



**REQUEST FOR QUALIFICATIONS  
MARKETING / PUBLIC RELATIONS CONSULTANT  
ASSOCIATED WITH AUTHORITY FUNDED  
COMMUNITY AND ECONOMIC DEVELOPMENT INITIATIVES**

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The Redevelopment Authority of the County of Fayette, Pennsylvania is seeking qualifications from interested individuals and firms capable of providing marketing and public relations services on Authority-funded community and economic development initiatives. These initiatives will be undertaken in various municipalities utilizing a variety of local, state, and federal funding resources. Firms interested in submitting qualifications may obtain additional information and a proposal packet by visiting the Authority's web-site at [www.racfpa.org](http://www.racfpa.org) or by contacting:

Andrew P. French, Executive Director  
Fayette County Redevelopment Authority  
86 West Main Street  
Uniontown, Pennsylvania 15401  
Phone: 724-437-1547 ext. 210  
E-Mail: [afrench@racfpa.org](mailto:afrench@racfpa.org)

All proposals must be submitted no later than 3:00 PM, Friday, January 8, 2016 to the address listed above.

## GENERAL SCOPE OF SERVICES

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The Redevelopment Authority of the County of Fayette, Pennsylvania is seeking statements of qualifications from consultants and consulting firms that have experience and qualifications in the area of marketing and public relations to assist with the implementation of Authority funded community and economic development initiatives. These initiatives are annually undertaken by the Authority in various municipalities throughout Fayette County utilizing a variety of local, state, and federal funding resources. The Authority is seeking to build on and maintain positive relationships with the communities in which it works and with the general public. For the purposes of this Request for Qualifications, the Authority's core audiences include: area residents, nonprofit and for profit developers, local businesses, media, the general public, and other local government entities. It is anticipated that once a consultant is selected, a detailed marketing and public relations plan for the Authority will be developed.

### **Summary of Services Required**

The specific services needed may include:

- ▶ Development of a communication, public relations, and marketing strategy for the Authority.
- ▶ Developing and implementing strategies for improving messaging and communication with the Authority's key audiences.
- ▶ Assisting the Authority with outreach in order to improve implementation of the Authority's initiatives.
- ▶ Development of marketing and communication materials which help illustrate the work and accomplishments of the Authority and future goals and initiatives.

## EVALUATION OF QUALIFICATIONS / SELECTION OF FIRMS

All reviews and evaluations of qualifications will be completed by the Authority. The Authority may request additional information during this review process.

Following the evaluation of qualifications, the Authority will negotiate the cost for services with the most qualified consultant selected. In the event that an acceptable agreement can not be negotiated with the most qualified individual or firm, the Authority may also attempt to negotiate with other interested parties. The following form will be utilized to evaluate the qualifications of proposers for each project:

Name of Consultant / Firm:		
Contact Person and Information:		
Reviewed By:		
Selection Criteria	Rating (1 to 10)	Comments
1. Specific Activities Proposed (20 points) <ul style="list-style-type: none"> <li>• Did the consultant adequately describe specific public relations and marketing activities necessary to accomplish the objectives?</li> </ul>		
2. Direct Project Experience (5 points) <ul style="list-style-type: none"> <li>• Does the consultant possess any direct experience with the types of initiatives being undertaken by the Authority?</li> <li>• Has the consultant provided services in the past for similar types of agencies / initiatives?</li> </ul>		
3. Special Knowledge (35 points) <ul style="list-style-type: none"> <li>• Does the consultant possess any special knowledge related to the types of initiatives being implemented by the Authority?</li> <li>• Does the consultant have prior experience working with the general public, local, state, and / or federal agencies, as well as non-profit and for-profit developers?</li> <li>• Does the consultant have the ability to develop and produce marketing, public relations, and communication materials?</li> </ul>		
4. Capacity (35 points) <ul style="list-style-type: none"> <li>• Does the consultant possess the capacity to carry out the activities proposed?</li> <li>• Is the consultant capable of performing within the specified project schedule?</li> <li>• Is the consultant capable of representing the Authority with various local, state, and federal agencies, as well as developers and the general public?</li> </ul>		
5. Prior Working Experience with Authority (5 points) <ul style="list-style-type: none"> <li>• Has the consultant provided services to the Authority in the past?</li> <li>• If yes, were the services provided acceptable?</li> </ul>		
<b>Total Rating Points (out of 100):</b>		
<b>Other Comments:</b>		

**SUBMISSION REQUIREMENTS**

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Proposers are required to submit **one (1) original hard cover packet and one (1) original electronic version** of their qualifications to the Redevelopment Authority at 86 West Main Street, Uniontown, Pennsylvania 15401. Initial proposals must be submitted no later than **3:00 PM, Friday, January 8, 2016**.

To be considered, consultants must respond in their proposals to the following:

**I. Profile of Consultant**

Name of Consultant: \_\_\_\_\_

Address: \_\_\_\_\_

Tax Identification Number: \_\_\_\_\_

Firm Owner(s) / Principals \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Indicate the Following  
Which Apply to Your  
Company:

- Minority-Owned Business Enterprise
- Woman-Owned Business Enterprise
- Disadvantaged Business Enterprise
- Labor Surplus Area Business
- Small Business
- Located within the Jurisdiction of the Municipality or the County

*Statement of Offeror*

The undersigned hereby acknowledges the following:

1. That to the best of its knowledge and belief, all factual information provided herein is true and correct.
2. That it will at all times indemnify and hold harmless the Redevelopment Authority of the County of Fayette, Pennsylvania and its assignees against all loses, costs, damages, expenses, and liabilities of any nature directly or indirectly resulting from, arising out of or relating to the Authority's acceptance, consideration, or rejection of this proposal.
3. That no revised representations may be made in connection with this proposal once the deadline for acceptance of proposals has passed unless requested by the Redevelopment Authority of the County of Fayette, Pennsylvania or its assignees.
4. That, if selected for participation in a project, it will abide by all applicable regulatory and statutory provisions.

The undersigned, being duly authorized, has caused this document to be executed in its name on this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

## **II. Experience / Capacity**

- ▶ Describe your experience working on various community and economic development projects.
- ▶ Detail your experience in providing marketing and public relations services on specific types of projects and initiatives which are being implemented by the Authority.
- ▶ Identify the specific personnel who would be directly involved and highlight their relevant experience (attach resumes as applicable).
- ▶ Describe any special knowledge and abilities which you possess which will enable you to advantageously serve the Redevelopment Authority and its partners.
- ▶ Describe your experience working on state and federally funded projects.
- ▶ Describe your experience in working with other municipal authorities and local and regional municipalities.

## **III. References**

List specific municipalities, organizations, and private enterprises which will be able to provide referral services for your services and capabilities. Provide the following for each reference:

- Name of Referral Municipality / Organization / Company
- Project Name(s)
- Brief Description of Project(s)
- Your Role in the Project(s)
- Specific Contact (providing their title or role with the project(s))
- Contact Information (Address, Phone, and E-mail)

Referrals provided should have utilized your services for similar activities requested in this RFQ.

## **Questions About the RFQ**

Questions regarding this RFQ Packet should be to:

Andrew P. French, Executive Director  
Fayette County Redevelopment Authority  
86 West Main Street  
Uniontown, Pennsylvania 15401  
Phone: 724-437-1547 ext. 210  
E-Mail: [afrench@racfpa.org](mailto:afrench@racfpa.org)