

CITY OF CORPUS CHRISTI CONTRACTS AND PROCUREMENT



REQUEST FOR PROPOSAL ("RFP")

Marketing Management & Campaign Initiatives for Corpus Christi International Airport

RFP No. 4407

Release Date: October 24, 2022

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Section 1 – Notice of Request for Proposals

Date Issued: October 24, 2022

1.1. Request for Proposal

- A. The City of Corpus Christi ("City") hereby issues this request for proposal ("RFP"). The City is seeking proposals from firms interested and qualified in providing various marketing materials, campaign development and initiatives dependent on the marketing needs of Corpus Christi International Airport (CCIA). The City intends to enter into a Service Agreement (also referred to herein as "Contract" or "Agreement") for these services.
- B. This project is subject to Federal funding. All applicable Federal requirements shall be followed.

1.2. Term

The term of this contract will be for one year.

1.3. Schedule

The following is the schedule for this procurement:

Date/Time	Activity
October 24, 2022	Request for Proposal issued
November 2, 2022 10:00am CT	Pre-Proposal Conference
November 10, 2022 by 5:00pm	Requests for Clarification from Proposers are due
November 16, 2022	Responses to Requests for Clarification will be posted via Addendum in the City's Supplier Portal
November 29, 2022 by 2:00pm CT	PROPOSALS DUE
Week of December 12, 2022	Finalists interviewed (tentative)
December 21, 2022	Recommendation/selection (tentative)
February 2023	Projected Date Award of Contract
February 2023	Anticipated Notice to Proceed

1.4. Procurement Officer and Delivery Address:

Minerva Alvarado

City of Corpus Christi – Contracts and Procurement
1201 Leopard St., 1st Floor
Corpus Christi, Texas 78401
Phone: (361) 826-3163
MinervaA@cctexas.com

Section 2 - Instructions to Proposers

2.1. Pre-Proposal Conference:

Proposers are welcomed and encouraged to attend the pre-proposal conference **via WebEx only due to concerns regarding the Coronavirus**. Connection options are the responsibility of attendees. Please follow the instructions below to join the meeting:

Pre-Proposal Meeting scheduled at 10:00am CT on November 2, 2022

- 1) Type webex.com into your browser window
- 2) Press "Join" in the upper right of the screen.
- 3) Input meeting number: (access code): 2598 917 3412
- 4) Input meeting password: 2twJ8hZaUy6
- 5) To join the audio, it is recommended you select join from your computer or use the call-in number on the WebEx portal.

Join by phone

To call in from a mobile device (attendees only)

+1-650-479-3208 United States Toll

- 6) Please make sure you mute your mic/phone upon joining and unless speaking to avoid background noises during the meeting.

2.2. Proposer's Minimum Requirements:

- A. The Proposer must be a Google Premier Partner firm with proof of status. Provide status in the proposal.
- B. The Proposer must have an Aviation/Airport Consultant on the team that will create, execute, and manage the campaign.
- C. The Proposer must have a proven experience creating and managing successful "leakage" campaigns for airports. Provide your experience in the proposal.
- D. The Proposer must have operated continuously for a minimum of five years as an established firm in providing marketing materials, campaign development and initiatives. Contractor must submit the following with its proposal: documentation demonstrating the required experience as outlined above.

- E. The Proposer must not have any outstanding lawsuits nor has the Proposer been involved in any lawsuits during the last five years that may materially affect its ability to provide the services described herein. In addition, the Proposer must not be currently involved in litigation with the City nor has the Proposer been involved in litigation with the City during the last five years. Provide information on any lawsuits that would materially affect your ability to provide the work with your proposal.

- F. The Proposer must not have any outstanding regulatory issues nor has the Proposer had any regulatory issues during the last five years that may materially affect its ability to provide the services described herein. Provide information on any outstanding regulatory issues that would materially affect your ability to provide the work with your proposal.

- G. The Proposer's must provide references on the two-page "REFERENCES" form provided in the proposal. The Proposer must provide three current client references and three former client references (or as many current and former client references as Proposer has available) for which the same services have been provided. This information will be used to determine the extent to which the Proposer is able to provide the services described herein to an entity the size of the City of Corpus Christi, as well as the level of customer service exhibited by the Proposer.

2.3. Submission of Proposal:

- A. **PROPOSER SHALL SUBMIT ITS PROPOSAL, AS INSTRUCTED HEREIN.** All proposals must be complete and accurate and in the City-approved format specified herein.

- B. The City's Charter and the City's Procurement Policy require that all proposals submitted be sealed, secret, unopened through the DUE DATE FOR PROPOSALS specified in this RFP. **Therefore, proposals submitted directly to the City by facsimile machine or e-mail will be considered non-responsive and will be eliminated from consideration.**

- C. Proposals will be received before the date and time specified in this RFP. Without exception, proposals received after the deadline are late, shall be deemed non-responsive and shall not be considered.

- D. Proposers shall comply with the additional detailed instructions regarding submission of proposals found in this RFP.

Section 3 - Conditions Governing the Procurement

3.1. RFP Procedural and Content Questions

- A. Any Proposer requiring further clarification of the RFP procedures should submit specific requests for clarification to the Procurement Officer as described in this RFP.
- B. During a review of this RFP and preparation of the proposal, certain errors, omissions or ambiguities may be discovered. If so, or if there are doubts or concerns about the meaning of any part of this RFP, questions should be submitted to the Procurement Officer as described in this RFP.
- C. All inquiries or requests regarding this RFP must be submitted to the Procurement Officer, or designee as specified in writing, and online, via the City's Supplier Portal:

<http://www.cctexas.com/business/supplierportal>

Use the electronic question submission feature specific to this RFP for Requests for Clarifications and questions. Such inquiries or requests must be submitted by the due date and time provided in this RFP. Other employees do not have the authority to respond for the City in writing and any attempt to question other employees regarding this RFP may result in the City disqualifying that Proposer. Only written responses from the Procurement Officer or designee will be binding with regard to inquiries requesting clarification or additional information. The Procurement Officer's written responses will be released simultaneously to all prospective Proposers.

- D. Addenda will be issued to address any submitted Request for Clarification and questions and answers along with any changes to the documents as a result of these clarifications.

3.2. Basis for Proposal

Only the information contained in this RFP, questions and answers, addenda hereto and information supplied by the City in writing through the Procurement Officer should be used in the preparation of the Proposer's proposal.

3.3. Proposal Terms and Conditions

With its proposal, the Proposer is committing to the terms and conditions proposed for inclusion in the final Agreement. Any concerns over the terms and conditions must be resolved during the proposal stage through the request for clarification question and answer process.

3.4. Disclosure of Proposal Contents

Proposals will be handled in a manner that avoids disclosure of the contents to competing Proposers and keeps the proposals secret during evaluation. All proposals are open for public inspection after the contract(s) are awarded; however, trade secrets and confidential information in the proposals are not open for public inspection. **It is specifically provided, however, that each Proposer must identify any information contained in its proposal which it asserts is either a trade secret or confidential information.** Such material must be conspicuously identified by marking each page containing such information as "confidential" or "proprietary". **If such material is not conspicuously identified, then by submitting its proposal, a Proposer agrees that such material is considered public information.**

3.5. Late Proposals

Without exception, proposals must be submitted before the DUE DATE FOR PROPOSALS. Proposals received after the time and date specified in this RFP are late and shall not be considered.

3.6. Signing of Proposals

By submitting and signing a proposal, the Proposer indicates its intention to adhere to the provisions described in this RFP. **Proposals signed for a partnership** shall be signed in the Proposer's name by at least one general partner or designee. **Proposals signed for a corporation** shall have the correct corporate name thereon and shall bear the president's, vice president's, or designee's original signature with the name and title written below the corporate name. Any other signature must be accompanied by a resolution of the board of directors authorizing such signature to contract in the corporation's name. The title of the office held by the person signing for the corporation shall appear below the signature of the officer.

3.7. Cost of Proposal

This RFP does not commit the City to pay any costs incurred by a Proposer for preparation and submission of a proposal or for procuring or contracting for the items to be furnished under this RFP. All costs directly or indirectly related to preparing and responding to this RFP, including all costs incurred for supplementary documentation, shall be borne solely by the Proposer.

3.8. Disclosure of Interest

The City of Corpus Christi's Code of Ordinances, Section 2-349, as amended, requires all persons and Proposers seeking to do business with the City to provide the Disclosure of Interest information on the City-supplied form included herewith. Every question must be answered. If the question is not applicable, answer with N/A. Proposers are obligated to provide updated information concerning the

Disclosure of Interest, as warranted, for the duration of time the proposals are under consideration.

