



Gila County Community College District

Request for Proposals

For

Marketing Consulting

Issue Date December 18, 2024

Submittal Due Date January 10, 2025, at 1:00 PM local Arizona time

**GILA COUNTY COMMUNITY COLLEGE DISTRICT
NOTICE OF REQUEST FOR SEALED PROPOSALS
MARKETING CONSULTING**

Notice is hereby given that Gila County Community College District is requesting proposals from qualified firms for a Marketing Consulting Firm.

SUBMITTAL DUE DATE: January 10, 2025, at 1:00 PM

RETURN PROPOSAL TO: GILA COUNTY COMMUNITY COLLEGE DISTRICT

Via Email to:

Mary.springer@gilacc.org

NOTICE IS HEREBY GIVEN, that sealed proposals for the material or services as specified will be received by the Gila County Community College District, until the time and date cited.

Proposals received by the correct time and date will be opened and recorded. Any proposals received later than the date and time specified above will be returned unopened. **Late proposals shall not be considered.**

Interested bidders may obtain a copy of this solicitation and any amendments at:

<https://gilacc.org/about/Procurement.php>

Bidders are strongly encouraged to carefully read the entire request for proposal.

Any questions regarding this request for proposals shall be submitted in writing and directed to: Mary Springer, at mary.springer@gilacc.org.

The District Governing Board reserves the right to reject any or all proposals, or to accept any proposal, or to waive any informality in any proposal, or to withhold the award if deemed in the best interest of Gila County Community College District.

Dates advertised in the Arizona Silver Belt: December 25, 2024 & January 1, 2025

Dates Advertised in the Payson Roundup: December 24, 2024 & December 31, 2024

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REQUEST FOR PROPOSALS
GILA COUNTY COMMUNITY COLLEGE DISTRICT
MARKETING CONSULTING

Gila County Community College District is seeking a qualified firm to provide equipment, installation, and consult with engineering and construction teams to successfully complete the Payson Campus observatory project.

SECTION 1 – PROJECT DESCRIPTION

Gila County Community College District (GCCCD) is seeking proposals for a firm to provide Marketing Consulting for the college. The intent of this Request for Proposal (RFP) is to have a full-service marketing consulting firm provide multimodal media to promote Gila County Community College as the college undergoes a reintroduction to the communities they serve as an independent community college.

SECTION 2 – BACKGROUND

Gila County Community College is a comprehensive two-year institution serving students and employers throughout Gila County in Arizona and beyond. GCCCD has two campuses located in Payson and Globe, Arizona. Gila welcomes everyone striving to achieve a better life for themselves, their families, and their communities. Students have access to a broad range of high-quality programs that prepare them with the skills needed by today’s employers and to transfer successfully into four- year programs. Students benefit from Gila’s lower tuition costs and thrive at the highest levels once they transfer. Gila is focused on strengthening partnerships and expanding employer engagement to ensure that today’s students are prepared now and for many years to come.

Gila County Community College District is seeking independent status as a community college and will need a marketing consulting partner to assist in providing quality multimodal media to attract and retain student base and provide dynamic promotion of the attributes of GCCCD.

SECTION 3 – SCOPE OF WORK

Scope of work will include but not limited to:

- Marketing plan development and timeline to launch for Summer and Fall semesters 2025
– Expected timeline is March-April 2025
- Multimodal media development and implementation
- Website review/redesign
- Social media marketing plan and implementation
- College branding plan and implementation

- College signage
- Community engagement plan

SECTION 4 – REQUEST FOR PROPOSALS EVALUATION CRITERIA

Proposals will be reviewed and ranked based on the following criteria:

A. General Information (10 Points)

1. Provide a general description of the company including the legal organization of the proposed company, years in business.

B. Experience and Qualifications of the company (25 points)

1. Identify your experience with providing marketing consulting services:
 - a. Provide three recent projects where you provided consulting services. Description of the project, including date of implementation, project name, and location.
 - b. Reference information (one contact per project, including roles on the projects, current telephone numbers, and correct email addresses)
2. Overall evaluation of the company and its perceived ability to provide the required services will be considered along with the evaluator’s perception of the clarity, completeness, and presentation of the response to the Request for Proposal. This is to be determined by the selection panel members. No submittal response is required for this item. Information obtained from the Request for Proposal submittal and from any other reliable source may be used in the evaluation and selection process.

C. Project Implementation (35 Points)

Provide a table or list that summarizes anticipated project start and completion date and include major project milestones. Also include a statement as to when the company would be available to start work on this project.

D. Proposal Pricing. (20 Points)

Provide a pricing proposal based on the company’s understanding of the requirements identified herein for marketing consulting services.

E. Why is your firm the best fit for this project (10 Points)

Discuss why your company is the best selection for the project. Identify what sets you apart from your competition and how this factor will translate to successful project execution.

SECTION 5 – SUBMITTAL REQUIREMENTS

The Request for Proposal submittal shall include a one-page cover letter, plus a maximum of twelve (12) pages to address the RFP evaluation criteria. Minimum font size shall be 12pt. RFP

submittals must be emailed by January 10, at 1:00 PM local Arizona time. The district reserves the right to accept or reject any and all proposals.

RFP submittals must be delivered via email to Mary Springer, Gila County Community College District Procurement Specialist on or before the date and time specified in the Request for Proposals. Late submittals will not be considered and will be rejected. It is the responsibility of the company to ensure that the proposal is complete, identified as a sealed bid RFP, addressed to:

All submittals shall be emailed to:

mary.springer@gilacc.org

Please be advised that failure to comply with the following criteria may be grounds for deeming your submittal non-responsive and rejected:

- Receipt of RFP at the place and deadline indicated in the RFP.
- Adherence to the page number limit requirement
- Providing a signed copy of any addenda issued. It is the firm's responsibility to check for any updates to this solicitation and ensure they are included in the submittal package.

