



**Request for Proposals
Public Relations Services**

Deadline: Wednesday, February 24, 2010

**California Association
of Enterprise Zones
February 2010**

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I. Introduction

A. Purpose

The California Association of Enterprise Zones' (CAEZ) mission is to provide leadership towards the economic opportunities that are afforded to businesses within the State's geographically-targeted economic development areas. Our goals are to maintain the efficacy of the State's Enterprise Zone program through outreach, public information dissemination, education, and training.

The California Association of Enterprise Zones is interested in retaining an individual consultant or organization/firm who will implement a public relations campaign. The goals of the media public relations campaign are to increase the awareness and positive effects of the State's Enterprise Zone program. The selected entity, in collaboration with CAEZ, will be responsible for developing media relations, creating publicity opportunities, and securing speaking engagements.

B. Period of Agreement

The term of the agreement will be for a period of six months to one (1) year with the possibility of an extension(s). Extension of the agreement will be based on satisfactory performance as determined by the CAEZ Board. This agreement is expected to commence by March 15, 2010, and end September 15, 2010, unless a 1-year extension is approved by the CAEZ Board.

C. Mandatory Proposer Requirements

All Proposers must:

1. Have a minimum of three (3) years of experience in providing marketing and media campaign services similar to those requested in this Request for Proposal (RFP).
2. Provide staffing Information: (a) Provide resumes of key staff that would be handling this project; (b) include a listing of all personnel who would be working on the components of this project, indicating the actual job/service for which they will be responsible.
3. Provide three (3) references - Organization, Contact Name/Address, Phone Number, and Dates Services Were Provided.
4. Submit proposals in the manner as stated in Section VI of this RFP.

D. Questions

Questions regarding the contents of this RFP must be submitted via email to linagerman@caez.org on or before **9:00 a.m. (PST) on February 12, 2010**. All questions will be answered and posted on CAEZ's website February 17, 2010.

E. Correspondence

All proposals, are to be submitted to:

Lina German, Executive Director
CAEZ
FAX: (866) 929-8996
Email: linagerman@caez.org

Proposals must be submitted by e-mail or facsimile.

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F. Proposal Submission Deadline

All proposals must be received, no later than **5:00 PM February 24, 2010**. Receipt of your proposal will be acknowledged within 24 hours. It is the Proposers responsibility to contact CAEZ if receipt is not acknowledged. Late or incomplete proposals will not be opened and considered.

II. RFP Conditions

A. Contingencies

This RFP does not commit CAEZ to award a contract. CAEZ reserves the right to accept or reject any or all proposals, if CAEZ determines it is in the best interest of CAEZ to do so. CAEZ will notify all Proposers in writing if it rejects all proposals or cancels this RFP process.

B. Modifications

CAEZ reserves the right to issue amendments to this RFP.

C. Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this RFP. It is the Proposer's responsibility to ensure that its proposal arrives on or before the specified time.

D. Incurred Costs

This RFP does not commit CAEZ to pay any costs incurred by Proposers in the preparation of a proposal in response to this request and Proposers agree that all costs incurred by Proposers in developing this proposal are the Proposer's responsibility.

E. Negotiations

CAEZ may require the potential Proposer/Contractor(s) selected to participate in negotiations, and to submit a price, technical, or other revisions of their proposals as may result from negotiations.

F. Acceptance or Rejection of Proposals

Proposals shall remain open, valid and subject to acceptance anytime within 60 days after the proposal opening.

G. Alternate Proposals

A list of suggestions or procedures that could be followed or methods of enhanced communication can be attached to the response. CAEZ does, however, reserve the right to seek clarification on alternate proposals, issue addenda to all Proposers, or to reject any or all proposals.

H. Formal Agreement

In the case of this RFP, Proposer may be required to enter into a formal agreement with CAEZ. This RFP sets forth some of the general provisions which will be included in the final contract. In submitting a response to this RFP, Proposer will be deemed to have agreed to each clause unless the proposal identifies an objection and CAEZ agrees to a change of language in writing.

I. Final Authority

The final authority to award a Contract rests solely with the CAEZ Board.

IV. Scope of Work

A. Background

As indicated in Section I – Introduction/Purpose, CAEZ is seeking the assistance of a qualified consultant or organization/firm to assist CAEZ in the development and implementation of a media public relations campaign.

