

REQUEST FOR PROPOSALS

FOR

BRAND MANAGEMENT SERVICES

JANUARY 23rd, 2025

REVISED RESPONSES DUE DATE: FEBRUARY 25th, 2025



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Atlanta, GA 30303

SECTION I INTRODUCTION

Invest Atlanta, on behalf of the City of Atlanta’s Office of Technology and Innovation (hereinafter, OTI), is soliciting competitive, sealed responses (“Responses”) from interested and qualified firms to provide Brand Management Services. The intent and purpose of the RFP is to identify a single firm to develop and execute a comprehensive digital marketing and content strategy that aims to elevate and improve the “Atlanta Tech Hub” brand (hereinafter, The Project), further described in the Section 3 Scope of Work.

Respondents shall be selected and determined through IA’s review of each response, considering the factors identified in this Request for Proposals (“RFP”) and any other factors that it considers relevant to serving the best interest of IA and its mission. Nothing in this RFP shall be construed to create any legal obligation on the part of Invest Atlanta or any respondents. Invest Atlanta reserves the right, in its sole discretion, to amend, suspend, terminate, or reissue this RFP in whole or in part, at any stage. In no event shall Invest Atlanta be liable to respondents for any cost or damages incurred in connection with the RFP process, including but not limited to, any and all costs of preparing a response to this RFP or any other costs incurred in reliance on this RFP. All supporting documentation submitted in response to this RFP will become the property of Invest Atlanta. Respondents may also withdraw their interest in the RFP, in writing, at any point in time as more information becomes known.

BACKGROUND & MAIN OBJECTIVES

Invest Atlanta has been created and exists under and by virtue of the Development Authorities Law, activated by a resolution of the City Council of Atlanta, Georgia (the “City”), and currently operates as a public body corporate and politic of the State of Georgia. Invest Atlanta was created to promote the revitalization and growth of the City and serves as the City’s Economic Development Agency. Invest Atlanta represents a consolidation of the City’s economic and community development efforts in real estate, finance, marketing, and employment, to provide a focal point for improving the City’s neighborhoods and the quality of life for all of its citizens. Invest Atlanta is the cornerstone of an overall effort to provide economic and development services in a more effective and efficient manner.

Early 2023, The City of Atlanta took significant steps in establishing an office dedicated to shaping policy and programs to grow Atlanta’s tech ecosystem. Specifically, The Office of Technology and Innovation was created as an executive office to the mayor that will work with Invest Atlanta to attract new companies to the city, grow existing business and advise the current Administration on fostering Atlanta’s technology workforce. The table below provides a general description of the audiences by tier that OTI has identified as targets for this campaign.

Table 1.1 City of Atlanta Tech Hub Target Audiences

Audience Tier	Description
Primary	Start-ups, Founders, Investors
Secondary	Academic Institutions, Students interested in Tech & Entrepreneurship, Organizations offering ecosystem building services (i.e. accelerators and economic development enhancing service providers)
Ancillary	Fortune 1000 Corporate Innovation Leadership, Big Tech, Local & State Government

** Please do not consider this an exhaustive list of the audiences that should be targeted. OTI and Invest Atlanta, anticipate that a broader or greater number of target audiences may be identified to reach its goal.

The Project involves several different challenges for OTI to overcome to ensure the successful execution of all aspects of the Scope of Work. Some of the major challenges that exist are related to, but not limited to, the establishing a compelling brand story, capturing the vision and content of OTI and all its constituents, adapting to rapid technological changes and trends, creating unique community engagements and quantifying the impact of branding efforts and overall return on investment. Ultimately, the successful Respondent will possess a combination

of digital marketing, brand development and content management skills, and knowledge necessary to navigate these challenges. Furthermore, OTI expects that the respondent's strategy will aim to strengthen Atlanta's brand as a leader in technology and entrepreneurship, drives engagement, and attracts tech talent to the city. The successful Respondent shall aim to accomplish the following main objectives:

Main Objectives:

- Review and refine the ATL Tech Hub's brand messaging and voice to better connect with tech entrepreneurs, startups, investors, and innovators.
- Create and implement a comprehensive content strategy for the ATL Tech Hub website, email marketing, and social channels, focusing on key messaging areas such as Atlanta's tech scene, innovation, success stories, and resources.
- Execute the strategy to increase engagement and visibility on platforms like YouTube, LinkedIn, Twitter, and Instagram, including regular posts and community management.

