

RFP Number
24-12
A Request for Proposal for the
County of Spartanburg, South Carolina

Sealed Proposals must be delivered to the Office of Purchasing, Office address below, or mailed to the mailing address below. Facsimile and other electronic forms of Proposal will not be accepted. All sealed Proposals must be received by **11:00 AM EST, December 29, 2011** and then will be publicly opened. Sealed Proposals are subject to the conditions and all provisions set forth herein and attached. All qualified Proposer's are invited to submit Proposals to Spartanburg County for the following:

SPARTANBURG COUNTY

Upstate WIB SC Works Marketing Plan

Description of project: Development of a comprehensive Marketing Plan for the effective branding of the SC Works workforce development one stop centers in Spartanburg, Cherokee, and Union Counties.

**Mandatory Pre-Proposal conference will be held Tuesday December 6, 2011
At 4:00 pm at the SC Works Center 110 Commerce St Spartanburg SC
29306**

Submit: One (1) unbound original and three (3) unbound copies of the Proposal, no tabs, must be **received on or before 11:00am, EST, December 29, 2011.**

Address To: Spartanburg County Government
Office of Purchasing
Room 1220
Attention: Lisa Coleman, Interim Director of Purchasing

Mailing Address: P.O. Box 5666
Spartanburg, South Carolina 29304

Office Address: 366 North Church Street
Room1220
Spartanburg, South Carolina 29303

Mark Envelope: Outside of sealed Proposal envelope must be marked:
RFP # 24-12 "SPARTANBURG COUNTY Upstate WIB SC Works
Marketing Plan" followed by your firm name and address.

Deadline Enforced

Proposals or withdrawal requests, delivered after the time and date set for receipt of Proposals, are late and will NOT be accepted. Late Proposals will be void and returned unopened to the Proposer, regardless of when they were mailed or delivered. It is the Proposer's responsibility to ensure timely delivery of a Proposal.

INSTRUCTIONS TO PROPOSERS

1. Enter Proposer's name on any specifications or descriptive papers submitted with this Proposal.
2. Show trade name or brand of any article included in the specifications.
3. When required, furnish samples, free of expense, prior to the Proposal opening. Label each sample with Proposer's name and the item number. Should you wish samples returned, at your expense, when not destroyed in tests, make request for return within 60 days following Proposal opening.
4. Proposals must be submitted on this form. Proposals made otherwise will be subject to rejection. Proposal is to include the amount of all taxes, including any South Carolina state sales tax and any use tax which may be owed by Spartanburg County as a result of this Proposal, and costs of transportation to the required destination.

CONDITIONS

1. The County (Agency/Institution) reserves the right to reject any and all Proposals, and to waive all technicalities.
2. Unit prices will govern over extended prices, unless otherwise stated in notice.
3. In case of default by Proposer, the County reserves the right to purchase any or all items in default on the open market, and charge the Proposer with any excessive costs.
4. All materials and products offered must be guaranteed to meet the requirements of the specifications indicated, given or referred to.
5. Prices proposed must be based upon payment in thirty days.
6. The right is reserved, in case of tie bids, to make award as considered being most advantageous to County.
7. The right is reserved to reject any Proposal in which the delivery time indicated is considered sufficient to delay the operation for which the commodity is intended.
8. Unless otherwise indicated by County (Agency/Institution) prices must be firm.

**PROPOSAL FOR RFP # 24-12 SPARTANBURG COUNTY Upstate WIB SC
Works Marketing Plan**

Proposer has examined copies of all Proposal Documents, the Advertisement for Proposals, and of the following Addenda (receipt of which is hereby acknowledged):

Addenda Number: _____ **Date:** _____

Addenda Number: _____ **Date:** _____

LUMP SUM PROPOSAL PRICE: \$ _____

VOLUNTARY ADD 1 PRICE: \$ _____

In compliance with invitation, and subject to all conditions, thereof, the undersigned offers and agrees, to furnish and complete the installation of all items for base Proposal and all Proposal voluntary adds, at the prices as set forth above, within _____ days after fax receipt of purchase order. PROTESTS: Proposers who are aggrieved in connection with the solicitation or award of contract may protest in accord with Spartanburg County Procurement Regulations. Protests shall be submitted in writing to the Procurement Office within 7 calendar days of the Intent to Award Notice.