3.9. Business Designation Form

Proposer shall complete, sign and submit the Business Designation Form. The information requested is for statistical reporting purposes only.

3.10. Conflict of Interest Questionnaire

Proposer agrees to comply with Chapter 176 of the Texas Local Government Code which requires a person who enters or seeks to enter into a contract with the City of Corpus Christi to file a Conflict of Interest Questionnaire Form (Form CIQ) with the City of Corpus Christi City Secretary's Office, if the Proposer has certain business and/or family relationships with officers of the City of Corpus Christi or has given any gifts exceeding \$100 in the aggregate to an officer or a family member of an officer. For more information on Form CIQ and to determine if you need to file a Form CIQ, please review the information on the City Secretary's website at:

www.cctexas.com/departments/city-secretary/conflict-disclosure

3.11. Form 1295 "Certificate of Interested Parties"

(Only to be submitted if chosen for award)

Proposer's must comply with Government Code Section 2252.908 and submit Form 1295 "Certificate of Interested Parties" upon notification that Proposer has been recommended for award. Form 1295 requires disclosure of "interested parties" with respect to entities that enter contracts with cities. These interested parties include:

- (1) persons with a "controlling interest" in the entity, which includes:
 - a. an ownership interest or participating interest in a business entity by virtue of units, percentage, shares, stock or otherwise that exceeds 10 percent;
 - b. membership on the board of directors or other governing body of a business entity of which the board or other governing body is composed of not more than 10 members; or
 - c. service as an officer of a business entity that has four or fewer officers, or service as one of the four officers most highly compensated by a business entity that has more than four officers; or
- (2) a person who acts as an intermediary and who actively participates in facilitating a contract or negotiating the contract with a governmental entity or state agency, including a broker, adviser, attorney or representative of or agent for the business entity who has a controlling interest or intermediary for the business entity.

Form 1295 must be electronically filed with the Texas Ethics Commission at https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm. The form must then be printed, signed, and filed with the City. For more information, please review the Texas Ethics Commission Rules at <https://www.ethics.state.tx.us/legal/ch46.html>. A Sample Copy of Form 1295 has been provided for reference only.

3.12. Ownership of Proposals

All documents submitted in response to this RFP shall become the property of the City.

3.13. Disqualification or Rejection of Proposals

Proposers may be disqualified for any of the following reasons:

1. There is reason to believe that collusion exists among the Proposers;
2. The Proposer is involved in any litigation against the City;
3. The Proposer is in arrears on an existing contract or has defaulted on previous contracts with the City;
4. The Proposer lacks financial stability;
5. The Proposer has failed to perform under previous or present contracts with the City;
6. The Proposer has failed to use the City's approved forms;
7. The Proposer has failed to adhere to one or more of the provisions established in this RFP;
8. The Proposer has failed to submit its Proposal in the format specified herein;
9. The Proposer has failed to submit its Proposal before the deadline established herein;
10. The Proposer has failed to adhere to generally accepted ethical and professional principles during the proposal process; or,
11. The Proposer has failed to provide a detailed cost summary in the proposal if required.

3.14. Right to Waive Irregularities

Proposals shall be considered "irregular" if they show any omissions, alterations of form, additions or conditions not called for, unauthorized alternate proposals or irregularities of any kind. The Procurement Officer reserves the right to waive minor irregularities and mandatory requirements, provided that all responsive proposals failed to meet the same mandatory requirements and the failure to do so does not otherwise materially affect the procurement. This right may be exercised at the sole discretion of the Procurement Officer.

3.15. Withdrawal of Proposals

Proposals may be withdrawn prior to the exact hour and DUE DATE FOR PROPOSALS.

3.16. Amending of Proposals

A Proposer may amend a proposal prior to the exact hour and DUE DATE FOR PROPOSALS.

3.17. Proposal Offer Firm

By submission of its proposal, the Proposer affirms that its proposal is firm for one hundred eighty (180) days after the DUE DATE FOR PROPOSALS and if awarded a contract the proposal then remains firm for the duration of the contract.

3.18. Proposer's Qualifications

The City may make such investigations as necessary to determine the ability of the Proposer to adhere to the requirements specified herein. The Procurement Officer will reject the proposal of any Proposer who is not a responsible Proposer.

3.19. Exceptions to RFP Specifications

Although the specifications in the following sections represent the City's anticipated needs, there may be instances in which it is in the City's best interest to permit exceptions to specifications and evaluate alternatives. It is vital that the Proposer make very clear where exceptions are taken to the specifications and how the Proposer will provide alternatives. ***Therefore, when allowed, exceptions, conditions or qualifications to the provisions of the City's specifications must be clearly identified as such, together with reasons for taking exception, and submitted as a Request for Clarification during the proposal process. If the Proposer does not make clear that an exception is being taken and receive approval to take such exception, the City will assume the Proposer is, in its proposal, responding to and will meet the specifications and requirements of this RFP.***

3.20. Consideration of Proposals

Discussions may be conducted with responsible Proposers qualified to be selected for award for the purpose of clarification to assure full understanding of and responsiveness to the solicitation requirements. In discussions, there shall not be disclosure of any information derived from proposals submitted by competing Proposers. Until award of the Contract is made by the City, the City reserves the right to reject any or all proposals, to waive technicalities, to re-advertise for new proposals or to proceed with the work in any manner as may be considered in the best interest of the City. Should the City require clarification from the Proposer, the City shall contact the individual named as the organization's contact person in the City's Supplier Portal. Evaluation of the proposal is the first step in a series of evaluation steps that will be conducted by the Committee. The City may elect to conduct post-submission reference checks, Proposer interviews or best and final offers with any Proposers that are not eliminated based on their proposal.

3.21. Termination of RFP

The City reserves the right to cancel this RFP at any time. The City reserves the right to reject any or all proposals submitted in response to this RFP.

3.22. No Obligation

In no manner does this RFP obligate the City or any of its agencies to the eventual services offered until confirmed by an executed written Contract.

3.23. Recommendation for Award

City staff will recommend to the City Manager that award be made to the Proposer(s) whose proposal is determined by the City to be the most advantageous ("Best Value") to the City.

3.24. Execution of Contract

The City Manager or designee may authorize award of the Contract to the successful Proposer(s) and will designate the successful Proposer(s) ("**Contractor**") as the City's provider(s). The City will require the Contractor(s) to sign the documents necessary to enter into the required Contract with the City and to provide the necessary evidence of insurance as required in the Contract documents. No Contract for this project may be signed by the City without the authorization of the City Manager or designee and no Contract shall be binding on the City unless and until it has been approved as to form by the City Attorney's Office and executed by the City Manager or designee.

3.25. Disputes

In the case of any doubt or difference of opinion with regard to the items to be furnished by a Proposer or the interpretation of the provisions of this RFP, the decisions of the City shall be final and binding upon all parties.

3.26. Right to Publish

Throughout the duration of the procurement process and resulting Contract term, Proposer must secure from the City written approval prior to the release of any information that pertains to the potential work or activities covered by the RFP or the resulting Contract. Failure to adhere to this requirement may result in disqualification of the Proposer's proposal or termination of the Contract.

3.27. Proposer's Ethical Behavior

By submission of its proposal, the Proposer promises that Proposer's officers, employees, and agents will not attempt to lobby or influence a vote or recommendation related to the Proposer's proposal submitted in response to this RFP, directly or indirectly, through any contact with City Council members or other City officials between the date this RFP is released to the public and the date a contract is executed by the City Manager or designee. Such behavior will be cause for rejection of the Proposer's proposal at the discretion of the City

Manager or designee. **Please complete and sign the Ethical Behavior form and return it with your proposal.**

3.28. Quantities

Any quantities that may be described herein are estimates and do not obligate the City to order or accept more than the City's actual requirements during the term of any Contract, nor do the estimates limit the City to ordering less than its actual needs during the term of any Contract, subject to availability of appropriated funds.

3.29. Use of Subcontractors

The Proposer may not use subcontractors in connection with the work performed if awarded a contract.