**SECTION II
TIMELINE OF EVENTS AND SUBMISSION INSTRUCTIONS**

INQUIRIES AND PROCESS TIMELINE

Only inquiries received electronically will receive a response. Do not contact any Invest Atlanta staff with any questions or comments pertaining to this RFP. All such inquiries must be delivered by **5:00 p.m., February 7th, 2025** to the issuing officer at OTIbrandmanagementRFP@investatlanta.com. Inquiries received after such a date and time will not receive a response. Invest Atlanta will publish all timely written inquiries and Invest Atlanta's responses to those inquiries as an Addendum to this RFP on Invest Atlanta's website (www.investatlanta.com) on or before the close of business on **February 18th, 2025**.

Due Date	Action Required
January 23rd, 2025	Release of RFP
February 5th, 2025 @ 2:00pm-3:00pm EST	Informational Session (virtual) Information Session Teams Link- Join Here Meeting ID: 225 579 617 936 Passcode: 5up69fj6 +1 470-571-3959,,446813810# United States, Atlanta Find a local number Phone conference ID: 446 813 810#
February 7th, 2025	Written questions due to Invest Atlanta
February 18th, 2025	Responses to written questions posted
February 25th, 2025	Responses due to Invest Atlanta
Month of February 2025	Potential Interviews/Presentations/ Demonstrations
February/March 2025	Anticipated Selection/Award

SUBMISSION INSTRUCTIONS

A. Responses to this Request for Proposal must be submitted in electronically **no later than 5:00 p.m., February 25th, 2025**, to the issuing officer at OTIbrandmanagementRFP@investatlanta.com. Proposals should include all identified components (Responses to Mandatory Requirements, Mandatory Scored Requirements, Exhibit A Fee Proposal and all other requested documentation). Proposals received after the deadline time and date will not be considered.

By submitting a response to the RFP, the Respondent is acknowledging that the Respondent:

- (1) Has read the information and instructions,

(2) Agrees to comply with the information and instructions contained herein.

From the time of release of this RFP through the conclusion of the selection process, there shall be no communication between any Respondents and/or their lobbyist or authorized/unauthorized agent(s) with any staff of the City, IA or the Atlanta Development Authority ("ADA"), any elected or appointed official of the City, IA, ADA and/or their staff or financial advisor, except as provided for in the RFP, unless such communication is initiated by IA and is unrelated to this RFP process. Any violation of this provision by any Respondent and/or its lobbyist or authorized/unauthorized agent(s) shall be immediate grounds for disqualification for award of a contract in connection with this RFP.

The laws of the State of Georgia, including the Georgia Open Records Act, as provided in O.C.G.A §50- 18-70, et seq., require certain public records be made available for public inspection. Even though information (financial or other information) submitted by a Respondent may be marked as "confidential", "proprietary", etc., Invest Atlanta will make its own determination regarding what information may or may not be withheld from disclosure.

SECTION III SCOPE OF SERVICES

As indicated above, the firm providing Digital Marketing Services shall strive to achieve the goal is to elevate Atlanta's brand as a leader in technology and entrepreneurship under the "Atlanta Tech Hub" brand. The **Atlanta Tech Hub (ATLTechHub.com)** aims to promote Atlanta as a top 5 tech city in the U.S. The focus is on refining the brand voice and building a strategic content plan to drive engagement, attract tech talent, and establish ATL Tech Hub as the go-to platform for Atlanta's innovation ecosystem. Particularly, OTI is seeking to achieve the below desired outcomes:

- **Brand Voice Refinement** to better connect with tech entrepreneurs, startups, investors, and innovators.
- **Monthly Content Strategy Development & Execution** that includes a comprehensive content strategy and calendar for each digital channel/outlet focused on key messaging areas.
- **Video/Audio Content:** Produce interview-style content that is used for outreach/strategy around guests and posting to various channels. Seeking recommendations as to frequency of this type of content.
- **Website Content:** Weekly blog posts leveraging podcast content, optimized for SEO and user engagement. Routine website maintenance and updates related to programs, partners, campaigns, and initiatives.
- **Social media strategy and content creation** for thought leadership and strategic engagement across multiple platforms.
- **Email Marketing:** Design email marketing templates for newsletters and event-driven emails.
- **Quarterly campaign support** across digital channels and other unique marketing channels.
- **PR assistance** needed to get ATL Tech Hub on major stages and recognized in the tech community globally.

Furthermore, the Brand Management firm shall take into consideration the below existing websites, social media profiles and digital resources when assessing the tasks and deliverables required for this scope.