By: _____ Title: _____

Signature: _____ Date: _____

Address: _____

Telephone / Email: _____

Introduction

Any offer submitted as a result of this Request for Proposal (RFP) shall be binding on the Proposer for sixty (60) calendar days following the specified opening date. Any Proposal for which the Proposer specifies a shorter acceptance period will be rejected. At the end of the 60-day period, Proposals may be withdrawn at the written request of the Proposer. If not withdrawn within five days subsequent to the sixty-day period, the Proposal shall remain in effect until an award is made or the solicitation is cancelled.

This RFP provides basic information regarding the County's requirements. Services which are not specifically requested in this RFP, but which are necessary to provide the functional capabilities proposed, shall be included in this submittal.

The words "Contractor", "Vendor", "Offeror", "Consultant", "Bidder", and "Proposer", are used interchangeably throughout this RFP to define the companies submitting proposals.

If the Proposer discovers any ambiguity, conflict, discrepancy, omission or other error in the RFP, it shall immediately notify the County of such error, in writing, and request modification or clarification of the document. The Proposer is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in the RFP or it shall be deemed waived.

The County reserves the right to reject any and all Proposals; to waive any informality or irregularity not affected by law; to evaluate, in its absolute discretion, the Proposals submitted; and to award the contract based on the established criteria and according to the Proposal which best serves the interests of the County.

This RFP is being issued by Spartanburg County Government, Department of Purchasing. Direct all questions or requests for clarification of this RFP, in writing, to: Lisa Coleman, Interim Purchasing Director, at choice of addresses listed on Notice of RFP Page 1. Proposers are specifically directed not to contact any other County personnel for meetings, conferences, or technical discussions related to this RFP. Failure to adhere to this policy may be grounds for rejection of Proposals.

Proposers are cautioned that any statements made by County staff persons, which may materially change any portion of the Proposal document, shall not be relied upon unless they are subsequently ratified by a formal written addendum to the Proposal document. Any revisions to this RFP will be issued and distributed as an addendum.

PROTESTS: Proposers who are aggrieved in connection with the solicitation or award of contract may protest in accord with Spartanburg County Procurement Regulations. Protests shall be submitted in writing to the Procurement Office within 7 calendar days of the Intent to Award Notice.

A Proposal received by Spartanburg County is considered a public document under provisions of the South Carolina Freedom of Information Act (FOIA) unless it contains information that may clearly be considered accepted and excluded from disclosure according to State statute. All information that is to be considered confidential and/or proprietary must clearly be identified, and each page containing confidential and/or proprietary information, in whole or in part, must be stamped as **CONFIDENTIAL**, in bold font of at least 12-point type, in the upper right hand corner of the page.

General Terms and Conditions

Purchasing Regulations: This solicitation is subject to the provisions of the Spartanburg County Government's Purchasing Regulations and any revisions thereto. A copy of Purchasing Regulations may be obtained by contacting the Department of Purchasing (864) 596-2519. Spartanburg County reserves the right to negotiate and contract with any individual firm deemed suitable to provide the services required. At the County's discretion, one or more firms may be engaged for this work.

Applicable Laws and Compliance: This solicitation and any resulting contract shall be governed in all respects by the laws of the State of South Carolina. The Proposer shall comply with applicable federal, State, and local laws and regulations. By submitting this Proposal, the Proposer certifies it is currently and will remain in compliance with:

The Federal Civil Rights Act of 1964, as amended;
The Federal Immigration Reform and Control Act of 1986;
The Americans with Disabilities Act

Public Record: Upon award, or Protest, copies of the Proposals will be made available for public inspection, under the supervision of County Purchasing Department staff, from 8:30 a.m. until 5:00 p.m., Monday through Friday, at 366 N. Church Street, Room 1220, Spartanburg, South Carolina.

Debarment Status: By submitting a Proposal, Proposers assert that they are not currently debarred from proposing on contracts by any agency of the State of South Carolina, nor are they an agency of any person or entity currently debarred from submitting Proposals on contracts by an agency of the State of South Carolina.