3.30. Protest Procedure

- A. These procurement protest procedures are applicable to procurement of goods or services by the City of Corpus Christi including where federal funds are used in whole or in part. These protest procedures are also made applicable to recipients awarded a grant of federal funds through the City of Corpus Christi who intend to provide such funds to subrecipients pursuant to an approved plan, project or activity. This protest process does not create any due process rights, but is intended to allow bidders/proposers to raise concerns regarding actions taken pertaining to a bid or other form of competitive solicitation.
- B. The City's Contracts and Procurement Management has the authority to settle or resolve any claim of an alleged deficiency or protest. The procedures for notifying the City of Corpus Christi of an alleged deficiency or filing a protest are listed below. If you fail to comply with any of these requirements, the Procurement Officer may dismiss your complaint or protest.
- C. **GROUNDS FOR PROTEST**
Only protests alleging an issue concerning the following subjects will be considered:
1. Violation of local, state or federal regulation.
 2. Issues with the solicitation document that creates an unfair advantage or unlevelled playing field.
 3. Errors in computing the tabulation or evaluation of a bid or proposal.
 4. Discrepancies with material differences or quality of items or services.

D. **PROTEST PROCESS**

1. **Prior to Bid/Proposal Due Date:** If you are a prospective Bidder/Proposer and you become aware of the facts regarding what you believe is a deficiency in the solicitation or solicitation process before the Due Date for receipt of bids/proposals, you must notify the City in writing of the alleged deficiency no later than five days before the Due Date for bids/proposals, giving the City an opportunity to resolve the situation prior to the bid/proposal Due Date.
2. **After Bid/Proposal Due Date:** If you submit a bid/proposal to the City and you believe that there has been a deficiency in the solicitation process or the award, you have the opportunity to protest the solicitation process or the recommended award as follows:
 - a. You must file written notice of your intent to protest within five calendar days of the date that you know or should have known of the facts relating to the protest. If you do not file a written notice of intent within this time, you have waived all rights to protest the solicitation process or the award.
 - b. You must file your written protest within seven calendar days of the date that you notified the City of your intent to protest.
 - c. You must submit your protest in writing and must include the following information:
 - i. your name, address, telephone, and fax number; and
 - ii. the solicitation number; and
 - iii. a detailed statement of the factual grounds for the protest, including copies of any relevant documents; and
 - iv. signature of the protestor and its representative and evidence of authority to sign; and
 - v. the form of relief requested.
 - d. Your protest must be concise and presented logically and factually to help with the City's review.
 - e. When the City receives a timely written protest, the Procurement Officer will determine whether the grounds for your protest are sufficient. If the Procurement Officer decides that the grounds are sufficient, the

Contracts and Procurement Office will schedule a protest hearing, usually within five (5) working days. If the Procurement Officer determines that your grounds are insufficient, the City will notify you of that decision in writing.

3. **Informal Protest Hearing** - The protest hearing is informal and is not subject to the Open Meetings Act. The purpose of the hearing is to give you a chance to present your case, it is not an adversarial proceeding. Those who may attend from the City are: representatives from the department that requested the purchase, the Legal Department, the Contracts and Procurement Office, and other appropriate City staff. You may bring a representative or anyone else that will present information to support the factual grounds for your protest with you to the hearing.
4. **Protest Decision** – A written decision will usually be made within 15 calendar days after the hearing. The City will send you a copy of the hearing decision after the appropriate City staff has reviewed the decision.
5. **Exceptions; Restrictions** – When a protest is filed, the City usually will not make an award until a decision on the protest is made. However, the City will not delay an award if the City Manager or the Procurement Officer determines that:
 - a. the City urgently requires the supplies or services to be purchased, or
 - b. failure to make an award promptly will unduly delay delivery or performance.

In those instances, the City will notify you and make every effort to resolve your protest before the award.
6. **Federal Agency Review** – Every protestor must exhaust all administrative remedies with the City of Corpus Christi as are provided in this Protest Procedure before pursuing a protest to the appropriate federal agency. Reviews of protests by the federal agency are limited to:
 - a. violations of federal law or regulations and the standards set out in the relevant regulations (44 CFR § 13.36.10, 24 CFR § 85.36(b)(12), 24 CFR § 84.41 or as otherwise may be applicable); and
 - b. violations of the City's Protest Procedures for failure to review a complaint or protest.

Any protests received by the federal agency other than those specified above will be referred to the City for handling and resolution.

3.31. Insurance Requirements

No insurance is required for this project.

3.32. Local Preference

The City of Corpus Christi's Local Preference Policy, described in the Corpus Christi Code of Ordinances, Council Policy No. 26, is to provide a local preference applicable to the procurement of professional services. Each time a bidder or respondent submits a bid or proposal for a solicitation, a Local Preference Program Identification Form must be completed and turned in with the solicitation response in order to be identified as a local business and receive the preference described below. The City will not rely on a Local Preference Program Identification Form submitted with any previous or another contemporaneous bid or proposal.

1. Purchases of professional services contracts. In procuring professional services the managing department may, when appropriate, award up to 10 points to a respondent based upon knowledge of, and experience regarding, local conditions as part of the qualifications' determination.
2. In procuring professional services not governed by statute, revenue, and concession contracts, the managing department may, when appropriate, award 10 points to a respondent that is a local business headquartered in the local area or 5 points to a respondent that is a local business not headquartered in the local area.
3. For respondents submitting responses as a joint venture to solicitations for professional services not governed by statute the following is applicable: (1) For joint ventures, ownership and location of each of the individual entities in a joint venture may be considered in the award of points. To be considered for points, at least one of the entities must be a local business; and (2) allocation of points for joint ventures may be determined by the percentage of ownership by a local business(es). If the local business entity(ies) is (are) headquartered within the local area for one year or more, the managing department may, when appropriate, allocate a percentage of the 5 points based upon the percentage of local business ownership in the joint venture. If the local business entity(ies) is (are) not headquartered within the local area for one year or more, the managing department may, when appropriate, allocate a percentage of five points based on the percentage of local business ownership in the joint venture.
4. Nothing in this section may be construed to require the City to enter into a contract with a bidder that is not a responsible bidder.

Exceptions

1. This policy does not apply to any contract in which the state or federal government participates in the form of a grant or loan, the city acts as a

conduit for state or federal money, or in which the granting of a preference may not be permissible under state or federal law.

2. This policy does not apply to contracts in which the managing department has determined that it would unduly interfere with department needs. In such cases, the department director shall make this exception known in writing to the procurement official handling the solicitation.
3. This policy does not apply to the purchase of telecommunications services or information services, as those terms are defined by 47 U.S.C. Section 153.
4. This policy does not apply to contracts where the city council has determined that it would not be in the best interest for the city.

The Local Preference Program Certification & Acknowledgement Form can be found in Section 7 and must be filled out and submitted with the response to be eligible for any points under the Local Preference Policy.

Section 4 - Scope of Work

4.1. General Requirements

Contractor shall continue marketing strategy and campaign ("Fly Smart" campaign continuation), consisting of digital marketing needs, page search adds, top web search, social media, branding, traditional printed media such as publications (i.e. Bend Magazine), quarterly reports ("Fly Smart" campaign, digital marketing for Google searches), and other services as needed at the Corpus Christi International Airport (CCIA).

4.2. Scope of Work

- A. Contractor shall continue marketing strategy and campaign for next phases of our Fly Smarter, Not Harder/Fly Local initiatives and campaigns.
- B. Contractor shall continue and create digital ads and implement next phases, designed to reduce originating market leakage of CCIA. Leakage refers to local travelers who will drive to other larger, regional airports to get less expensive fares and non-stop flights.
- C. Contractor shall execute the campaign with constant monitoring and adjustments made for any under performing ads or sudden or cumulative changes in the industry that dictate an altered approach with creative flare.
- D. Contractor shall manage the campaign and report results data and performance to airport staff. This data shall include but is not limited to clicks, clicks through rates (CTR's), conversions, number of relevant searches, and impressions.
- E. Contractor shall collaborate with the airport's Marketing Manager during the design, creation, execution, and management of this campaign. The Marketing Manager must be the primary contact for the entire duration of the campaign.
- F. Contractor shall have proven experience and demonstrated success working on leakage campaigns for airports.
- G. Contractor shall create a specific marketing plan for Small Community Air Service Development Program (SCASDP) Grant New Air Service development upon request. The marketing plan must include the types of media to be used, projected expenditures for each marketing component, and a timeline for the release of the marketing/advertising material.
- H. The technical and management aspect of the campaign will include:
 - 1. Google Search Engine Marketing (SEM) – target geographies (Nueces, San Patricio, Kleberg, Aransas, Jim Wells counties and possible other locations),

target in-market consumers who are using established keywords to search for airfare with emphasis on CClA's top destinations as determined by the airport staff at the time of campaign development.