Existing Resources

Website: <https://www.atltechhub.com/>

Brand assets: <https://www.dropbox.com/home/ATL%20%2B%20IDEO>

Instagram: <https://www.instagram.com/ATLTechhub>

Twitter <https://x.com/Atltechhub>

Youtube: <https://www.youtube.com/@AtlTechHub>

Linkedin: <https://www.linkedin.com/company/mayorsofficeoftechnologyandinnovation/?viewAsMember=true>

Specifically, the Brand Management firm shall perform the services below, at a minimum.

CONTENT STRATEGY DEVELOPMENT & EXECUTION

Tasks:

- **Content Audit:**
 - Review existing content to assess its effectiveness and alignment with the brand voice.
 - Identify content gaps and opportunities.
- **Content Planning:**
 - Develop a content calendar outlining topics, formats, and publication dates.
 - Plan content themes and campaigns aligned with key business objectives and audience interests.
- **Content Creation:**
 - Produce high-quality content, including blog posts, articles, infographics, and case studies.
 - Optimize content for SEO and user engagement.

Deliverables:

- **Content Strategy Document:**
 - Detailed strategy outlining content goals, target audience, key messages, and distribution channels.
 - Content calendar with planned topics, formats, and publication dates.
- **Content Pieces:**
 - Regularly published blog posts, articles, and other content formats.
 - SEO-optimized content to drive organic traffic and engagement.

VIDEO/AUDIO CONTENT CREATION

Tasks:

- **Concept Development:**
 - Develop concepts and scripts for video and audio content, including podcasts and interviews.
 - Plan the format, style, and key messages for each piece of content.
- **Production:**
 - Record and edit video and audio content, ensuring high production quality.
 - Coordinate with guests and stakeholders for interviews and features. OTI has communication resources that can be leveraged for some production needs.
- **Distribution:**
 - Plan and execute the distribution of video and audio content across relevant channels.
 - Promote content through social media, email marketing, and other platforms.

Deliverables:

- **Video/Audio Content:**
 - Seeking recommendation on frequency of video content. The most frequent that we could potentially accommodate would be weekly 30-minute video podcasts or interviews.
 - Edited video content from events and speaking engagements.
- **Distribution Plan:**
 - Strategy for distributing and promoting video and audio content.
 - Schedule for posting content on various channels.

SOCIAL MEDIA MANAGEMENT

Tasks:

- **Strategy Development:**
 - Develop a social media strategy aligned with the overall digital marketing goals.
 - Identify key platforms and audiences for engagement.
- **Content Creation:**
 - Create engaging social media content, including posts, graphics, and videos.
 - Plan and schedule regular posts to maintain a consistent presence.
- **Community Management:**
 - Monitor social media channels for comments, messages, and mentions.
 - Engage with followers, respond to inquiries, and manage online communities.

Deliverables:

- **Social Media Strategy Document:**
 - Detailed strategy outlining goals, target audience, key messages, and platform-specific tactics.
 - Content calendar with planned posts and engagement activities.
- **Social Media Content:**

- Seeking recommendation for frequency of posts, not to exceed 20 posts per month on LinkedIn, Twitter and Instagram, mixing written and video content. Regular engagement activities, including responding to comments and messages.

QUARTERLY CAMPAIGN SUPPORT

Tasks:

- **Campaign Development & Management**
 - 4 campaigns per year. These campaigns will go across the digital channels but will also likely take advantage of other unique marketing channels.

Deliverables:

-
- Q1 of 2025 we will promoting the 2nd Anniversary of the Office of Technology & Innovation being open & key metrics related to that.
- Collaboration/Development of Q22025, Q32025 & Q42025 campaigns.

REPROTING AND KPI MONITORING

Tasks:

- **Coordinate Monthly Business Review Meetings**
 - Schedule monthly business review meetings to review progress on KPIs and plan content for future months.

Deliverables:

- Business Review meetings conducted virtually or in-person.

The term of the contract shall be for two years (2) years with one (1) one-year option to renew, subject to a satisfactory annual performance review at the sole discretion of IA.

GENERAL BUSINESS REQUIREMENTS

- A. Provide a Certificate of Insurance proof of insurance meeting the requirements in Exhibit A Digital Marketing Insurance Requirements.
- B. Non-Collusion Statement: Successful Respondent represents and certifies that its employees, agents, and representatives have not and shall not discuss or disclose the terms of its response to this RFP with any third party other than persons or entities which the Respondent engaged to assist it concerning such response.