Payment Terms and Invoices: Prices proposed must be based upon payment in thirty days after invoice or owner accepted delivery of goods and services, whichever occurs last. Partial payment requests are to be submitted on the AIA Document G703. Invoices must show the contract or purchase order number assigned by the Spartanburg County Purchasing Department and shall be submitted by the Proposer to the Upstate Workforce Investment Board Finance Department CJ Jackson (cjjackson@upstatewib.org).

Proposer Qualification: The Spartanburg County Government may make such reasonable investigations, including inspections of the Proposer's physical plant, as deemed proper and necessary to determine the ability of the Proposer to perform stipulated contract work and the Proposer shall furnish the Spartanburg County Government all such information and data for this purpose as may be requested.

Assignment of Contract: A contract shall not be assignable by the Proposer in whole or in part without the written consent of the Spartanburg County Government.

Changes to the Contract: By written notice to the Proposer, Spartanburg County Government may, from time to time, make changes within the general scope of the contract. The Proposer shall promptly comply with such written notice. Any such notice which causes an increase or decrease in the Proposer's cost of performance shall be redressed through a negotiated, equitable adjustment in the payment rate, and the terms of the contract shall be modified accordingly.

Entire Contract: The entire contract entered into by the Spartanburg County Government and the Proposer shall consist of this Request for Proposal and any addendum issues. Collectively these materials shall comprise the Contract Documents.

Default: In case of failure to deliver services in accordance with the contract terms and conditions, Spartanburg County Government, after written notice, may procure services from other sources and hold the Proposer responsible for any resulting additional expense.

Termination of Contract: The performance of work, under the contract, may be terminated by the County, in whole or in part, whenever the County determines that termination is in the County's best interest. Unless otherwise noted in this solicitation, any agreement entered into as a result of this solicitation may be terminated by the County without penalty upon thirty (30) days notice, in writing, prior to the effective date of termination, specifying the extent to which performance of the work under the contract is terminated and the date upon which such termination becomes effective.

The performance of work under the contract may be terminated by the County in whole or in part whenever the County determines, in its sole discretion that the selected Proposer is not performing as set out in the Proposal. Any such determination shall be effected by the delivery to the Proposer of a written notice of termination at least seven (7) days before the date of termination, specifying the extent to which performance of the work under the contract is terminated and the date upon which such termination becomes effective.

After receipt of a notice of termination, except as otherwise directed, the selected Proposer shall stop work on the date of receipt of the notice of termination or other date specified in the notice; place no further order or subcontracts for materials, services, or facilities except as necessary for completion of such portion of the work not terminated; terminate all vendor and subcontracts; and settle all outstanding liabilities and claims.

Indemnification: The selected Proposer covenants to save, defend, keep harmless, and indemnify the County and all of its officers, departments, agencies, agents, and employees from and against all claims, loss, damage, injury, fines, penalties, and costs, including court costs, attorney's fees, charges, liability, and exposure, however caused, resulting from, arising out of, or in any way connected to the selected Proposer's negligent performance or nonperformance of the terms of the contract.

Insurance: The Proposer shall procure and maintain during the life of the contract, Insurance Coverage for not less than any limits of liability shown below and shall include contractual liability insurance as applicable to the vendor's obligations, with a carrier authorized to conduct business in the State of South Carolina.

All coverage shall be primary and shall apply separately to each insured against whom claim is made or suit is brought, except with respect to limits of the insurer's liability. Original endorsements, signed by a person authorized to bind coverage on its behalf shall be furnished to the County by the successful Proposer.

- A. Commercial General Liability: The Proposer shall maintain insurance for protection against all claims arising from injury to person or persons and against all claims resulting from damage to any property due to any act or omission of the Proposer,

his agents, or employees in the operation of the work or the execution of this contract.

Bodily Injury (Injury or Accidental Death) and Property Damage \$1,000,000
per occurrence

- B. Comprehensive Automobile Liability: The Proposer shall maintain Automobile Liability Insurance for protection against all claims arising from the use of vehicles, rented vehicles, or any other vehicle in the prosecution of the work included in this contract. Such insurance shall cover the use of automobiles and trucks on and off site of the project. The minimum amounts of Automobile Liability Insurance shall be as follows:

Bodily Injury (Injury or Accidental Death) and Property Damage \$1,000,000
Combined Single Limit

- C. Worker's Compensation: The Proposer shall maintain Worker's Compensation Insurance within statutory limits for all employees who are in any way connected with the performance of work under this agreement. Such insurance shall comply with all applicable State laws.