2. Display advertising on high-traffic websites that are visited by CClA's target market.
3. Location-based mobile advertising (geo-fencing airports in San Antonio, Austin, and/or Houston).
4. Remarketing via Facebook.
5. Conversion set-up and reporting.
6. Reporting Dashboard where results can be tracked and analyzed day by day.
7. Tracking and reporting with the flexibility to adjust creativity for any reason deemed necessary by airport staff.
8. Flexibility in target word searches to maximize spending.
9. Dedicated project manager with a built-in approval process for all creative elements.

I. Media placement for ads in radio, TV, streaming, print or digital media.

4.3. Special Instructions

The price structure will be all-encompassing price with a breakdown of all the costs for Search Engine Marketing (SEM), display, location-based mobile, and Facebook remarketing.

Section 5 - Proposal Format and Organization

This section provides specific instructions on format and organization of the proposal to be submitted by the Contractor. Each Contractor may submit only one proposal in a totally self-supporting format without reference to any other proposal(s).

5.1. General Instructions

- A. To provide for ease and uniformity and to aid in the evaluation of proposals, Proposers shall comply with the sequence outlined herein. **IN NUMBERING PROPOSALS, THE PROPOSER SHALL USE THE SAME SECTION NUMBERS AND TITLES AND SHALL PROVIDE ITS RESPONSES IN THE SAME ORDER AS EACH ITEM IS NUMBERED AND ORDERED HEREIN.** Failure to comply may result in rejection of the proposal. The proposal shall be completed in sections, which are described below.
- B. Proposers should be aware that all technical and operational specifications, equipment descriptions and marketing material submitted or made available will be incorporated by reference into any contract(s). The City discourages the inclusion of general marketing material or equipment manuals unless they are used to provide specific information or specifically requested by the City.
- C. The Proposer shall provide one electronic copy, via flash drive or compact disk, of the proposal before the DUE DATE FOR PROPOSALS.

5.2. Proposal Format

- A. This section outlines the minimum requirements for preparation and presentation of a proposal.
- B. **The Proposer shall define the capabilities of their organization to supply and maintain the services as requested in this RFP. The response should be specific and complete in every detail and prepared in a simple and straightforward manner.**
- C. Proposers are expected to examine the entire RFP including all specifications, standard provisions, instructions and attachments. Failure to do so will be at the Proposer's risk. Proposers should provide their best pricing for the services set out herein.
- D. Proposals shall be in at least 11 pt. easily readable font and bound in a manner that allows the proposals to be disassembled.

5.3. Proposal and Proposal Forms

- A. The transmittal letter shall be the first item in your proposal and shall indicate the intention of the Proposer to adhere to the provisions described in the RFP. The transmittal letter **SHALL**:
1. Be presented on company letterhead;
 2. Identify the submitting organization;
 3. Identify the name, title, contact number, email address and physical address of the person to be contacted during the RFP process;
 4. Identify, by name and title, and be signed by the person authorized by the organization to obligate the organization contractually;
 5. Acknowledge receipt of any addenda to this RFP;
 6. Statement indicating willingness to sign Service Agreement as written.
- B. The second item in your proposal shall be a table of contents listing titles, sections and major sub-sections. All pages shall have a unique identifier and be numbered sequentially.
- C. The third item in your proposal shall be the **forms** as follows:
1. **Minimum Requirements Form.** Proposer is to complete and attach any relevant documents to this form.
 2. **References.** Proposer is to provide the references on the forms provided. Include client references with contract information that can be verified by the Evaluation Committee.
 3. **City of Corpus Christi's Disclosure of Interest Form.** Proposer is to complete, sign and include with proposal.
 4. **City of Corpus Christi's Business Designation Form.** Proposer is to complete, sign and include with proposal.
 5. **Ethical Behavior Form.** Proposer is to complete, sign and include with proposal.
- D. The fourth item in your proposal shall be your actual proposal and associated documents. The proposal shall be organized in the same manner as the evaluation criteria and should address all items outlined in the criteria.
1. Provide experience working on leakage campaigns for airports.
 2. Provide a screenshot of the firm's Google Premier Partner Badge status. The firm's name must appear in the screenshot along with the Badge.
- E. The fifth item in your proposal shall be the pricing sheet. Proposer is to provide on the attached Pricing Forms a cost per unit for marketing management and

campaign initiative Services. Only one original of this form is needed, and it shall be contained in a separate sealed envelope labeled as Price Proposal.

5.4. Service Agreement

A sample SERVICE AGREEMENT is attached hereto that the successful Proposer will be required to sign a similar agreement. With the exception of certain terms and conditions which may be modified by the City to conform the Contract prior to final execution of the Contract.

Section 6 - Proposal Evaluation

The City will conduct a comprehensive, fair and impartial evaluation of all proposals received in response to this RFP. Each proposal will first be analyzed to determine overall responsiveness and completeness as defined in the Proposal Format and Organization Section, and the Evaluation Criteria Section of this RFP. Failure to comply with the instructions or submission of a proposal that does not satisfy these Sections may result in the proposal being deemed non-responsive and may, at the discretion of the Committee, as defined in below, result in the proposal being eliminated from further consideration.

6.1. Evaluation Committee

An Evaluation Committee ("**Committee**") will be established to assist the City to select a qualified Proposer. The Committee will be comprised of staff from Aviation Department. This Evaluation Committee will then recommend the top proposer to the Executive Committee consisting of the City Manager and Assistant City Managers.

6.2. Evaluation Criteria

- A. Minimum Qualifications: This area will be scored on a pass fail basis. Firms not meeting the minimum qualifications will not continue in the process. To be considered, the proposers must have the required experience, lack of litigation and regulatory issues and provide adequate references.
- B. Each qualified proposer will then be ranked on the basis of the following: EVALUATION CRITERIA. To determine an overall ranking, the relative rankings will be weighted according to the following:

Weighted Criteria

The following criteria will be used to evaluate the Request for Qualifications:

Evaluation Criteria	Criteria Weight
Minimum Qualifications <ul style="list-style-type: none"> • Google Premier Partner; • Required five years in business; • No material lawsuits during last 5 years; • No material regulatory issues last 5 years; • References Provided for firm. 	Fail/Pass
Local Preference	10 Points
Technical Qualifications	50 Points
Firms' Experience (18 points) <ul style="list-style-type: none"> • Experience on projects of similar scope and complexity; • Demonstrated capability/capacity on comparable projects; • Past Performance and Reference Checks. 	

<p>Team Experience (18 points)</p> <ul style="list-style-type: none"> • Team members with experience and qualifications; • Team members experience with work of similar scope and complexity. <p>Understanding of Project Scope (14 points)</p> <ul style="list-style-type: none"> • Demonstrated understanding of scope of services; • Demonstrated understanding and experience with similar service with a public agency. 	
Interview	30 Points
<p>Firms' Experience (12 points)</p> <ul style="list-style-type: none"> • Demonstrated Experience providing these Services. <p>Team Identification (8 points)</p> <ul style="list-style-type: none"> • Team members with experience and qualifications. <p>Understanding of Project Scope (10 points)</p> <ul style="list-style-type: none"> • Demonstrated understanding of scope of services; • Knowledge of Similar Services; • Capability to perform work. 	
Price	10 Points

- C. Price - A pricing sheet has been provided for use. The price shall be all inclusive of all costs necessary to meet the requirements outlined in this RFP. The Proposer with the lowest price will receive all 10 points and all other Proposers will receive a proportional share of the points based on the proration of their price to the lowest price provided.
- D. The Proposer's failure to provide information relative to the above criteria may result in the City deeming such proposal non-responsive and may, at the sole discretion of the Committee, result in elimination of said proposal from further consideration. The Committee reserves the right to conduct other evaluation and measurements of the proposals as may be necessary to make an informed decision.

6.3. Evaluation Process

The process outlined below is followed to allow the City to get a well-qualified firm for the best value for the City to complete these services. Care is taken by the Procurement Officer to make sure the process is adhered to by the Evaluation Committee. Proposals are scored by each evaluator independently to avoid group think or influence between Committee members. Strict adherence to the process by all parties participating in this solicitation will assure that proposers are treated fairly, time and expenses to propose are minimized and the qualified proposer providing the best value is awarded the contract.

Step 1 Minimum Requirements Review– Proposals will be screened for minimum requirements. Only those firms meeting the minimum requirements on a pass/fail basis will be allowed to continue in the process.