SECTION IV TECHNICAL REQUIREMENTS

The technical requirements below provide a framework of the minimum standards that must be upheld for firms providing Digital Marketing Services. Firms are encouraged to carefully review all requirements and tailor their proposals accordingly while ensuring compliance with applicable laws and regulations.

MANDATORY REQUIREMENTS

To be considered responsive, responsible, and eligible for award or for selection as a qualified contractor, **Respondents must answer all questions in this section in the affirmative (with a “Yes”) to pass and must be submitted as a part of your response.**

1. Respondents shall have a minimum of 5 years of experience in branding for tech hubs or cities aiming to become tech hubs. **Does the respondent confirm it has provided branding services similar in size and scope to the services described in Section III Scope of Work for a minimum of 5 years?**

2. Respondent shall have the ability to provide data and reporting to assist OTI in data-driven decision making. **Does the respondent agree to provide monthly reports with mutually agreed upon key performance indicators (KPIs)?**
3. Respondents shall have at least one in-house expert that maintains an active professional license or industry certification related to brand management, digital marketing or public relations. **Does the Respondent agree to provide a professionally licensed and/or industry certified individual to be a key contributing member in providing the Scope of Services?**
4. Respondents must have an extensive network and strong tech-related partnerships in place to efficiently provide the services and deliverables described. **Does the Respondent agree that it has at least 10 media outlets, influencers and/or key players in the tech industry?**
5. Respondent shall have adequate financial stability and resources to fulfill fiduciary duties. **Does the Respondent agree** to provide information regarding any projects from which the Respondent was terminated as an brand management agency or firm providing brand management services for cause in the last three years including the reason for the termination? **(Separate attachment may be requested)**
6. Respondent must agree to protect the information from unauthorized use or disclosure for as long as it remains proprietary, and refrain from using the information for any purpose other than for which it was furnished to Invest Atlanta. Prior to beginning work, the Respondent and its personnel may be required to complete and abide by confidentiality and non-disclosure agreements related to the Project. **Does the Respondent agree to comply with this requirement?**

MANDATORY SCORED REQUIREMENTS

The Respondent's technical proposal shall be structured in alignment with the framework provided below. To be considered responsive, responsible, and eligible for an award or for selection as a qualified contractor, you must answer all questions in this section. Respondents must submit responses on **Attachment A OTI Branding Mandatory Scored Worksheet**. In order to be deemed responsive and responsible, Respondent's must complete form in its entirety.

A. PROPOSAL OVERVIEW AND COVER LETTER

1. Respondents shall provide a cover letter summarizing the key points of their response. The cover letter shall be executed by an officer or employee of the firm who is authorized to commit the Respondent's resources to IA's proposed transaction. Please limit your transmittal letter to two (2) pages and provide as a separate attachment.

B. COMPANY AND TEAM QUALIFICATIONS (15 PTS)

1. **Provide** a brief history of the Respondent's firm. Responses shall, at a minimum, include the year organized, ownership, affiliated companies, and relationships.
2. **Provide** the name, job title, address, office telephone number, fax number, and email address of a primary contact person who will be responsible for the day-to-day contact with IA and any backup personnel who would be accessible if the primary contact cannot be reached. The primary contact so identified should be responsible for making the majority of the Respondent's oral presentations, if requested.
3. **Describe** all litigation pending or taken against the Respondent or member of the Respondent's firm related to providing brand management services.
4. **Provide** the name, title, office location, phone number, e-mail address, and brief resumes (including IA and other state and local housing finance agency experience, as applicable) for the professionals who will be assigned to IA's account. Include their level of responsibility and availability.
5. **Describe** the professional background of these individuals, particularly their relevant brand management or digital marketing experience. Please designate the percentage of work for which each team member will be responsible.

C. RELEVANT EXPERIENCE (25 PTS)

1. **Describe** the Respondent's experience providing the services or engaging in activities as they relate to the Scope of Services described above. Describe the Respondent's expertise in providing branding or

marketing related services for tech hubs or cities. Include specific examples of successful branding campaigns for similar clients, demonstrating measurable impact.

2. **Provide** a list of state or local economic development authorities for which the Respondent has served or is currently serving as a Brand Manager and provides services like those described in *Section III Scope of Services* above. Responses shall indicate what the current relationship is to each economic development authority.
3. **Provide** at least 2 projects that involve culturally sensitive branding and/or highlight your experience working with diverse communities.
4. **Provide** a list of three (5) references from where work of a similar size and scope has been completed within the last ten (10) years. Include a brief description of project, size of budget for project, targeted dates of completion or substantial completion if a current project, contact name, phone number, and e-mail address for each reference.