- D. Professional Liability Insurance: If providing a professional service, the Proposer shall maintain Professional Liability Insurance to cover errors, acts of omission by the Proposer, its agents and representatives in the performance of obligations.

Professional Liability Insurance \$1,000,000 per occurrence

- E. Employers Liability Insurance \$500,000 each accident
\$500,000 disease, each employee
\$500,000 disease policy limit

- F. Umbrella Policy: \$5,000,000

Proposers must provide the County with a Certificate of Insurance showing proof of insurance as is acceptable to the County. Proposer and/or its insurers are responsible for payment of any liability arising out of Workers' Compensation, unemployment or employee benefits offered to its employees.

Insurance is to be placed with insurers licensed to operate in the State of South Carolina by the South Carolina Department of Insurance unless otherwise accepted by the County. Insurance should be placed with insurers possessing a current A.M. Best's rating of not less than A: VIII.

Workers' Compensation policies are to be endorsed to include a waiver of subrogation in favor of the County, its officers, officials, employees and agents.

For Automobile and General Liability insurance, the successful Proposers shall name the County, its officers, officials, employees and agents as Additional Insured with respect to liability arising from the performance of work contained in this proposal. All insurance policy requirements shall contain a provision that coverage afforded under the policies will not be cancelled unless and until a thirty (30) day prior written notice has been provided the County.

Should Proposer cease to have insurance as required during any time, all work of Proposer pursuant to this agreement shall likewise stop until insurance acceptable to the County is secured.

The Proposer must agree to be fully and solely responsible for any costs or expenses as a result of a coverage deductible, co-insurance penalty, or self-insured retention; including any loss not covered because of the operation of such deductible, co-insurance penalty, or self-insured retention.

The Proposer shall agree to cause each subcontractor employed by Proposer to purchase and maintain insurance of the type specified herein, unless the Proposer's insurance provides coverage on behalf of the subcontractor. Evidence of subcontractor insurance shall be made available to the County upon request of the County.

Independent Contractor: The selected Proposer shall be legally considered an independent contractor and neither the Proposer nor its employees shall, under any circumstances, be considered employees of the County; and the County shall at no time be legally responsible for any negligence or other wrong doing by the Proposer or its employees. The County shall not withhold from the contract payment to the Proposer any federal or state unemployment taxes, federal or state income taxes, Social Security tax, or any other amounts for benefits to Proposer. Further, the County shall not provide to the Proposer any insurance coverage or other benefits, including Worker's Compensation.

Audit: The Proposer hereby agrees to retain all books, records, and other documents relative to this engagement for five (5) years after final payment for services. Spartanburg County Government, its authorized agents, and agents of the State and federal government shall have full access to documents and the right to examine any materials during the said period.

Fraud Policy: Proposers submitting Proposals to Spartanburg County Government must review the County's policy related to fraudulent activities and acknowledge their responsibilities for protection against acts of fraud in the conduct of business.

Additional Information: Spartanburg County Government reserves the right to seek clarification of information, request information deemed missing from the Proposal, or request additional information as deemed necessary or desirable.

Proposer Obligation: In submitting a Proposal, the Proposer covenants that he/she has satisfied him/herself of the conditions to be met in this solicitation, that he/she is fully aware of obligations contained herein, and that he/she will not make any claim for, or have right to cancellation or relief from the contract because of any misunderstanding or lack of information.

Availability of Funds: By signing this Proposal, the Proposer agrees that the Spartanburg County Government shall be bound only to the extent funds are available and appropriated by the duly elected body of Spartanburg County for the purpose of any resultant contract.

Notice of Requirement of State of South Carolina Sales Tax License or Retail Tax License or Use Tax License: Failure to include all service costs, including any State of South Carolina Sales Tax or Retail Tax or Use Tax which may be owed by Spartanburg County as a result of this Proposal, will result in the disqualification of the Proposer.

The Spartanburg County Council reserves the right to accept or reject any or all Proposals, parts thereof, and to waive any technicality when the best interest of the County shall be served.



