

LOWER RIO GRANDE VALLEY DEVELOPMENT COUNCIL

REQUEST FOR PROPOSAL
PROFESSIONAL MARKETING
SERVICES for Explore RGV
No: 2021-02

“Professional Marketing Services for Explore RGV”

ISSUE DATE: MARCH 5TH, 2021

PROPOSAL DEADLINE: FRIDAY, MARCH 26, 2021 at 12:00 P.M. (CT)



LOWER RIO GRANDE VALLEY DEVELOPMENT COUNCIL (LRGVDC)
301 WEST RAILROAD ST.
WESLACO, TEXAS 78596 WWW.LRGVDC.ORG

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SECTION I: GENERAL INFORMATION

1.1 SOLICITATION SCHEDULE

Release date of Request for Proposal:	March 5, 2021
Last day to submit written questions:	March 16, 2021 at 12:00 p.m.
Proposal Deadline:	March 26, 2021 at 12:00 p.m.
Public Proposal Opening: (Official time clock is LRGVDC phone system) (https://global.gotomeeting.com/join/833368701)	March 26, 2021 at 2:00 p.m.

Proposals will be evaluated by LRGVDC staff on a date that best serves the process but before board approval.

Interviews	Date To be Determined
Selection Considered for Board Approval:	April 28, 2021 at 12:00 p.m.
Project Begin Date: parties	Upon acceptance of agreement by both parties
Project End Date:	Date To Be Determined

If the LRGVDC determines, in its sole discretion, that it is necessary to change any of the dates and times, it will issue an Addendum to this RFP.

1.2 AUTHORIZED AGENCY CONTACT

- Offerors may submit questions and inquiries via email only to lrgvdc@lrgvdc.org. The LRGVDC reserves the right to not respond to any questions that may jeopardize the solicitation or selection process.
- Questions submitted in writing, via email will be answered within three business days.
- Inquiries, questions and responses shall be posted as addendums on the LRGVDC website. www.lrgvdc.org/procurement.html. Offerors should frequently check for periodic updates.

1.3 PROJECT SUBMISSION

**All Proposals shall be submitted electronically and must have
“RFP – Professional Marketing Services” in the subject line of the email.**

**All proposals must be emailed to:
lrgvdc@lrgvdc.org**

RFP – Professional Marketing Services

- Fax copies are not acceptable.
- LRGVDC Office Hours: Monday through Friday from 8:00 AM to 5:00 PM (due to the COVID-19 pandemic, offices are closed to the general public).

SECTION II: BACKGROUND INFORMATION

2.1 LRGVDC OVERVIEW

The Lower Rio Grande Valley Development Council (LRGVDC) is one of twenty-four (24) state planning regions and association of local governments formed under Texas Law to address issues and planning needs that cross the boundaries of individual local governments. The LRGVDC coordinates planning efforts, provides a regional approach to problem solving through cooperative action and provides direct services, when applicable. The designated geographical service area is the 3,643 square miles of Cameron, Hidalgo and Willacy Counties.

The LRGVDC is comprised of programs in the fields of economic development, public safety, transportation, environmental services and health and human services. Funding to support these programs originates from local, state, and federal sources. LRGVDC is governed by a twenty- seven (27) member Board of Directors of whom two-thirds are required to be elected officials of the designated boundaries.

2.2 PROJECT SUMMARY

The purpose of the RFP is to solicit and obtain from interested parties (also referred to herein as “Vendor” or “Vendors”) proposals to provide marketing services related to the LRGVDC and corresponding committee. The LRGVDC and committee intend to select the most competitive proposal that meets the committee’s requirements and specifications listed within the proposal and then enter into negotiations with the Vendor/s for purposes of reaching a satisfactory agreement for the LRGVDC and committee.

After receiving a federal grant, the LRGVDC began work on “Explore RGV”, a project aimed at promoting regional tourism. “Explore RGV” will include an interactive, map-based website and mobile app spotlighting points of interest across the Valley. Communities from all around the Valley are using the platform to engage visitors, potential companies, and residents. The site shows off some of the little-known jewels of the region and encourages the use of the “Explore RGV” website and mobile app. These platforms identify many natural assets throughout the region, as well as shopping, transportation, and history.

This project will be a continuation of what is currently developed. See <http://explorergv.com/> and ios/android mobile device application “Explore RGV.”