D. PROPOSED APPROACH AND METHODOLOGY (20 PTS)

Content Strategy Development

1. **Detail** a recent project where you developed a content strategy for a city or tech hub. Describe the key steps and outcomes to the project.
2. **Describe** how you use data and analytics to determine the types of content that resonate most with our target audience.
3. **Provide** the specific metrics used to track and measure the success of these content strategies
4. **Provide** an example of how a new technology or trend was integrated into a content strategy to enhance engagement.

Branding Strategy and Management

5. **Describe** how your approach will differentiate a city's brand from other tech hubs in a competitive landscape
6. **Provide** an example of a multi-channel branding campaign that you managed and how you ensured consistency.
7. **Describe** the key challenges in a rebranding project and how they were addressed to achieve the desired outcome(s).
8. **Describe** what tools are used to make data-driven adjustments to the branding strategy. Explain how brand perception was tracked and managed over time.

Social Media and Email Marketing

9. **Provide** an example of a social media campaign that was created for a tech-focused client and the results it achieved.
10. **Describe** your methods to ensure targeted and relevant messaging through email marketing campaigns.
11. **Provide** a specific example of how metrics were used to optimize a campaign mid-course.
12. **Explain** the elements that made these campaigns successful and how you measured the impact.
13. **Provide** an example of a recent trend or best practice in social media and email marketing and how it benefited the client.

ADDITIONAL REQUIREMENTS & FORMS

E. CERTIFICATION STATEMENT

The following shall be repeated in the Respondent's Response and signed by an individual authorized to bind the Respondent. Failure to include and provide an original signature of the certification statement may result in rejection of Response.

"I agree to abide by the conditions of this RFP and certify that all the information provided in this Response is true and correct, that I am authorized to sign this Response for the Respondent, and that the Respondent is in compliance with all requirements of the RFP."

Authorized Signature: _____

Name: _____

Title:

F. E-VERIFY AFFIDAVIT & SAVE AFFIDAVIT

Provide notarized proof of compliance with Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. (Appendix A) E-Verify. Respondents must comply with the Illegal Immigration Reform and Enforcement Act, O.C.G.A. §13-10-90, et seq. All services physically performed within the State of Georgia must be accompanied by proof of your registration with the E-Verify Program, as well as verification of your continuing and future participation in the E-Verify program established by the United States Department of Homeland Security. A completed E-Verify Contractor Affidavit must be submitted to Invest Atlanta (Appendix A-1). To the extent there are subcontractors working on this contract, you are responsible for obtaining a fully signed and notarized subcontractor affidavit from those firms with whom you have entered sub-contracts (Appendix A-2). In turn, should there be second-tier subcontractors on this project, you must require the subcontractors to obtain E-Verify Affidavits from those second-tier.

G. DIVERSITY, EQUITY INCLUSION POLICY

At Invest Atlanta, economic prosperity and competitiveness in Atlanta start with equity—equitable access to opportunity and pathways to wealth creation. It is more than a goal; it is a guiding principle that drives us. We advance our work through this lens to ensure that all Atlantans are positioned to benefit from economic investments in our city, regardless of their zip code.

Invest Atlanta encourages all Respondents to promote opportunities for diverse businesses, including Minority Business Enterprises (“MBE”), Female Business Enterprises (“FBE”), and Small Business Enterprises (“SBE”) to compete for business as subcontractors and/or suppliers.

However, nothing herein should indicate that an MBE, FBE, or SBE may not apply and be selected independently, as MBEs, FBEs, and SBEs that meet the qualifications of this ITB are encouraged to submit their qualifications for consideration. For an MBE, FBE, or SBE to participate on the contract, said MBE, FBE, or SBE must be certified as an MBE or FBE and be registered with the City's Office of Contract Compliance M/FBE Register. SBEs must be registered with the City and are defined as businesses not 2.5 million in gross sales during the recent calendar or fiscal year.

- **City of Atlanta – Office of Contract Compliance (MBE/FBE):**
 Jason Ingram
 68 Mitchell St. SW, Suite 5100, Atlanta, Georgia 30303
 Tel: 404.330.6010
 Fax: 404.658.7359
 email: jingram@AtlantaGa.Gov
- **Small Disadvantaged Business (SDB)** certification by the U.S. Small Business Administration provided they reflect certification because of minority or women-owned status.

