a written agreement cannot be negotiated with the selected consultant within a reasonable period of time

after selection, The Chamber reserves the right to terminate negotiations and select a Firm from among the other finalist.

Written Agreement Required

The selected respondent will be invited to enter into a two (2) year written agreement with the Coppell Chamber of Commerce to provide all services required under the Scope of Services set forth in this RFQ or as may be modified by the Written Agreement. The respondent will be expected to complete the tasks and produce the products and services as outlined below and as assigned. A final budget for such services will be established upon award and final approval of the Written Agreement.

SUBMISSION OF PROPOSALS

Respondents shall submit their proposal to the Coppell Chamber of Commerce, Attn Ellie Braxton Leveen, Proposals must be submitted bearing the name and address of the respondent.

Responses must be submitted to:

Coppell Chamber of Commerce

708 W. Main Street

Coppell, TX 75019

All responses to the RFQ are due November 20, 2021, 2:00 p.m. CST

Responses to the RFQ that are not received by Coppell Chamber of Commerce prior to the date and time specified will be considered late and will be rejected. All submitted proposals, including attachments, supplementary materials, addenda, etc. become the property of the Coppell Chamber of Commerce and will not be returned to the respondent.

GENERAL CONDITIONS

A. CONFLICT OF INTEREST: The successful firm shall disclose any potential conflicts of interest it may have with the Coppell Chamber of Commerce shall address and resolve any individual matters involving a conflict in advance of appointment. Such conflicts shall be disclosed as part of the RFQ submission.

B. INSURANCE AND INDEMNIFICATION: The selected firm must maintain professional, general, automobile and employee liability insurance in addition to workers' compensation insurance in the minimum amount of \$1,000,000.00 per occurrence and \$2,000,000.00 aggregated and name the Coppell Chamber of Commerce as an additionally insured.

Additionally, the selected firm must state in its RFQ that it shall indemnify and hold harmless the Coppell Chamber of Commerce from any claims arising out of any work or service provided by the firm including, but not limited not to, claims by any federal, state, or county agency that there is, or may be, a violation of a law or regulation.

C. DATA COMPILATION: The selected firm shall take all steps necessary to safeguard any data, files, reports, surveys, drawings or other information from the loss of such data shall be borne by the Agency when such loss or damage occurred through its negligence. The selected firm shall retain all data, files, reports, drawings or other information and shall provide a copy the same to the Coppell Chamber of Commerce within 60 days of the data, file, report, survey, drawing or other information is created.

D. FEDERAL AND STATE LAWS: The selected firm shall include in its RFQ that it is solely responsible for obtaining all permits and complying with all other federal or state laws, regulations or requirements governing marketing a municipality.

E. CANCELLATION: The Coppell Chamber of Commerce shall have the authority to reject any and all bids and re-advertise or re-solicit bids.

The signer of the proposal must declare that the proposal is in all respects fair and in good faith without collusion or fraud and that the signer of the Bid has the authority to bind the principal proponent.

Questions pertaining to this RFQ should be submitted via email to ellie@coppellchamber.org. Questions must be submitted no later than (5) five business days prior to RFQ closing date and time. To ensure fair consideration for all respondents, responses to the submitted questions will be provided in the form of an addendum to the RFQ. Such addenda, if issued, will be posted on the Chamber of Commerce website, www.coppellchamber.org.

The Coppell Chamber of Commerce reserves the right to reject any irregular or nonresponsive submission and reserves the right to waive any irregularity in submissions. The Chamber reserves the right to reject all proposals and re-solicit for proposals at the Chamber's sole discretion. All submitted proposals, attachments, etc. will be considered public after contract is awarded.

All cost related to the preparation of proposals and any related activities are the sole responsibility of the respondent. No reimbursement will be made by the Coppell Chamber of Commerce for any cost incurred in preparing proposals.

The Coppell Chamber of Commerce reserves the right to cancel or modify this request for proposal. This is no guarantee that the Coppell Chamber will enter into the Written Agreement for the requested services.