B. Proposer Responsibilities

Proposer is required to demonstrate success and experience developing media public relations campaigns and maintaining media relations. This experience should include an understanding and ability to work with public officials, local communities, and government and professional organizations.

1. Proposer is required to have comprehensive knowledge and experience working within economic development industry.
2. Proposer is required to demonstrate experience and established relationships with media.
3. Proposer must demonstrate experience in media buying and placement.
4. Proposer must demonstrate ability to appropriately staff in support of CAEZ's goals.
5. Proposer must demonstrate understanding and knowledge of the State's Enterprise Zone program.
6. **Proposer must demonstrate understanding and knowledge in fundraising and membership building.**

C. Program Design/Approach

Provide a detailed approach to accomplishing the development and implementation of a Public Relations/Media Campaign for CAEZ.

You are encouraged to offer a unique and cost effective solution to the Scope of Work requested.

D. Selection Process

Selection of the qualified firm will be based upon evaluation of the following:

1. Technical qualifications, experience, references, and managerial/staff capability
2. Originality in approach to promotion of CAEZ mission and programs and creativity of development of CAEZ branding
3. Cost Proposal (Overall, monthly retainer, hourly, contingency, per media, etc.)

Upon review of proposals by the selection committee applicants may be selected for interviews/presentation before the selection committee/CAEZ Board during the CAEZ's Board meeting to be held in Long Beach at CAEZ's Annual Conference.

CAEZ realizes that conditions other than price are important and will award contract(s) based on the proposal that best meets the needs of CAEZ. While cost may not be the primary factor in the evaluation process, it is an important factor.

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E. Proposer's Guarantee

The Proposer guarantees the marketing and media services will be satisfactory to CAEZ, as required in this RFP. If CAEZ is dissatisfied with the Proposer's services, CAEZ has the right to terminate any agreement for service resulting from this RFP and be relieved of the obligation of continuing with the agreement. All monies due to contractor for work completed will be paid upon termination of agreement.

F. Ownership of Documents

All documents, data, products, graphics, computer programs, and reports prepared by the Proposer pursuant to this Contract shall be considered property of CAEZ upon payment for product/services. All such items shall be delivered to CAEZ at the completion of work.

V. Proposal Submission

A. General

1. All interested and qualified Proposers are invited to submit a proposal for consideration. Submission of a proposal indicates that the Proposer has read and understands the entire RFP, to include all appendixes, attachments, exhibits, schedules, and addendum (as applicable) and all concerns regarding the RFP have been satisfied.
2. Proposals must be submitted in the format described below. Proposals are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP.

B. Proposal Format

1. All proposals must be submitted in PDF.
2. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.

VI. Evaluation Process

A. General

All proposals will be reviewed by CAEZ through the Marketing Committee. Scoring proposals will be based on an ordinal ranking system.

B. Initial Review of Submitted Proposals

1. All proposals will be initially evaluated to determine if they meet the mandatory requirements.
2. The proposal must have been received on or before the time, as stated in Section I, F.
3. Be complete, in the required format, and comply with all the material requirements of this RFP.
4. Prospective Proposers must provide three (3) references from other agencies that they have provided the same or similar service as being requested in this RFP.

Failure to meet these requirements may result in a rejected proposal. No proposal shall be rejected, however, if it contains a minor irregularity, defect, or variation, if the irregularity, defect, or variation is considered by CAEZ to be immaterial or inconsequential. In such

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cases, the Proposer will be notified of the deficiency in the proposal and given an opportunity to correct the irregularity, defect, or variation, or CAEZ may elect to waive the deficiency and accept the proposal.

C. Contract Award Process

Contract(s) will be awarded based on a competitive selection of proposals received.

The selection committee will submit its analysis and recommendation, in a summarized form, to the CAEZ Board of Directors. Upon review and recommendation of the proposed contractor, CAEZ will negotiate and prepare a professional service contract for recommendation to CAEZ Board of Directors. In the event the contract negotiations are not successful, CAEZ reserves the right to commence negotiations with the second-ranked proposer.

Cost of service is an important factor in the evaluation process, but CAEZ is not obligated to accept the lowest cost proposal. Ability to provide a quality service in a timely manner at a low or reasonable cost in accordance with the RFP requirements is critical to a successful proposal.