If joint responses are permitted within this RFP, a firm selected by the Respondent to jointly respond to this RFP can only satisfy one of three categories. The same firm may not, for example, be listed for participation as an MBE organization and a SBE organization even if the level of participation exceeds each category's goal. All firms must be registered or certified prior to the submittal of the Response. A Respondent is at risk in that there may be an issue of time to certify or register if it intends to use a firm that is not certified or registered at the time the Response is submitted. Invest Atlanta is an Equal-Opportunity Employer.

SECTION V COST REQUIREMENTS

Invest Atlanta's intent is to structure the cost format to facilitate comparison among all suppliers and foster competition to obtain the best market pricing. Consequently, IA requires that each Respondent's cost be in the format outlined below and within **Attachment B Fees and Expenses for Brand Management Services**. Additional alternative cost structures will not be considered. **Each Respondent is cautioned that failure to comply with the**

instructions listed below, submission of an incomplete offer, or submission of an offer in a different format than the one requested may result in the rejection of the Respondent's proposal.

By submitting a response, the Respondent agrees that it has read, understood, and will abide by the following instructions/rules:

- (1) Cost proposals should be inclusive of all costs associated with the scope of services defined;
- (2) Respondent shall complete the cost worksheet in its entirety and shall not leave out any information necessary to conduct the evaluation in its entirety.
- (3) In the event there is discrepancy between the Respondent's unit price and extended price, the unit price shall govern;
- (4) The fees quoted and listed in the cost proposal shall be firm throughout the term of the resulting contract, unless otherwise noted in the RFP or contract; and
- (5) Fees quoted and listed in the cost proposal shall be valid for a period of 120 days from submittal.

Enter all information directly into pricing worksheet attachment. Enter numbers on each cost sheet in "number" (two-place decimal), not "currency" or other format unless otherwise stated. That is, omit dollar signs, commas, and any other non-essential symbols. (e.g., \$7.90 should be entered as 7.90) Prices must be in US Dollars. Enter "n/a" to indicate not available or "0" if there is no charge. Cells left blank will be interpreted as "no offer".

SECTION VI EVALUATION CRITERIA AND SELECTION PROCESS

SELECTION CRITERIA

The Selection Committee comprised of Invest Atlanta staff will review qualifications in accordance with the evaluation criteria set forth herein and IA overall objectives and policies. Proposals that are submitted in a timely manner and comply with the mandatory requirements of the RFP will be evaluated in accordance with the terms of the RFP. Any contract/purchase order resulting from this RFP will not necessarily be awarded to the vendor with the lowest price. Instead, a contract/purchase order shall be awarded/issued to the vendor whose proposal best fits the needs and objectives of Invest Atlanta.

Evaluation Process	Weight of Eval. Process	Evaluation Criteria	Weights of Eval. Criteria
Technical	60 pts	<i>Company and Team Qualifications</i>	15 pts
		<i>Relevant Experience</i>	25 pts
		<i>Proposed Approach and Methodology</i>	20 pts
Cost	40 pts	<i>Fee proposal</i>	40 pts

When evaluating proposals, IA reserves the right to:

- (1) Waive technicalities or irregularities in Responses at its discretion;
- (2) Accept or reject any or all Responses received as a result of this RFP;
- (3) Obtain information concerning any and all Respondents from any source;
- (4) Schedule an oral interview before the Review Committee from any or all Respondents or Respondents identified within a Competitive Range;
- (5) Select for contract negotiation or award, a Response other than that with the highest score if, in the judgment of IA, it shall serve the public's best interests; and
- (6) Negotiate with the successful Respondent with respect to any additional terms and conditions of the contract

IA may rely on all representations therein for 120 days from the date established for receipt of proposals.

TECHNICAL EVALUATION

As specified with each requirement listed in Section 4: Technical Requirements- Mandatory Requirements, the Respondent must answer all questions in this section in the affirmative (with a “Yes”) to pass and must be submitted as a part of your response. To be considered responsive and eligible for an award, all mandatory requirements identified must be met.

Additionally, all requirements described within Mandatory Scored Requirements must be met and completed. The responses to the Mandatory Scored Requirements require a narrative description to be completed. The responses will be evaluated by a team, designated by Invest Atlanta, in accordance with the scoring rubric above. Specifically, the responses provided to the Mandatory Scored Requirements serve as the basis for the technical evaluation and score.

COST EVALUATION AND SCORE

Each Respondent will be allocated points based on where their respective Total Fees lie within the pool of Respondents. Specifically, the Respondent providing the lowest cost or Total Fees will be allocated the most points within the pool or deemed the most responsive.