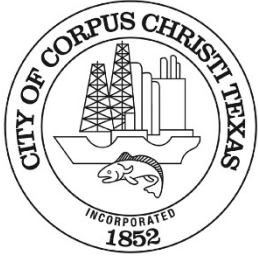
Step 2 Technical Proposal Review – Proposals will be evaluated by the Evaluation Committee based on the criteria list in this RFP. Scores from all evaluators will be averaged and tabulated to form a ranking from highest to lowest scoring proposers. If any natural breaks or gaps exist in the ranking, only the highest ranking proposers will be invited for interviews. If the natural break does not allow for adequate competition the City may include the next grouping of proposers to enter the interview phase to allow adequate competition to occur. If no natural breaks exists, the City may interview the entire group.

Step 3 Interviews – Those proposers that are invited to Interview will be scheduled to participate, and will be given a format and timeline for the interview. Typical interviews include a thirty minute presentation by the firm and a fifteen minute question and answer period for the panel. Interviews will be evaluated on the criteria listed in the RFP. Interview scores will then be added to Technical Proposal Review scores to refine the ranking of proposers. Evaluators will look for any new natural breaks to occur as outlined in Step 2 above and will determine the firms that will be considered for the final pricing step. A PowerPoint (or similar) presentation is required.

Step 4 Pricing - Only after a determination has been made of the firms most qualified to provide the services needed will the pricing be evaluated. Pricing proposals will be opened for the qualified firms and the pricing scores will be evaluated and points distributed on a prorated bases with the lowest priced firm receiving the maximum pricing points. These pricing points will be added to the Technical Proposal and Interview scores for a final ranking.

Step 5 Selection – The proposer with the highest number of overall points will be recommended for award. Should the highest ranking firm be over budget, the City reserves the right to issue a Best and Final Pricing Proposal form to Proposers that passed Step 3 for further evaluation. Proposers will be notified at this point of their standing and offered an opportunity for a debriefing after the award is complete.

Section 7 – RFP Forms



MINIMUM REQUIREMENTS

RFP No. 4407

**Marketing Management & Campaign Initiatives for
CCIA**

1. Is your firm have the required Google Premier Partner as outlined in Section 2.2 of this RFP?

YES **NO**

Please attach status in the proposal.

2. Does your firm have an Aviation/Airport Consultant on team as outlined in Section 2.2 of this RFP?

YES **NO**

3. Does your firm have proven experience creating and managing successful "leakage" campaigns for airports as outlined in Section 2.2 of this RFP?

YES **NO**

Please provide your experience in the proposal.

4. Has your business been operating for a minimum of five years providing services similar in nature to the scope of work outlined in Section 2.2 of this RFP?

YES **NO**

Please attach documentation to show number of years in business.

5. Does your firm have any outstanding lawsuits or litigation with the City as outlined in Section 2.2 of this RFP?

YES **NO**

If yes, please explain in detail on attached documentation.

6. Does your firm have any outstanding regulatory issues as outlined in Section 2.2 of this RFP?

YES

NO

If yes, please explain in detail on attached documentation.

CITY OF CORPUS CHRISTI

Finance & Procurement | Local Preference | Certification & Acknowledgement

The City of Corpus Christi Local Preference Policy, described in the Corpus Christi Code of Ordinances, Council Policy No. 26, is to provide a local preference applicable to the procurement of professional services. Each time a bidder or respondent submits a bid or proposal for a solicitation, this Local Preference Program Certification and Acknowledgement Form must be completed and turned in with the solicitation response in order to be identified as a local business and receive the preference described below. The City will not rely on a Local Preference Program Certification and Acknowledgement Form submitted with a previous or another contemporaneous bid or proposal.

The policy allows the award of additional points when evaluation criteria are used in the award of professional service contracts, where the selection process is not governed by statute. A business meeting the definition of a local business, as stated below, may be awarded 10 points for being headquartered within the city, or 5 points for having a local office within the city.

Moreover, the program recognizes joint venture agreements and allows for apportioning of points based upon the percentage of ownership of joint ventures by a local business responding to solicitations for which discretionary points are applied.

Local business means a business with a principal place of business in the local area. Local area means within the City of Corpus Christi city limits. A principal place of business means a business headquarters or an established place of business within the city limits (local area) from which one or more of the entity's workforces are regularly based, and/or from which a business conducts a substantial part of its operations or performs a substantial role in a commercially useful function. A local place of business used solely as a post office box, mail drop or telephone message center or any combination thereof, with no other substantial work function, may not be construed as a principal place of business.

NOTE: Bidders/Respondents are required to submit documentation to substantiate that the requirements of a local business have been met. Examples of documentation may include, but are not limited to, the following:

- 1) Existence of local headquarters or office: For corporations, limited liability companies, and limited partnerships, Texas Comptroller's listing of names/addresses of officers and directors. For general partnerships, partnership agreement and any documents identifying the current managing partners and their current work addresses
- 2) Evidence of local headquarters or office in existence for one year or more: Utility bills, real property lease agreements, equipment leases, personal property taxes, real property taxes
- 3) Evidence of number of employees: Organizational charts, payroll records by location
- 4) Substantiate the portion of proposed business to be conducted by local employees: List of team members assigned to project, copy of a task plan, or similar documentation

CITY RESERVES THE RIGHT TO REQUEST ADDITIONAL INFORMATION TO VALIDATE BIDDERS'/RESPONDENTS' DESIGNATION AS A LOCAL BUSINESS.

COMPLETE THIS FORM AND SUBMIT WITH YOUR RESPONSE EVEN IF YOU ARE NOT SEEKING A LOCAL PREFERENCE. THE BIDDER / RESPONDENT MUST COMPLETE THIS FORM TO BE IDENTIFIED AS A LOCAL BUSINESS. IF BIDDER / RESPONDENT IS SUBMITTING AS A JOINT VENTURE, EACH LOCAL BUSINESS THAT IS A MEMBER OF THE JOINT VENTURE MUST COMPLETE AND SIGN A SEPERATE FORM.

PROVIDE THE FOLLOWING INFORMATION IF BIDDER/ RESPONDENT IS SUBMITTING AS PART OF A JOINT VENTURE. Joint venture means a collaboration of for-profit business entities, in response to a solicitation, which is manifested by a written proposal or agreement, between two or more independently owned and controlled business firms to form a new business entity solely for purposes of undertaking distinct roles and responsibilities in the completion of a given contract. Under this business arrangement, typically, each joint venture partner shares in the management of the joint venture and also shares in the profits or losses of the joint venture enterprise commensurately with its contribution to the venture.

STATE BIDDER'S / RESPONDENT'S PERCENTAGE OF OWNERSHIP IN THE JOINT VENTURE: ____%

SUBMIT A COPY OF THE JOINT VENTURE AGREEMENT. SUBMIT ANY OTHER DOCUMENTATION REQUESTED BY CITY TO SUBSTANTIATE THE EXISTENCE OF AND/OR PARTICIPATION IN THE JOINT VENTURE. NO PREFERENCE POINTS WILL BE ALLOCATED TO A JOINT VENTURE THAT FAILS TO SUBMIT THE REQUIRED DOCUMENTATION.

SOLICITATION NAME/NUMBER: _____

PROVIDE THE FOLLOWING INFORMATION REGARDING BIDDER'S/RESPONDENT'S PRINCIPAL PLACE OF BUSINESS:

Name of Business:	
Physical Address:	
City, State, Zip Code:	
Phone Number:	
Provide the total number of full-time, part-time, and contract personnel employed by Bidder/Respondent:	
Is business headquartered within the incorporated Corpus Christi limits? (Circle One)	Yes/No
Has the business been headquartered in the incorporated Corpus Christi city limits for one year or more? (Circle One)	Yes/No
If the answer to the questions above are "Yes", skip to page 4. If the answer to either of the above questions is "No", please provide responses to the section on the next page.	