Spartanburg County

State of South Carolina Sales Tax License or Retail Tax License or Use Tax
License Acknowledgement Form

RFP No: 24-12

**Proposal Name: Spartanburg County Upstate WIB SC Works
Marketing Plan**

Proposer Information:

Proposer: _____

Address: _____

City, State, Zip: _____

Contact: _____

Telephone: _____

Email: _____

State of South Carolina Sales Tax License or Retail Tax License or Use Tax

License ID number: _____

Federal Tax ID number: _____

The signature below acknowledges that Proposer is aware of and has been notified that Proposal will not be accepted if Proposer does not turn in this form with State of South Carolina Sales Tax License or Retail Tax License or Use Tax License ID number and Federal Tax ID number.

In addition, proposer is aware that Spartanburg County is not a State of South Carolina Sales Tax or Retail Tax or Use Tax exempt County and the Proposal shall be a lump sum which shall include the amount of all taxes, including any State of South Carolina Sales Tax or Retail Tax or Use Tax which may be owed by Spartanburg County as a result of this Proposal.

Proposer's Signature

Date Signed

Spartanburg County
Proposer's Fraud Acknowledgement Form

RFP No: 24-12
Proposal Name: Spartanburg County Upstate WIB SC Works Marketing Plan
Proposer Information:
Proposer: _____
Address: _____
City, State, Zip: _____
Contact: _____
Telephone: _____
Email: _____

The signature below acknowledges that I am aware of and have read the Spartanburg County Fraud Policy adopted by Spartanburg County Council on July 18, 2005. As a Proposer engaged in a business relationship with Spartanburg County, I understand that I am responsible for aiding in the protection against fraudulent acts (which are defined in the Fraud Policy) by complying with all aspects of the Fraud Policy.

Proposer's Signature

Date Signed

Copies of Spartanburg County's Fraud Policy can be obtained as follows:

1. Spartanburg County's website at www.spartanburgcounty.org under the link to Auditor/Internal.
2. Request a copy from the Internal Auditor at 596-3538.

WHEREAS, Spartanburg County is often required to contract or retain independent contractors and vendors to perform maintenance, repair, construction and demolition services for or on behalf of the County for the public good, welfare and safety; and

WHEREAS, when independent contractors and vendors undertake to provide such work and services for the County, the risk of liability for accidents and incidents involving county personnel and property as well as private citizens and property may arise as a result of the activities of such independent contractors and vendors and their agents and employees; and

WHEREAS, to protect the County employees and County property as well as private citizens and private property from loss that may occur from the activities of independent contractors and vendors, the County has determined that all such independent contractors and vendors should be properly insured and/or bonded and should warrant their compliance with OSHA and other applicable safety standards.

NOW THEREFORE, to establish eligibility for contracting with the County or to qualify for the performance of certain work or services for or on behalf of the County, the undersigned independent contractor or vendor, agrees, affirms and warrants as follows:

1. That the undersigned independent contractor or vendor warrants and affirms that it shall comply with OSHA and other applicable safety standards for any work or services that may be performed by the employees of the independent contractor or vendor during the course of work or services for the County.
2. That the undersigned independent contractor or vendor warrants that it is properly bonded and/or maintains adequate liability insurance to cover any and all damages, losses, claims or costs, whether involving County personnel or property, private parties, private property or businesses, that arise or may arise, in whole or in part, from any work, services or activities performed by the independent contractor or vendor for the County.
3. That the undersigned independent contractor or vendor warrants and affirms that it maintains adequate workers compensation insurance to cover any and all damages, losses, claims by any employee that may arise or occur during the course of any work, services or activities by the independent contractor or vendor.
4. Notwithstanding any other provision or agreement, the undersigned independent contractor or vendor indemnifies and holds Spartanburg County harmless from any and all claims, damages, losses or costs that arise or may arise, in whole or in part, from any work, services or activities performed by the independent contractor or vendor during the course of any construction, maintenance, repair or service of County facilities, buildings, property and equipment including demolition and removal of unsafe structures.