Additionally, Invest Atlanta strives to make an award to a cost-effective Respondent and maintains a total cost of ownership perspective when evaluating costs/pricing proposals. For clarity, Invest Atlanta will use the Total Fixed Fee for Brand Management Services from Tab 1, the Estimated Additional Labor Costs from Tab 2 and a weighted(undisclosed) average of the Estimated Incentive Amount(s) for each Managed Savings Tier on Tab 3, as the basis for assigning points and overall score.

Invest Atlanta retains the right to perform a price reasonableness analysis or exercise to validate the legitimacy of each proposal. This may include, but is not limited to, requests for additional documentation on actual costs.

OVERALL COMBINED SCORE

The Respondent’s Technical Score will be combined with their respective Cost score to determine the Overall Combined Score. Respondents will be ranked based on their Overall Combined Score. A Competitive Range may be determined by identifying any natural groupings or breaks within the pool of Respondents.

After evaluating all proposals in accordance with this section, IA may determine that the number of most highly rated proposals that might otherwise be included in the competitive range exceeds the number at which an efficient competition can be conducted. Therefore, IA may limit the number of proposals in the competitive range to the greatest number that will permit efficient competition among the most highly rated proposals.

INTERVIEWS/PRESENTATIONS/DEMONSTRATION PROCESS

Invest Atlanta, at its sole discretion, may ask any Respondent to make an oral presentation and/or product/ service demonstration without charge to Invest Atlanta. Invest Atlanta reserves the right to require any Respondent to demonstrate to the satisfaction of Invest Atlanta that the Respondent has the managerial, fiscal and technical capabilities to furnish Digital Marketing Services.

The purpose of the interview/presentation/demonstration, if any, will be to meet and become familiar with the proposed project team and key personnel, understand the project approach and ability to meet the stated objectives for the project.

NEGOTIATIONS & BEST AND FINAL OFFERS

Invest Atlanta may invite the top ranked Respondent(s) with a defined competitive range for negotiations. Invest Atlanta reserves the right to negotiate all elements, except legal requirements of any Respondent received.

Invest Atlanta anticipates negotiating, at a minimum, the following elements:

1. Price/Fees

2. Schedule
3. Work Plan
4. Resources

At any time prior to requesting best and final offers, Invest Atlanta may request additional information, samples, or other evidence of the Respondent's performance capabilities from any Respondent in the competitive range to better understand and evaluate the Respondent's offer. Furthermore, Invest Atlanta may request a written best and final offer from all Respondents that have a reasonable chance to be selected for award. The technical evaluation team will re-evaluate each best and final offer in accordance with the evaluation criteria defined above and may change the final technical evaluation score based upon the information submitted in the best and final offer.

SECTION VII GENERAL TERMS AND CONDITIONS

All qualifications and supporting materials as well as correspondence relating to this RFP become property of Invest Atlanta when received. Any proprietary information contained in the Response should be so indicated. However, a general indication that the entire contents, or a major portion, of the proposal is proprietary will not be honored.

- A. All applicable State of Georgia and Federal laws, City and County ordinances, licenses and regulations of all agencies having jurisdiction shall apply to the Respondent(s) and the scope of services. The engagement letter with the Respondent(s), and all questions concerning the execution, validity or invalidity, capability of the parties, and the performance of the services, shall be interpreted in all respects in accordance with the laws of the State of Georgia.
- B. Professionals requiring special licenses must be licensed in the State of Georgia and shall be responsible for those portions of the work as may be required by law.
- C. No Response shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that (i) is in arrears to Invest Atlanta or the City with respect to any debt, (ii) is in default with respect to any obligation to Invest Atlanta or the City, or (iii) is deemed irresponsible or unreliable by Invest Atlanta. If requested, the Respondent shall be required to submit satisfactory evidence that they have the necessary financial resources to provide the proposed services.
- D. From the date Invest Atlanta receives a Respondent's proposal through the date a contract is awarded to a Respondent, no Respondent may make substitutions, deletions, additions or other changes in the configuration of Respondent's proposal or members of Respondent's team.

APPENDICES, ATTACHMENTS & EXHIBITS

- Appendix A E-Verify Affidavit
- Attachment A BMS Mandatory Scored Worksheet
- Attachment B Fees and Expenses for Brand Management Services
- Exhibit A Brand Management Insurance Requirements

Appendix A

CONTRACTOR AFFIDAVIT UNDER O.C.G.A §13-10-91(b)(1)

By executing this affidavit, the undersigned Contractor verifies its compliance with O.C.G.A. §13-10-91, et seq. (the "Act") and Chapter 300-10-1 of the Rules of Georgia Department of Labor (the "Rules"), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of Invest Atlanta: (1) has registered with; (2) is authorized to use; (3) is using; and (4) will continue to use throughout the contract period a federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in the Act and the Rules.