PROVIDE THE FOLLOWING INFORMATION REGARDING BIDDER'S / RESPONDENT'S LOCAL OFFICE
(IF APPLICABLE):

Name of Business:		
Physical Address:		
City, State, Zip Code:		
Phone Number:		
What percentage of the work tied to this bid/proposal will be performed by your workforce located within the City of Corpus Christi?		
What percentage of your workforce (including joint ventures) are located within the City of Corpus Christi?		
Do the employees in the Corpus Christi office perform a substantial role in the business' performance of a commercially useful function or are a substantial part of the business' operations conducted in the Corpus Christi office? (Circle One)	Yes/No	

CERTIFICATION AND ACKNOWLEDGEMENT

THE STATE OF TEXAS

I certify that my responses and the information provided on this Local Preference Program Certification and Acknowledgement Form are true and correct to the best of my personal knowledge and belief and that I have made no willful misrepresentations on this form nor have I withheld any relevant information in my statements and answers to questions. I am aware that any information given by me on this Local Preference Program Identification Form may be investigated, and I give my full permission for any such investigation, including the inspection of business records and site visits by City personnel or its authorized representative. I fully acknowledge that any misrepresentations or omissions in my responses and the information provided may cause my offer to be rejected or contract to be terminated. I further acknowledge that providing false information is grounds for debarment.

BIDDER'S/RESPONDENT'S FULL NAME:

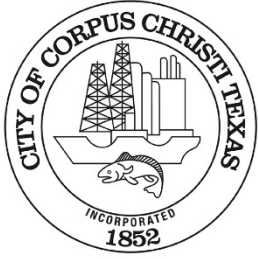
(Print Name) Authorized Representative of Bidder/Respondent

(Signature) Authorized Representative of Bidder/Respondent

Title

Date

**This Local Preference Identification Form must be submitted with the
bidder's / respondent's bid / proposal response.**



REFERENCES

RFP No. 4407

**Marketing Management & Campaign Initiatives for
CCIA**

Current Client Reference 1	
Organization name:	Contact and title:
Address:	Phone number:
	Email Address:
Effective date of contract:	Value of Contract:
Description of products/services provided:	

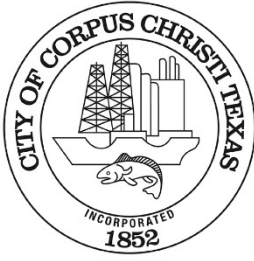
Current Client Reference 2	
Organization name:	Contact and title:
Address:	Phone number:
	Email Address:
Effective date of contract:	Value of Contract:
Description of products/services provided:	

Current Client Reference 3	
Organization name:	Contact and title:
Address:	Phone number:
	Email Address:
Effective date of contract:	Value of Contract:
Description of products/services provided:	

Former Client Reference 1	
Organization name:	Contact and title:
Address:	Phone number:
	Email Address:
Effective date of contract:	Value of Contract:
Description of products/services provided:	

Former Client Reference 2	
Organization name:	Contact and title:
Address:	Phone number:
	Email Address:
Effective date of contract:	Value of Contract:
Description of products/services provided:	

Former Client Reference 3	
Organization name:	Contact and title:
Address:	Phone number:
	Email Address:
Effective date of contract:	Value of Contract:
Description of products/services provided:	



CITY OF CORPUS CHRISTI DISCLOSURE OF INTEREST

RFP No. 4407

Marketing Management & Campaign Initiative for CCIA

Corpus Christi Code § 2-349, as amended, requires all persons or firms seeking to do business with the City to provide the following information. Every question must be answered. If the question is not applicable, answer with "NA". See next page for Filing Requirements, Certification and Definitions.

COMPANY NAME: _____

P. O. BOX: _____ STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ -

FIRM IS: 1. Corporation 2.Partnership 3.Sole Owner
 4. Association 5.Other

DISCLOSURE QUESTIONS

If additional space is necessary, please use the reverse side of this page or attach separate sheet.

1. State the names of each "employee" of the City of Corpus Christi having an "ownership interest" constituting 3% or more of the ownership in the above named "firm."

Name	Job Title and City Department (if known)
_____	_____
_____	_____
_____	_____
_____	_____

2. State the names of each "official" of the City of Corpus Christi having an "ownership interest" constituting 3% or more of the ownership in the above named "firm."

Name	Title
_____	_____
_____	_____
_____	_____
_____	_____

3. State the names of each "board member" of the City of Corpus Christi having an "ownership interest" constituting 3% or more of the ownership in the above named "firm."

Name	Board, Commission or Committee
_____	_____
_____	_____
_____	_____
_____	_____

4. State the names of each employee or officer of a "consultant" for the City of Corpus Christi who worked on any matter related to the subject of this contract and has an "ownership interest" constituting 3% or more of the ownership in the above named "firm."

Name	Consultant
_____	_____
_____	_____
_____	_____
_____	_____

FILING REQUIREMENTS

If a person who requests official action on a matter knows that the requested action will confer an economic benefit on any City official or employee that is distinguishable from the effect that the action will have on members of the public in general or a substantial segment thereof, you shall disclose that fact in a signed writing to the City official, employee or body that has been requested to act in the matter, unless the interest of the City official or employee in the matter is apparent. The disclosure shall also be made in a signed writing filed with the City Secretary. [Ethics Ordinance Section 2-349 (d)]

CERTIFICATION

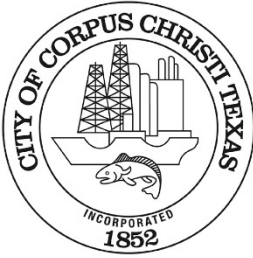
I certify that all information provided is true and correct as of the date of this statement, that I have not knowingly withheld disclosure of any information requested; and that supplemental statements will be promptly submitted to the City of Corpus Christi, Texas as changes occur.

Certifying Person: _____ Title: _____

Signature of
Certifying Person: _____ Date: _____

DEFINITIONS

- a. "Board member." A member of any board, commission, or committee of the city, including the board of any corporation created by the city.
- b. "Economic benefit". An action that is likely to affect an economic interest if it is likely to have an effect on that interest that is distinguishable from its effect on members of the public in general or a substantial segment thereof.
- c. "Employee." Any person employed by the city, whether under civil service or not, including part-time employees and employees of any corporation created by the city.
- d. "Firm." Any entity operated for economic gain, whether professional, industrial or commercial, and whether established to produce or deal with a product or service, including but not limited to, entities operated in the form of sole proprietorship, as self-employed person, partnership, corporation, joint stock company, joint venture, receivership or trust, and entities which for purposes of taxation are treated as non-profit organizations.
- e. "Official." The Mayor, members of the City Council, City Manager, Deputy City Manager, Assistant City Managers, Department and Division Heads, and Municipal Court Judges of the City of Corpus Christi, Texas.
- f. "Ownership Interest." Legal or equitable interest, whether actually or constructively held, in a firm, including when such interest is held through an agent, trust, estate, or holding entity. "Constructively held" refers to holdings or control established through voting trusts, proxies, or special terms of venture or partnership agreements.
- g. "Consultant." Any person or firm, such as engineers and architects, hired by the City of Corpus Christi for the purpose of professional consultation and recommendation.



CITY OF CORPUS CHRISTI CONTRACTS AND PROCUREMENT BUSINESS DESIGNATION FORM

RFP No. 4407

**Marketing Management & Campaign Initiatives for
CCIA**

ENSURE THIS FORM IS SUBMITTED WITH YOUR PROPOSAL RESPONSE

PLEASE INDICATE WHETHER YOUR COMPANY IS ANY ONE OF THE FOLLOWING:

YES **NO** - **CERTIFIED HISTORICALLY UNDERUTILIZED BUSINESS (HUB)**

Select all that are appropriate:

- ASIAN PACIFIC
- BLACK
- HISPANIC
- NATIVE AMERICAN
- WOMAN

Please visit the following website for information on becoming a Texas Certified HUB:

<http://www.window.state.tx.us/procurement/prog/hub/>

YES **NO** - **LOCAL SMALL BUSINESS (LSB)**

A for-profit entity employing less than 49 employees located within the City limits of Corpus Christi, Texas

YES NO OTHER (PLEASE SPECIFY):

THIS COMPANY IS **NOT** A CERTIFIED HUB or LSB

THE INFORMATION REQUESTED IN THIS FORM IS FOR STATISTICAL REPORTING PURPOSES ONLY AND WILL NOT INFLUENCE AWARD DECISIONS OR THE AMOUNT OF MONIES EXPENDED WITH ANY GIVEN COMPANY.