2.3 PROJECT SCOPE

The LRGVDC is seeking a firm to provide a strategic marketing plan, including target market, marketing campaign, as well as developing an advertising strategy for Explore RGV.

Purpose of services should include:

- Showcase the Rio Grande Valley by leveraging the Explore RGV website and mobile application.
- Create brand awareness for Explore RGV by generating increased web/app traffic.
- Represent or brand our community for residents, visitors, businesses and elected officials, and showcase our community in a way that highlights why the region is a great place to live, visit and do business.

The LRGVDC invites applicants to submit proposals for professional marketing services to enhance the visibility of the community and provide comprehensive, strategic and innovative marketing services to energize the region's economy.

The successful vendor must demonstrate extensive knowledge and understanding of how to create and implement a comprehensive marketing program strategy.

2.4 SCOPE OF WORK

- Vendors with experience in tourism and economic development are preferred.
- Development of a strategic marketing plan which leverages <http://explorergv.com/> as well as the ios/android application.
- Determine target market and how best to advertise to said market.
- Develop a campaign for the Rio Grande Valley which can be broken down by target market segments (i.e. beach, bird watching, foodies).
- Develop budget for videos, graphics, and other digital assets for use across different advertising campaigns.
- Plainly lay out timeline and roll out of strategic marketing plan.

2.5 CONTRACT TERM

LRGVDC is seeking an agreement for a one-year period, with two (2) one-year options that could be exercised at the discretion of LRGVDC. The initial three-year period would span from the start date of the agreement.

2.6 EVALUATION CRITERIA

Proposals will be selected based on the ability of each bidder to carry out all the requirements contained in this RFP, which includes the information provided in response to the Scope of Work in Section 2.4. Incomplete or late proposals or those found to be default, in poor standing or reflective of questionable business/ethical practices will not be considered.

It is the intent of LRGVDC to enter into contractual agreements with the most qualified, responsible respondent(s) whose submittal is responsive to the solicitation, meeting all qualifications necessary to complete the prescribed scope of work, with the greatest overall value to LRGVDC.

Additionally, the following criteria shall be used to evaluate submissions:

- Proof of successful marketing campaigns for similar platforms including websites, apps, and social media that promote tourism for a region.
- Profitable operations greater than 3 years.
- Introduced knowledge, experience, resources, and value-added services that meet the basic scope of work requirements.
- Proposed project services and cost proposal exemplifying total overall quality.
- Ability to provide options across a range of costs, time lengths, and other variables that ultimately provide measurable success for a marketing campaign.

2.7 BUDGET

The following is provided in compliance with requirements of the LRGVDC.

2.8 SUBMISSION OF PROPOSALS

2.8.1 DEADLINE AND LOCATION: The LRGVDC will receive all proposals electronically. All proposals must be submitted to the email below.

March 26, 2021 at 12:00 p.m. (CT)

RFP – Professional Marketing Services for Explore RGV

lrgvdc@lrgvdc.org

- 2.8.2 Submit the proposal as a PDF file or similar via email to lrgvdc@lrgvdc.org. The file submitted must reflect a scanned copy of an original signature.
- 2.8.3 Late received proposals will be not be returned to the respondent but will remain unopened.
- 2.8.4 The LRGVDC will not acknowledge or receive proposals that are delivered by telephone or facsimile (fax).
- 2.8.5 Properly submitted proposals will not be returned to respondents.
- 2.8.6 Proposal materials should be electronically submitted via email and must clearly identify the submittal deadline, the RFP number, and the name and return address of the respondent.

2.9 EVALUATION OF PROPOSALS

The evaluation of the proposals shall be based on the requirements described in this RFP. All properly submitted proposals will be reviewed, evaluated, and ranked by the LRGVDC. All respondent(s) may be considered and awarded to provide marketing services that they have submitted proposals for, if all evaluation criteria are met.

2.10 PAYMENT

Contractor will invoice the LRGVDC Community & Economic Development Department for services performed. Each invoice will be accompanied by documentation that LRGVDC may reasonably request to support the invoice amount. Each invoice must reference the date and service provided and be sent to rcarrera@lrgvdc.org, cc: vramos@lrgvdc.org and rsoto@lrgvdc.org.