The undersigned contractor further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with Invest Atlanta of which this affidavit is a part, the undersigned contractor will secure from such subcontractor(s) similar verification of compliance with the Act and the Rules through the subcontractor's execution of the subcontractor affidavit provided below.

The undersigned contractor further agrees to provide a copy of each such affidavit to Invest Atlanta at the time the subcontractor(s) is retained to perform such services and to maintain copies of all such affidavits for no less than five (5) years from the date provided to Invest Atlanta and otherwise maintain records of compliance with the Act and the Rules as required.

Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Employment Eligibility Verification (E-Verify)
User Identification Number

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Date

Subcontractor Name

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This ____ day of _____, 201__

Notary Public

My commission expires: _____

SUBCONTRACTOR AFFIDAVIT UNDER O.C.G.A §13-10-91(b)(3)

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91 (the "Act") and Chapter 300-10-1 of the Rules of Georgia Department of Labor (the "Rules"), stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services under a contract with _____ (name of contractor) on behalf of Invest Atlanta: (1) has registered with; (2) is authorized to use; (3) is using; and (4) will continue to use throughout the contract period a federal work authorization program known as E-Verify, or any subsequent replacement program, in accordance with the applicability provisions and deadlines established in the Act and the Rules.

The undersigned subcontractor further agrees that it will contract for the physical performance of services in satisfaction of the Contract only with sub-subcontractors who present an E-Verify Affidavit to the undersigned subcontractor with the information required by the Act and the Rules. The undersigned subcontractor will forward notice of the receipt of an E-Verify Affidavit from a sub-subcontractor to the Contractor within five (5) business days of receipt. If the undersigned subcontractor receives notice that a sub-subcontractor has received an E-Verify Affidavit from any other contracted sub-subcontractor, the undersigned subcontractor must forward, within five (5) business days of receipt, a copy of the notice to the Contractor.

Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

Employment Eligibility Verification (E-Verify)
User Identification Number

Date of Authorization

I hereby declare under penalty of perjury that the foregoing is true and correct.

BY: Authorized Officer or Agent

Date

Subcontractor Name

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me
This ____ day of _____, 201__

Notary Public

My commission expires: _____

Attachment A

Brand Management Mandatory Scored Worksheet (Use word document)

Attachment B

Fees and Expenses for Brand Management Services (Use spreadsheet)

Exhibit A

Brand Management Insurance Requirements

General Liability:

- Limits:
 - \$1M per occurrence
 - \$2M aggregate
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - The policy shall include coverage for liabilities arising out of premises, operations, independent contractors, products, completed operations, personal & advertising injury, and liability assumed under an insured contract. This insurance shall apply separately to each insured against whom a claim is made or suit is brought subject to the respective limit of liability.
 - No exclusion for abuse and molestation
 - No exclusion for Assault and Battery
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured regarding ongoing and completed operations
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) The Atlanta Development Authority

Automobile Liability:

- Limits:
 - \$1M combined single limit regarding any auto (or hired and non-owned auto liability if the contractor does not own any autos)
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Workers Compensation and Employers Liability:

- Limits:
 - Workers Compensation: Statutory
 - Employers Liability: \$1M/\$1M/\$1M
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.

- The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
- Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
- Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Umbrella / Excess Liability:

- Limit: \$5M
- Including:
 - Insurance carrier must have a minimum A.M. Best's Rating of A- or better and an A.M. Best's Financial Size Category of VIII or better.
 - General Liability, Auto Liability and Employers Liability on the schedule of underlying coverages
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured regarding ongoing and completed operations
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Professional Liability:

- Limits: \$1M per occurrence
- \$2M aggregate
- Including:
 - Coverage for claims brought by third parties or losses due to any breach of duty; neglect; error; misstatement; misleading statement; omission; or other acts relating to services performed.
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority

Cyber Liability:

- Limits: \$1M per occurrence
- \$2M aggregate
- Including:
 - The Atlanta Development Authority, ISAOA/ATIMA named as Additional Insured
 - Primary and Noncontributory language in favor The Atlanta Development Authority, ISAOA/ATIMA
 - Waiver of Subrogation in favor of The Atlanta Development Authority, ISAOA/ATIMA
 - Notice of cancellation (30 days, except 10 days for nonpayment) to The Atlanta Development Authority