INDEPENDENT CONTRACTOR/ PROPOSER

By: *X*

Date:

Its:

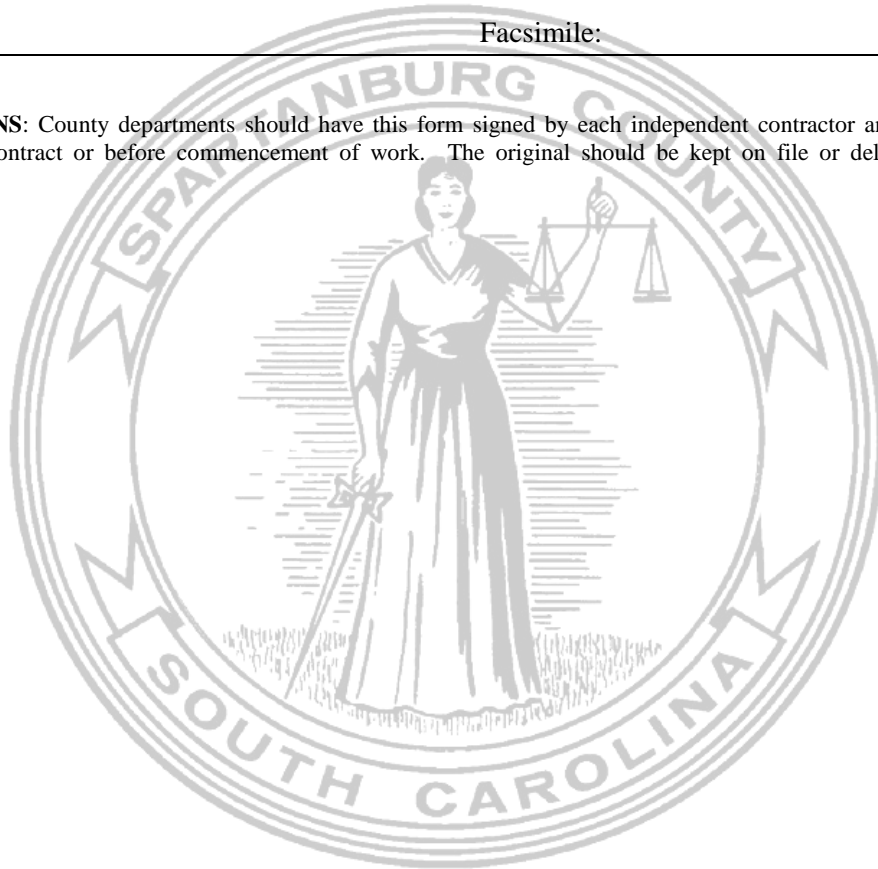
For Company Name:

Address:

Telephone:

Facsimile:

INSTRUCTIONS: County departments should have this form signed by each independent contractor and Proposer before awarding any contract or before commencement of work. The original should be kept on file or delivered to the Risk Manager.



Scope of Work/Services Provided:

The awarded Proposer shall perform and carry out in a good, clean, and professional manner, those services necessary to complete the SPARTANBURG COUNTY Upstate WIB SC Works Marketing Plan.

The Upstate Workforce Investment Board (Upstate WIB) is soliciting proposals from qualified sources for assistance in the development of an integrated marketing plan for SC Works Upstate.

The marketing plan is intended to function as a framework for all marketing communications used by SC Works Upstate. The purpose of marketing and outreach efforts will be to promote awareness and advance the image of the SC Works Upstate system, which is a new brand, to the business community, job seekers, and the general public. The marketing plan should be designed to utilize marketing materials and technology to enhance customer service, improve delivery of services, and support goals across the workforce system. The staff of the Upstate WIB and SC Works Upstate will carry out the plan as funds are not allocated for a consultant to do any of the work beyond plan development.

I. Background

SC Works Upstate is a part of the statewide workforce system, designed to bring employers and job seekers together. SC Works Upstate is a result of the merging of Upstate Career Source and the former Employment Security Commission Job Service offices. SC Works Upstate has physical locations in Cherokee, Spartanburg and Union Counties and also in the Greater Greer area.

Under the direction of the Upstate Workforce Investment Board, SC Works Upstate is a coalition of agencies integrating all workforce development services. The primary goal is to provide services to facilitate the attainment of meaningful employment, accomplished through making the connection between job seekers and employers. For the employer, the centers provide access and assistance with recruitment and pre-screening at no cost to the employer. For the job seeker, some services include, resume development, career and education planning and a variety of workshops.