2.11 LRGVDC'S RESERVATION OF RIGHTS

The LRGVDC may evaluate the proposals based on the anticipated completion of all or any portion of the project. The LRGVDC reserves the right to divide the project into multiple parts, to reject any and all proposals and re-solicit for new proposals, or to reject any and all proposals and temporarily or permanently abandon the project. LRGVDC makes no representations, written or oral, that it will enter into any form of agreement with any respondent to this RFP for any project and no such representation is intended or should be construed by the issuance of this RFP.

2.12 ACCEPTANCE OF EVALUATION METHODOLOGY

By submitting its proposal in response to this RFP, respondent accepts the evaluation process and acknowledges and accepts that determination of the "most qualified" firm(s) will require subjective judgments by the LRGVDC.

2.13 NO REIMBURSEMENT FOR COSTS

Respondent acknowledges and accepts that any costs incurred from the respondent's participation in this RFP shall be at the sole risk and responsibility of the respondent.

2.14 ELIGIBLE RESPONDENTS

Only individual firms or lawfully formed business organizations may apply (This does not preclude a respondent from using consultants.) The LRGVDC will contract only with the individual firm(s) or formal organization(s) that submits a proposal.

2.15 SALES AND USE TAXES

Section 151.311, Tax Code, as amended effective October 1, 1993, permits the purchase free of state sales and use taxes of tangible personal property to be incorporated into realty in the performance of a contract for an improvement to realty for certain exempt entities that include the LRGVDC. The section further permits the purchase tax-free of tangible personal property for use in the performance of such a contract if the property is "necessary and essential for the performance of the contract" and "completely consumed at the job site." In addition, the section permits the purchase tax-free of a tangible service for use in the performance of such a contract if the service is performed at the job site and if "the contract expressly requires the specific service to be provided or purchased by the person performing the contract" or "the service is integral to the performance of the contract."

2.16 CERTIFICATION OF FRANCHISE TAX STATUS

Respondents are advised that the successful respondent will be required to submit certification of franchise tax status as required by State Law (H.B. 175, Acts 70th Leg. R.S., 1987, Ch. 283, p. 3242). The contractor agrees that each subcontractor and supplier under contract will also provide a certification of franchise tax status.

2.17 DISCLOSURE OF INTERESTED PARTIES STATUTE

In its proposal, Respondents must agree to comply with [Section 2252.908, Texas Government Code](#) (“Disclosure of Interested Parties Statute”) and [1 Texas Administration Code Sections 46.1 through 46.3](#) (“Disclosure of Interested Parties Regulations”) as implemented by the Texas Ethics Commission (“TEC”), including, among other things, providing the TEC and LRGVDC with the information required by the Disclosure of Interested Parties Statute and the Disclosure of Interested Parties Regulations on the form promulgated by the TEC. The form will be required to be submitted to LRGVDC prior to the countersigning of the final agreement and not submitted with this RFP.

SECTION III: PROPOSING CONDITIONS

3.1 PROPOSAL SUBMISSION

Sealed proposals are invited by the LRGVDC for all labor, services, materials, supplies, equipment, tools, transportation, and other facilities necessary or proper to meet the requirements of the specifications included in scope of service. The LRGVDC may waive and/or disqualify any proposal not prepared and submitted in accordance with the provisions herein.

Proposals will be received electronically via email. Any proposals received after the time and date deadline will not be considered. Also, any proposals may be withdrawn prior to the scheduled time for the opening thereof.

Proposals must be submitted on the forms provided thereof by the LRGVDC. All blank spaces in the form shall be filled in, amount shall be stated both in words and numerals, the signature shall be longhand, and the completed form shall be without erasure, interlineations, alterations, or any conditions inserted by the offeror. Submit a scanned copy of the proposal that reflects an original signature.

3.2 STATUS OF INFORMATION

The LRGVDC shall not be bound by oral or written information released prior to the issuance of the solicitation. All inquiries regarding this application must be submitted in writing via email to lrgvdc@lrgvdc.org. The LRGVDC reserves the right to not respond to any questions or inquiries that would potentially jeopardize the solicitation and selection process.

Offerors are advised that from the date this solicitation is issued until the award of the contract, NO contact with personnel and/or Governing Body related to this solicitation is permitted, except as authorized such as email inquiries or scheduled pre-solicitation conference.