Firm Name: _____

Telephone: _____ Ext. _____

Address: _____

Fax: _____

City: _____ State: _____ Zip: _____

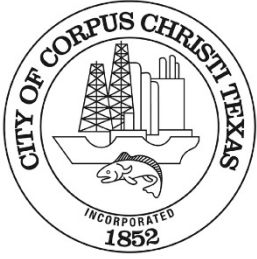
E-mail: _____

Signature of Person Authorized to Sign Form

Date: _____

Signer's Name: _____
(Please print or type)

Title: _____



CITY OF CORPUS CHRISTI Ethical Behavior Form

RFP No. 4407

Marketing Management & Campaign Initiatives for CCIA

By submission of its proposal, the Proposer promises that Proposer's officers, employees, and agents will not attempt to lobby or influence a vote or recommendation related to the Proposer's proposal submitted in response to this RFP, directly or indirectly, through any contact with City Council members or other City officials between the date this RFP is released to the public and the date a Contract is executed by the City Manager or designee. **Such behavior will be cause for rejection of the Proposer's proposal at the discretion of the City Manager or designee.**

Indicate your written assurance that your Firm's officers, employees, or agents will not attempt to lobby or influence a vote or recommendation related to the Firm's RFP response.

I, _____ confirms no officers, employees, and/or agents will attempt to lobby or influence a vote or recommendation related to the Firm's RFP response; directly or indirectly, through any contact with the City Council Members or other City officials between the RFP issuance date and award by the City Council.

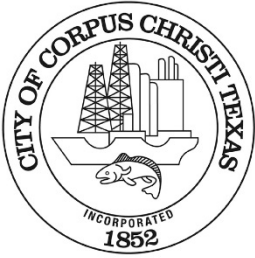
Name: _____ Title: _____

Signature: _____

Company: _____ Date: _____

SAMPLE FORM 1295 TO BE COMPLETED ONLINE AS INSTRUCTED AND PROVIDED PRIOR TO AWARD.

CERTIFICATE OF INTERESTED PARTIES		FORM 1295																	
Complete Nos. 1 - 4 and 6 if there are interested parties. Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.		OFFICE USE ONLY																	
1 Name of business entity filing form, and the city, state and country of the business entity's place of business.		Must file online at www.ethics.state.tx.us/File																	
2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.																			
3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.																			
4	Name of Interested Party	City, State, Country (place of business)	Nature of Interest (check applicable)																
			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Controlling</td> <td style="width: 50%; text-align: center;">Intermediary</td> </tr> <tr><td style="height: 20px;"> </td><td> </td></tr> <tr><td style="height: 20px;"> </td><td> </td></tr> <tr><td style="height: 20px;"> </td><td> </td></tr> <tr><td style="height: 20px;"> </td><td> </td></tr> <tr><td style="height: 20px;"> </td><td> </td></tr> <tr><td style="height: 20px;"> </td><td> </td></tr> <tr><td style="height: 20px;"> </td><td> </td></tr> </table>	Controlling	Intermediary														
Controlling	Intermediary																		
5 Check only if there is no Interested Party. <input type="checkbox"/>																			
6 UNSWORN DECLARATION My name is _____, and my date of birth is _____. My address is _____, _____, _____, _____, _____. (street) (city) (state) (zip code) (country) I declare under penalty of perjury that the foregoing is true and correct. Executed in _____ County, State of _____, on the _____ day of _____, 20____. (month) (year) <div style="text-align: center;"> _____ Signature of authorized agent of contracting business entity (Declarant) </div>																			
ADD ADDITIONAL PAGES AS NECESSARY																			



CITY OF CORPUS CHRISTI
Pricing Form
CONTRACTS AND PROCUREMENT

RFP No. 4407
Marketing Management & Campaign Initiatives
for CCIA

DATE: _____

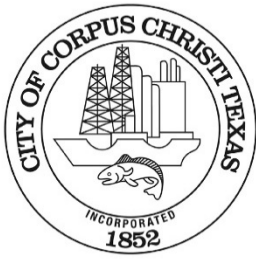
PROPOSER

AUTHORIZED SIGNATURE

- 1. Refer to “Instructions to Proposers” and Contract Terms and Conditions before completing proposal.**
- 2. Provide your best price for each item.**
- 3. In submitting this proposal, Proposer certifies that:**
 - a. the prices in this proposal have been arrived at independently, without consultation, communication, or agreement with any other Proposer or competitor, for the purpose of restricting competition with regard to prices;
 - b. Proposer is an Equal Opportunity Employer; and the Disclosure of Interest information on file with City’s Contracts and Procurement office, pursuant to the Code of Ordinances, is current and true.
 - c. Proposer has incorporated any changes issue through Addenda to the RFP in this pricing.

Item	Description	Qty	Unit	Unit Price	Price Total
1	Search Engine Marketing (SEM)	12	Months		
2	Display Ads	12	Months		
3	Creative	12	Months		
4	Mobile Location	12	Months		
5	Media Placement	12	Months		
6	Small Community Air Service Development Program (SCASDP) Grant – Air Service Marketing Plan	1	Lump Sum		
Total					

Section 8 – Sample Agreement



PROFESSIONAL SERVICE AGREEMENT NO. 4407

Marketing Management & Campaign Initiatives for CCIA

THIS **Marketing Management & Campaign Initiatives for CCIA** ("Agreement") is entered into by and between the City of Corpus Christi, a Texas home-rule municipal corporation ("City") and Firm Name ("Contractor"), effective upon execution by the City Manager or the City Manager's designee ("City Manager").

WHEREAS, Contractor has agreed to provide Marketing Management & Campaign Initiatives, on behalf of the Aviation Department, for digital marketing;

NOW, THEREFORE, City and Contractor agree as follows:

- 1. Scope.** Contractor shall provide Marketing Management & Campaign Initiatives for the Aviation Department ("Services") in accordance with the attached Scope of Work, as shown in Attachment A, the content of which is incorporated by reference into this Agreement as if fully set out here in its entirety.
- 2. Term.** This Agreement is for one year. The parties may mutually extend the term of this Agreement for up to zero additional zero-month periods ("Option Period(s)"), provided, the parties do so in writing prior to the expiration of the original term or the then-current Option Period.
- 3. Compensation and Payment.** This Agreement is for an amount not to exceed \$000.00, subject to approved extensions and changes. Payment will be made for Services completed and accepted by the City within 30 days of acceptance, subject to receipt of an acceptable invoice. All pricing must be in accordance with the attached Bid/Pricing Schedule, as shown in Attachment B, the content of which is incorporated by reference into this Agreement as if fully set out here in its entirety. Any amount not expended during the initial term or any option period may, at the City's discretion, be allocated for use in the next option period.

Invoices must be mailed to the following address with a copy provided to the Contract Administrator:

City of Corpus Christi
Attn: Accounts Payable
P.O. Box 9277
Corpus Christi, Texas 78469-9277

- 4. Contract Administrator.** The Contract Administrator designated by the City is responsible for approval of all phases of performance and operations under this Agreement, including deductions for non-performance and authorizations for payment. The City's Contract Administrator for this Agreement is as follows:

Name: Vianni Otterson
Department: Aviation Department
Phone: 361-826-1290
Email: viannio@cctexas.com

5. **Insurance; Bonds; License.** Intentionally deleted.
6. **Standard of Care.** Contractor warrants that all Services will be performed in accordance with the standard of care used by similarly situated contractors performing similar services under the same professional license.
7. **Non-Appropriation.** The continuation of this Agreement after the close of any fiscal year of the City, which fiscal year ends on September 30th annually, is subject to appropriations and budget approval specifically covering this Agreement as an expenditure in said budget, and it is within the sole discretion of the City's City Council to determine whether or not to fund this Agreement. The City does not represent that this budget item will be adopted, as said determination is within the City Council's sole discretion when adopting each budget.
8. **Independent Contractor.** In performing this Agreement, both the City and Contractor shall act in an individual capacity and not as agents, representatives, employees, employers, partners, joint venturers, or associates of one another. Contractor shall perform all professional services as an independent contractor and shall furnish such Services in its own manner and method, and under no circumstance or condition shall an employee, agent, or representative of either party be considered or construed to be an employee, agent, or representative of the other party.
9. **Subcontractors.** Contractor may not use subcontractors in connection with the work performed under this Agreement.
10. **Amendments.** This Agreement may be amended or modified only in writing executed by authorized representatives of both parties.
11. **Waiver.** No waiver by either party of any breach of any term or condition of this Agreement waives any subsequent breach of the same.
12. **Taxes.** The Contractor covenants to pay payroll taxes, Medicare taxes, FICA taxes, unemployment taxes and all other applicable taxes. Upon request, the City Manager shall be provided proof of payment of these taxes within 15 days of such request.
13. **Notice.** Any notice required under this Agreement must be given by fax, hand delivery, or certified mail, postage prepaid, and is deemed received on the day

faxed or hand-delivered or on the third day after postmark if sent by certified mail. Notice must be sent as follows:

IF TO CITY:

City of Corpus Christi
Attn: Vianni Otterson
Title: Marketing Manager
Address: 1000 International Dr., Corpus Christi, TX 78406
Phone: 361-826-1290
Fax: 361-826-3232

IF TO CONTRACTOR:

Contractor Name
Attn: Name
Title:
Address:
Phone:
Fax:

- 14. CONTRACTOR SHALL FULLY INDEMNIFY, HOLD HARMLESS AND DEFEND THE CITY OF CORPUS CHRISTI AND ITS OFFICERS, EMPLOYEES AND AGENTS (“INDEMNITEES”) FROM AND AGAINST ANY AND ALL LIABILITY, LOSS, CLAIMS, DEMANDS, SUITS, AND CAUSES OF ACTION OF WHATEVER NATURE, CHARACTER, OR DESCRIPTION ON ACCOUNT OF PERSONAL INJURIES, PROPERTY LOSS, OR DAMAGE, OR ANY OTHER KIND OF INJURY, LOSS, OR DAMAGE, INCLUDING ALL EXPENSES OF LITIGATION, COURT COSTS, ATTORNEYS’ FEES AND EXPERT WITNESS FEES, WHICH ARISE OR ARE CLAIMED TO ARISE OUT OF OR IN CONNECTION WITH A BREACH OF THIS AGREEMENT OR THE PERFORMANCE OF THIS AGREEMENT BY THE CONTRACTOR OR RESULTS FROM THE NEGLIGENT ACT, OMISSION, MISCONDUCT, OR FAULT OF THE CONTRACTOR OR ITS EMPLOYEES OR AGENTS. CONTRACTOR MUST, AT ITS OWN EXPENSE, INVESTIGATE ALL CLAIMS AND DEMANDS, ATTEND TO THEIR SETTLEMENT OR OTHER DISPOSITION, DEFEND ALL ACTIONS BASED THEREON WITH COUNSEL SATISFACTORY TO THE CITY ATTORNEY, AND PAY ALL CHARGES OF ATTORNEYS AND ALL OTHER COSTS AND EXPENSES OF ANY KIND ARISING OR RESULTING FROM ANY SAID LIABILITY, DAMAGE, LOSS, CLAIMS, DEMANDS, SUITS, OR ACTIONS. THE INDEMNIFICATION OBLIGATIONS OF CONTRACTOR UNDER THIS SECTION SHALL SURVIVE THE EXPIRATION OR EARLIER TERMINATION OF THIS AGREEMENT.**

15. Termination.

(A) The City Manager may terminate this Agreement for Contractor's failure to perform the work specified in this Agreement or to keep any required insurance policies in force during the entire term of this Agreement. The Contract Administrator must give the Contractor written notice of the breach and set out a reasonable opportunity to cure. If the Contractor has not cured within the cure period, the City Manager may terminate this Agreement immediately thereafter.

(B) Alternatively, the City Manager may terminate this Agreement for convenience upon 30 days advance written notice to the Contractor. The City Manager may also terminate this Agreement upon 24 hours written notice to the Contractor for failure to pay or provide proof of payment of taxes as set out in this Agreement.

16. Assignment. No assignment of this Agreement by the Contractor, or of any right or interest contained herein, is effective unless the City Manager first gives written consent to such assignment. The performance of this Agreement by the Contractor is of the essence of this Agreement, and the City Manager's right to withhold consent to such assignment is within the sole discretion of the City Manager on any ground whatsoever.

17. Severability. Each provision of this Agreement is considered to be severable and, if, for any reason, any provision or part of this Agreement is determined to be invalid and contrary to applicable law, such invalidity shall not impair the operation of nor affect those portions of this Agreement that are valid, but this Agreement shall be construed and enforced in all respects as if the invalid or unenforceable provision or part had been omitted.

18. Order of Precedence. In the event of any conflicts or inconsistencies between this Agreement, its attachments, and exhibits, such conflicts and inconsistencies will be resolved by reference to the documents in the following order of priority:

- A. this Agreement (excluding attachments and exhibits);
- B. its attachments; followed, in turn, by its exhibits.

19. Certificate of Interested Parties. Contractor agrees to comply with Texas Government Code Section 2252.908, as it may be amended, and to complete Form 1295 "Certificate of Interested Parties" as part of this Agreement if required by said statute.

20. Governing Law. This Agreement is subject to all federal, State, and local laws, rules, and regulations. The applicable law for any legal disputes arising out of this Agreement is the law of the State of Texas, and such form and venue for such disputes is the appropriate district, county, or justice court in and for Nueces County, Texas.

21. Entire Agreement. This Agreement constitutes the entire agreement between the parties concerning the subject matter of this Agreement and supersedes all prior negotiations, arrangements, agreements and understandings, either oral or written, between the parties

CONTRACTOR

Signature: _____

Printed Name: _____

Title: _____

Date: _____

CITY OF CORPUS CHRISTI

Josh Chronley Date
Assistant Director, Finance - Procurement

APPROVED AS TO LEGAL FORM:

Assistant City Attorney Date

Attached and Incorporated by Reference:

- Attachment A: Scope of Work
- Attachment B: Price Form
- Attachment C: Federal Requirements

ATTACHMENT C:

FEDERAL REQUIREMENTS

E.1 GENERAL CIVIL RIGHTS PROVISIONS

The Contractor agrees to comply with pertinent statutes, Executive Orders and such rules as are promulgated to ensure that no person shall, on the grounds of race, creed, color, national origin, sex, age, or disability be excluded from participating in any activity conducted with or benefiting from Federal assistance.

This provision binds the Contractor and subcontractors from the bid solicitation period through the completion of the contract. This provision is in addition to that required by Title VI of the Civil Rights Act of 1964.

E.2 Compliance with Nondiscrimination Requirements:

During the performance of this contract, the Contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "Contractor"), agrees as follows:

1. **Compliance with Regulations:** The Contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Acts and Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.
2. **Nondiscrimination:** The Contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The Contractor will not participate directly or indirectly in the discrimination prohibited by the Nondiscrimination Acts and Authorities, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.
3. **Solicitations for Subcontracts, including Procurements of Materials and Equipment:** In all solicitations, either by competitive bidding or negotiation made by the Contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the Contractor of the contractor's obligations under this contract and the Nondiscrimination Acts and Authorities on the grounds of race, color, or national origin.
4. **Information and Reports:** The Contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts and Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the Contractor will so certify to the sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.
5. **Sanctions for Noncompliance:** In the event of a Contractor's noncompliance with the non-discrimination provisions of this contract, the sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:
 - a. Withholding payments to the Contractor under the contract until the Contractor complies; and/or
 - b. Cancelling, terminating, or suspending a contract, in whole or in part.

6. **Incorporation of Provisions:** The Contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Acts, the Regulations, and directives issued pursuant thereto. The Contractor will take action with respect to any subcontract or procurement as the sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, that if the Contractor becomes involved in, or is threatened with litigation by a subcontractor, or supplier because of such direction, the Contractor may request the sponsor to enter into any litigation to protect the interests of the sponsor. In addition, the Contractor may request the United States to enter into the litigation to protect the interests of the United States.

E.3 Title VI List of Pertinent Nondiscrimination Acts and Authorities

During the performance of this contract, the Contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the “Contractor”) agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

- Title VI of the Civil Rights Act of 1964 (42 USC § 2000d *et seq.*, 78 stat. 252) (prohibits discrimination on the basis of race, color, national origin);
- 49 CFR part 21 (Non-discrimination in Federally-assisted programs of the Department of Transportation—Effectuation of Title VI of the Civil Rights Act of 1964);
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 USC § 4601) (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Section 504 of the Rehabilitation Act of 1973 (29 USC § 794 *et seq.*), as amended (prohibits discrimination on the basis of disability); and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended (42 USC § 6101 *et seq.*) (prohibits discrimination on the basis of age);
- Airport and Airway Improvement Act of 1982 (49 USC § 471, Section 47123), as amended (prohibits discrimination based on race, creed, color, national origin, or sex);
- The Civil Rights Restoration Act of 1987 (PL 100-209) (broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, the Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms “programs or activities” to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);
- Titles II and III of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 USC §§ 12131 – 12189) as implemented by U.S. Department of Transportation regulations at 49 CFR parts 37 and 38;
- The Federal Aviation Administration’s Nondiscrimination statute (49 USC § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures nondiscrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);

Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 USC 1681 et seq).