Benefits for employers at SC Works Upstate include:

- Free job postings, advertising and job fairs
- Quality pre-screening and interviewing assistance
- Variety of skills assessments and on-site training
- Employee training
- Access to labor market information

Benefits for the jobseeker at SC Works Upstate include:

- Access to job listings at www.jobs.scworks.org
- Use of computers and office equipment for internet job search and resume development
- Job placement services tailored to your needs
- Skills assessment tools and training opportunities
- Variety of workshops including computer training, basic job skills and GED preparation

For individuals qualifying for Workforce Investment Act (WIA) services, additional intensive and training services may be available. Intensive services may include individual career counseling and assessment, development of an employment plan, pre-vocational training, and a variety of supportive services to help ensure an individual's success in the program.

Earlier this year, the South Carolina Department of Employment and Workforce (SCDEW) began "branding" SC Works centers statewide. Their branding efforts have included the release of logos for each center, a tagline, and limited use brochures and templates.

II. Description of Requested Services

Scope of Work:

The contractor selected for this project will be expected to carry out the tasks necessary to prepare a comprehensive marketing plan and implementation timeline. At a minimum, the contractor will work with the SC Works Upstate Marketing Committee to coordinate the scheduling and convening of planning meetings including preparation of agendas, meeting materials and meeting notes/summaries; facilitate the planning meetings of the committee; produce planning documents that result from meetings of the committee and document needs, gaps, opportunities and recommendations that result from these planning meetings. Additional oversight will be provided by the Executive Committee to the Upstate Workforce Investment Board. The successful bidder will be expected to provide updates to the Executive Committee and take direction from the committee.

Statement of Need:

The Upstate WIB seeks a marketing plan that provides recommendations and deliverables to market SC Works Upstate as a valuable component in the workforce development system to businesses, jobseekers, and the general public. Specifically, the plan must include but is not limited to:

- Primary research:
 - Demographic profile of current customers – both businesses and jobseekers
 - Assessment of current marketing activities
- Identification of goals for SC Works Upstate
- General strategies for accomplishing each goal
 - Marketing strategies, including but not limited to affordable paid advertising, earned media, e-marketing, strategic partnerships, and others.
- Implementation plan and timeline (1 year minimum)
- Measurements for success

Deliverables:

The primary deliverables for this project will include a written comprehensive plan as outlined in the Statement of Need, and the development of tangible items identified as appropriate strategies within the plan (yet to be determined, but may include advertising layout template, e-marketing template, brochure template, etc.).

III. Qualification of Bidders

The successful bidder performing project activities must demonstrate the following experience, skills or knowledge:

- Experience designing and managing projects involving multiple agencies and/or stakeholder groups

- Experience developing marketing plans
- Knowledge of SC Works system operations a plus (formerly Career Source)
- Ability to work under the direction of the Upstate WIB staff
- Experience facilitating meetings
- Ability to present technical information in a clear, concise format for varied audiences

IV. Project Duration

It is anticipated that an award will be made as early as January 1, 2012. It is anticipated that completion of the integrated marketing plan and deliverables will be completed by February 29, 2012 for implementation by Upstate WIB staff beginning March 1, 2012. The Upstate WIB reserves the right to modify the initial contract to include extension beyond the original project timeframe pending availability of resources and performance of the contractor.

V. Project Cost

Bidders are advised to submit proposals that reflect their best and lowest cost. Bidders must submit a breakdown of costs for the implementation of the marketing plan. Bidders should provide cost information, such as hourly and/or daily rates and fees that would support implementation of the marketing plan. Provide a framework of how services will be charged listing hourly rates, fees for specific services or other methods of fee assessment. A schedule of the delivery of the services should be included with the appropriate alignment of payments due. This should include, but is not limited to, prices for the following:

- a) Proposed methodology and activities related to assessing current customers and marketing strategies;
- b) Proposed methodology and activities related to development of goals and strategies;
- c) Design of publications (deliverables)
- d) Meeting fees
- e) Travel cost

All work shall be completed in accordance with Federal, State, and Spartanburg County safety regulations. Spartanburg County Risk Manager can be contacted at tbooker@spartanburgcounty.org.