3.3 QUALIFYING CONDITIONS

The proposal shall state whether the offeror is a corporation or co-partnership, and, if a corporation, under the laws of what state and have the corporate seal affixed. If a co-partnership, specify the full name or names of all interested parties.

The successful offeror shall submit a certificate of incorporation in the State of Texas or proof of authorization to do business in the State of Texas.

The Contractor shall procure and maintain insurance for the duration of the contract. The Contractor shall indemnify and hold the LRGVDC harmless.

The Contractor shall pay any and all Federal, State, County, or City taxes which may be applicable herein.

The LRGVDC shall not be liable for any costs incurred by offerors in the preparation of proposals or for any work performed in connection therewith.

The LRGVDC reserves the right to postpone or cancel the solicitation and to reject any or all proposals.

3.4 NON-COLLUSIVE PROPOSING CERTIFICATE

All offerors must complete the Non-Collusion certification included submitted as part of the proposal. Any offers submitted without the fully executed Non-Collusion Certifications will be rejected.

If in any case the offeror cannot make the foregoing certification, the offeror shall so state and shall furnish with the proposal a signed statement which sets forth in detail the reason, therefore.

The offeror whose proposal is accepted shall, after written notice by the designated agency staff member enter into a contract and furnish an insurance certificate complying with the provisions of insurance specification. The notice shall be served personally or by the mailing thereof in a postpaid wrapper addressed to the offeror at the address given in the proposal. This contract must be approved by the LRGVDC.

The contract shall be governed and construed under the laws of the State of Texas. Venue for any and all disputes under the contract shall be in Hidalgo County, Texas. Any and all settlement discussions, examinations before trial, depositions and or any other proceedings related to any disputes under the contract shall also be held in Hidalgo County, Texas.

3.5 ADDENDA

Any addenda issued during the time of proposing must be included in the proposal, and in enacting the contract, they shall become a part thereof.

The LRGVDC will issue responses to inquiries and any other corrections or amendments it deems necessary, in written addenda issued prior to the proposal deadline.

Offerors should not rely on any representations, statements or explanations other than those made in this bid or in a formal addendum.

The offeror should verify with the designated contact person, prior to submitting a proposal, that all addenda have been received. Offerors are required to acknowledge the number of addenda received as part of their proposals.

3.6 CONFIDENTIAL/PROPRIETARY INFORMATION

Offerors should specifically identify those portions of the proposal to be confidential, proprietary information or trade secrets and provide justification why such material, upon request, should not be disclosed.

3.7 ORAL PRESENTATIONS AND INTERVIEWS

The LRGVDC may require offerors to give oral or visual presentations in support of their proposals or to exhibit or otherwise demonstrate the information contained therein.

3.8 OFFERORS ACCEPTANCE OF CONTRACT PROVISIONS

By submitting a proposal to the LRGVDC the offeror accepts the standard contract provisions that will become part of the final contract subject to agreement by both parties.

3.9 CONTRACT AWARD

Any proposed contract award(s) shall be subject to all required approvals. Contract award(s) shall be subject to the conditions listed in this solicitation, where applicable.

3.10 CONTINUATION CONTRACTS

The following provisions apply to continuing contracts awarded as the result of this solicitation: The contract is subject to modification or cancellation if adequate funds are not appropriated to the LRGVDC to support the continuation of performance in any fiscal year succeeding the first year.

The contract is subject to modification or cancellation if the contractor's performance is not satisfactory; and the Contract Coordinator will notify the contractor as soon as it is practicable that the funds are not available for the continuation of the contract term for each succeeding year.

3.11 FORCE MAJEURE

Neither Respondent nor Agency shall be liable to the other for any delay in, or failure of performance, of any requirement included in a contract resulting from this solicitation caused by force majeure. The existence of such causes of delay or failure shall extend the period of performance until after the causes of delay or failure have been removed provided the non-performing party exercises all reasonable due diligence to perform. Force majeure is defined as acts of God, war, fires, explosions, hurricanes, floods, failure of transportation, or other causes that are beyond the reasonable control of either party and that by exercise of due foresight such party could not reasonably have been expected to avoid, and which, by the exercise of all reasonable due diligence, such party is unable to overcome.

