

**LACKAWANNA COUNTY BOARD OF COMMISSIONERS
REQUEST FOR QUALIFICATIONS
FOR MARKETING CONSULTANTS**

RFQ #248-14-606

September 4, 2014

NOTICE IS HEREBY GIVEN that pursuant to a fair and open process, sealed submissions will be received by the County of Lackawanna (the "County) Board of Commissioners ("Board of Commissioners") at its offices at 200 Adams Avenue, 6th floor, Scranton, Pennsylvania 18503 for marketing consultant services.

Respondents must submit their written submission by **4:00 p.m.** prevailing time on **October 3, 2014.**

A. **PURPOSE:** The purpose of this Request for Qualifications is to solicit interest from qualified firms and/or individuals to provide professional services for the County. A qualified firm and/or individual will be selected through a competitive, quality-based, fair and open process at the sole discretion of the County.

B. **PROCEDURES FOR RESPONDING TO REQUEST FOR QUALIFICATIONS:**

- 1) Four (4) copies of the submission, inclusive of all information required at Section D hereof, should be provided. Qualifications must be submitted to the Board of Commissioners, c/o Steven Barcoski, 200 Adams Avenue, 6th Floor, Scranton, Pennsylvania 18503. Submissions must be submitted in a sealed envelope with the name of the firm or individual submitting the qualifications clearly marked on the outside of the envelope. It is recommended that each submission package be hand-delivered. The County assumes no responsibility for delays in any form of carrier, mail, or delivery service causing the submission to be received after the above referenced due date and time. Submission by fax, telephone, or email is not permitted. The final selection shall be made in the sole discretion of the Board of Commissioners. The County reserves the right to reject any or all offers, waive any defect or negotiate for better terms.
- 2) All questions regarding specifications should be submitted to the Office of the Lackawanna County Chief of Staff, 570-963-6800 or to barcoskis@lackawannacounty.org.
- 3) Any firm that makes any effort to communicate with any other official of Lackawanna County, either directly or indirectly, during this process will be excluded from consideration.

C. **CRITERIA FOR EVALUATION OF QUALIFICATIONS:** The Board of Commissioners will independently evaluate each submission and selection will be made upon the following criteria:

- 1) Experience and reputation in the field;
- 2) Knowledge of the subject matter of the services to be provided to the County;
- 3) Knowledge of the County, its affairs and operations;
- 4) Availability to accommodate any required meetings of the County;
- 5) Compliance with the minimum qualifications established by the County for the position;
- 6) Other factors determined to be in best interest of the County.

D. **QUALIFICATION REQUIREMENTS:** The Board of Commissioners is requesting qualifications for Marketing Consultant, which should include:

- 1) Scope of Services;
- 2) Resume(s);
- 3) Facilities; and
- 4) Conflict of Interest.

The following explains what the Board of Commissioners expects in each of the major sections:

Scope of Services – The Board of Commissioners is requesting qualification statements to provide professional services for the County. Your response should detail the firm's or individual's qualifications to provide that type of service. The minimum qualifications established by the County for the professional appointments are as follows:

Marketing Consultant:

Must have experience in developing a marketing campaign, including development of newsletters, brochures, flyers, display advertisements, logo design, tag line and related services. Must have graphic artist capabilities. Experience in photography and development of video, including production of commercials, is also desired. Will consider both full service agencies and those providing the individual services that are listed.

Resume – All resumes submitted to the County shall include the following:

- a) Name and address of your firm and the corporate officer authorized to execute agreements;
- b) A brief description of your firm's history, ownership, organizational structure, location of its management, and licenses to do business in the Commonwealth of Pennsylvania;
- c) The names, experience, qualifications, and applicable licenses held by the individual primarily responsible for servicing the County and any other person(s), whether as employees or subcontractors, with specialized skills that would be assigned to service the County.
- d) A listing of local government clients with which you have similar contracts; include the name, address and telephone number of the contact person.
- e) A statement of your firm's insurance coverage. Firms must provide an insurance certificate specific to the County in responding to this RFQ.

- f) A statement of assurance to the effect that your firm is not currently in violation of any regulatory rules and regulations that may have any impact on your firm's operations.

Facilities – Office Locations

- 1) For your firm's facilities which will service this project:
 - a) The location;
 - b) Firm personnel assigned to this location; and
 - c) Activities of the firm performed at this location.
- 2) For those facilities and activities located elsewhere, please explain the activities performed elsewhere and why these are best performed at a different office. Firms where all activities are performed at one location should clearly indicate there is only one location.

E. RESERVATION OF RIGHTS: The Board of Commissioners reserves the right to reject any and all submissions, in whole or in part, and to waive any immaterial defect or informality in any proposal as may be permitted by law.

F: AS-NEEDED BASIS: Qualified Marketing Consultant/s may be retained by Lackawanna County on an "as-needed" basis.