After award of purchase order, any changes that result in additional cost to Spartanburg County must be submitted in writing to angermeier@upstatewib.org for prior written approval. Do not proceed with job until purchase order is in hand, and do not proceed with any changes until written notification to proceed is in hand. After award of purchase order, access to SC Works Centers and staff will be coordinated through Upstate WIB Marketing Director, Sharon Emory, semory@upstatewib.org.

Award:

An award shall be made to the Proposer best suited to provide the services detailed in the Scope of Services section of this solicitation. Proposal shall be awarded based on the following criteria and any other information deemed relevant by the Spartanburg County Administrator.

1. Proposal Submittal Documents:

All Proposal submittal documents must be included with the Proposal

- Notice of Proposal Page 2 with Proposal prices and proposed days to complete Proposal.
- State of South Carolina Sales Tax License or Retail Tax License or Use Tax License Acknowledgement Form completed, Notice of Proposal Page 9.
- Proposer's Fraud Acknowledgement form completed, Notice of Proposal Page 10.
- Loss Prevention Eligibility Requirements form completed, Notice of Proposal Pages 11 and 12.

2. Cost:

Proposal is to be a lump sum with all fees included by Proposer. Proposal is to include the amount of all taxes, including any State of South Carolina Sales Tax or Retail Tax or Use Tax which may be owed by Spartanburg County as a result of this Proposal.

Additionally, please provide hourly rates of all staff that are assigned to Spartanburg team, or recommend any alternatives to fees/ retainer or hourly rates.

The maximum points any proposal can receive are 100. The One Stop Oversight Committee and selected staff that are part of the Marketing Committee will evaluate proposals according to the following criteria:

- Proposal Submittal Documents - The bidder followed instruction in structuring the proposal. **Maximum points: 5**
- Executive Summary - The bidder's response to this section reflects an understanding of the scope of the project, specific activities to be completed, and deliverables to be produced. **Maximum points: 15**
- Work Plan – The bidders work plan addresses all project activities, identifies specific action steps supporting each of the activities, and specifies reasonable time frames for completion. **Maximum points: 30**
- Organizational Structure – The bidder's proposed organization and staffing identifies personnel possessing skills and experience related to the project tasks to be performed; the organization/management structure and time commitment of staff resources support completion of project activities and preparation of deliverables. **Maximum points: 15**
- Experience - The bidder's background, experience and financial condition reflect relevant experience and a capability to provide requested services. **Maximum points: 15**

- Proposed Budget – The budget and narrative justification are itemized and sufficiently detailed to show how the total project cost was derived and costs appear to be reasonable; a proposed payment schedule was provided with payment points based on completion of project activities and acceptance of deliverable and appears to be reasonable. The budget also contains cost information that identifies hourly and/or daily rates and fees that would support implementation of the marketing plan. **Maximum points: 20**

Each proposal will be assigned a point value based on an average of all individual reviewer scores. Proposals will then be ranked based on average scores. Top scorers may be asked for additional information and clarification of their plan and/or be asked to conduct an oral presentation.

If any items need clarification, please email colem@spartanburgcounty.org. Proposals are not to have any exclusion. Exclusions will come from Spartanburg County in the form of an addendum, to all mandatory pre-Proposal meeting registered bidders. **Any bids received with exclusions will not be accepted.**

- Mandatory Pre-Proposal conference

MANDATORY Pre-Proposal conference is scheduled for 4:00 PM, December 6, 2011, at SC Works Center 110 Commerce St Spartanburg SC 29306. Mandatory Pre-Proposal conference is closed at 4:10 PM, December 6, 2011. Anyone arriving after this will be disqualified from submitting a proposal.

- Protests:

Proposers who are aggrieved in connection with the solicitation or award of contract may protest in accord with Spartanburg County Procurement Regulations. Protests shall be submitted in writing to the Procurement Office within 7 calendar days of the Intent to Award Notice.

- Registration of Proposer:

Proposer must be registered to submit a Proposal. If not a registered Proposer (verify by calling Spartanburg County Purchasing at 864-596-2519), register online at www.spartanburgcounty.org, click on “Bids and Contracts”, click on “How to Register”, and click on “Vendor Registration Application.” Proposal will not be accepted if Proposer is not a registered Proposer with current Federal tax ID number.

- Scheduling:

All Proposals are to provide days to complete project, on the Notice of Proposal Page Two.