SECTION IV: LRGVDC PROPOSAL PACKET

LOWER RIO GRANDE VALLEY DEVELOPMENT COUNCIL
301 WEST RAILROAD-BUILDING "D" WESLACO, TEXAS 78596

THE FOLLOWING FORMS MUST BE COMPLETED AND SUBMITTED WITH THE SEALED PROPOSAL:

- A. Proposal Acknowledgment**
- B. Addenda**
- C. Certificate of Incorporation**
- D. Reference Sheet**
- E. Non-Collusion Affidavit**
- F. Declaration of Conflict of Interest**

A. PROPOSAL ACKNOWLEDGEMENT

REQUEST FOR PROPOSAL (RFP) FOR Professional Marketing Services for Explore RGV

ISSUE DATE: March 5, 2021

PROPOSAL DEADLINE: March 26, 2021 at 12:00 p.m.

TO THE ADMINISTRATION DEPARTMENT OF THE LRGVDC:

The undersigned hereby proposes and agrees to furnish all services, plans, labor, services, materials, supplies, equipment, tools, transportation and other facilities and things necessary or proper for or incidental to the above-named project, as required by and in strict accordance with the Contract Documents.

By submitting the Response, Respondent represents and warrants that the individual submitting this document and the documents made part of this Response is authorized to sign such documents on behalf of the Respondent and to bind the Respondent under any contract that may result from the submission of this Response.

By submission of this proposal, each offeror and each person signing on behalf of any offeror certifies, and in the case of a joint proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

EXECUTED this ____ day of _____, 2021.

Signature: _____

Printed Name: _____

Title: _____

Company: _____

SWORN TO AND SUBSCRIBED before me by _____,
on the _____ day of _____, 2021.

Notary Public, State of Texas

Commission Expiration

This Acknowledgement must be filed with the Lower Rio Grande Valley Development Council and be maintained as part of the permanent procurement record.

B. ADDENDA

In the space provided below, acknowledge receipt of addenda: *(if applicable)*

Date Received:

#1 _____

#2 _____

#3 _____

#4 _____

#5 _____

D. REFERENCE SHEET

List below at least three (3) references where your firm is providing or has provided services comparable to those contained in your proposal:

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

Company:	
Contract Person:	
Address:	
Phone #:	
Years of Service Provided:	
Additional Info: (optional)	

E. NON-COLLUSION AFFIDAVIT

STATE OF TEXAS §
§
COUNTY OF
HIDALGO §

By the signature below, the signatory for the bidder certifies that neither he nor the firm, corporation, partnership or institution represented by the signatory or anyone acting for the firm bidding this project has violated the antitrust laws of this State, codified at Title 2 - Section 15.01, Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the bid made to any competitor or any other person engaged in the same line of business, nor has the signatory or anyone acting for the firm, corporation or institution submitting a bid committed any other act of collusion related to the development and submission of this bid proposal.

EXECUTED this _____ day of _____, 2021.

Signature: _____

Printed Name: _____

Title: _____

Company: _____

SWORN TO AND SUBSCRIBED before me by _____,
on the ____ day of _____, 2021.

Notary Public, State of Texas

Commission Expiration

1. This Affidavit must be filed with the Lower Rio Grande Valley Development Council and be maintained as part of the permanent procurement record.

F. DECLARATION OF CONFLICT OF INTEREST (AFFIDAVIT OF INTEREST)

STATE OF TEXAS § COUNTY OF HIDALGO §

I, _____, as an **[employee, officer or agent, or any member of his/her immediate family, a partner or a person or an organization which employs or may employ in the near future any of these individuals]** of the LRGVDC, make this affidavit and state that I have a financial or other substantial interest in the LRGVDC which may be considered for the award of **[specify contract or procurement]**.

My interest is as follows:

Upon the filing of this affidavit with the Lower Rio Grande Valley Development Council, I affirm that I will abstain from any further participation in this **[contract or procurement]** whatsoever.

EXECUTED this ____ day of _____, 2021.

Signature: _____

Printed Name: _____

Title: _____

Company: _____

SWORN TO AND SUBSCRIBED before me by _____,
on the ____ day of _____, 2021.

Notary Public, State of Texas

Commission Expiration

1. This Affidavit must be filed with the Lower Rio Grande Valley Development Council and be maintained as part of the permanent procurement record.
2. Upon filing the Affidavit, the officer, employee or agent must abstain from participating in the procurement process pursuant to the ethics policy set forth in Article VII.