SECTION 6 – SELECTION PROCESS AND SCHEDULE

A selection committee will evaluate each RFP in accordance with the criteria set forth in section 4 above. References may be a factor in determining the final rank-order list; ensure the references provided are accurate. The Selection Committee will produce a rank-ordered list of the submitting firms and interviews may be conducted as part of the selection process with the top ranked firms/teams (minimum of three, maximum of five).

If interviews are not held, GCCCD will enter negotiations with the top ranked firm and execute a contract upon completion of successful negotiations. If GCCCD is unsuccessful in negotiating a contract with the top ranked firm/team, GCCCD may then negotiate with the next lower ranked firm/team until a contract is executed. GCCCD may decide to terminate the selection process at any time.

If interviews are held, the top three (3) to five (5) ranked firms/teams will be invited by email to accept or decline the opportunity to interview. Those accepting the invitation will be sent a letter via email giving the criteria to be addressed in the interview and detailed scoring that will be applied during the interview process. GCCCD will enter negotiations with the top ranked firm and execute a contract upon completion of negotiations. If GCCCD is unsuccessful in negotiating a contract with the top ranked firm/team, GCCCD may then negotiate with the next lower ranked firm/team until a contract is executed. GCCCD may decide to terminate the selection process at any time.

All contracts must conform to Arizona laws.

The following tentative schedule has been prepared for this project:

RFP's Due by 1:00 PM	January 10, 2025, at 1:00 PM
Contract Negotiations/Award	January 2025

SECTION 7 – GENERAL INFORMATION

Instructions. GCCCD will not be held responsible for any oral instructions. Any changes to this Request for Proposals will be in the form of a written addendum. Interested firms are urged to inquire prior to submitting their proposal by sending an email to Mary Springer, mary.springer@gilccc.org to ensure that any addenda are signed and included in the RFP submittal.

District Rights - GCCCD reserves the right to reject any or all Request for Proposals, to waive any informality or irregularity in any Request for Proposals received, and to be the sole judge of the merits of the respective Request for Proposals received. No binding contract will exist between the company and the District until the District executes a written contract awarded by the District Governing Board.

No other information will be released until the time of the award. Proposal results will not be given in response to telephone inquiries.

Effective Period of Proposals - To allow for an adequate time for evaluation, approval, and award of a contract, the district requires a proposal in response to this RFP to be valid and irrevocable for sixty (60) days after the proposal due date and time.

Withdrawal - Proposals may be withdrawn until the date and time of proposal opening.

Cancellation - The District may cancel an RFP in whole or in part if it is determined to be in the best interest of the district.

Acceptance or Rejection of Proposals - The District reserves the right to waive any formalities and to reject any or all proposals or any part(s) thereof, and/or to accept any proposal or any part thereof and/or to cancel the request for proposal.

All vendor information regarding the proposal may become public information. All copies and contents of any proposal, attachment and explanations submitted in response to this RFP shall become the property of the district, except any materials that both the vendor and District agree to classify as confidential, proprietary, or trade secrets. These materials must be clearly marked by the vendor and may be returned to the vendor after the award upon request.

Proprietary Information - If the vendor includes in the proposal any information deemed confidential, proprietary, or protected, such information must be packaged separately from the balance of the proposal and clearly marked as to any proprietary claim. The district discourages the submission of such information and undertakes to provide no more than reasonable efforts to protect the proprietary nature of such information. The district, as a public entity, cannot and does not guarantee that proprietary information will not be disclosed. The district shall have the right to use any and all information included in the proposals submitted unless the firm expressly restricts the information. If such a restriction impedes the consideration of the firm's proposal, the CFO may disqualify the proposal.

Right to Use District Name - The firm is specifically denied the right to use in any form or media the name of the district for public advertising unless express permission is granted in writing by the district.

SECTION 8 – GENERAL PROVISIONS

Offer and Acceptance - A response to the RFP is an offer to contract with the district based on the provisions contained in the RFP. An authorized signature on the cover letter accompanying the proposal documents shall constitute an irrevocable offer to sell goods or services specified and accept the terms of the subsequent contract, which shall incorporate this RFP.

Cost of Preparation - Any and all costs associated with the preparation, presentation, demonstration, or submission of responses to this Request for Proposal shall be entirely the responsibility of the contractor and does not commit Gila County Community College District to pay or reimburse any costs in any manner. These costs may include but are not limited to time for interviewing or selecting any contractor(s) who responds, site visits, presentations, return of proposal, proposal materials, reproductions, copyright infringements and any other costs.

Accuracy - It is the responsibility of all firms to examine the entire RFP document and seek clarification of any requirement that may not be clear and to check all responses for accuracy before submitting a proposal. Negligence in preparing a proposal confers no right of withdrawal after the due date and time. Firms are responsible for errors and omissions in their proposals. Failure to include all requested information will have a negative impact on the evaluation of the firm's proposal and may result in rejection.

Waiver of Damage Claim - Each firm, in submitting a proposal, is deemed to have waived any claims for damages by reason of the selection of another proposal and/or the rejection of his/her proposal.

Responsibility for Compliance with Legal Requirements - The contractor shall comply with all state and federal laws applicable to its operations.

Governing Law - A contract resulting from this RFP shall be governed, and the district and contractor shall have all remedies afforded to each, by the law of the State of Arizona. State law claims shall be brought only in Gila County Superior Court.

Subsequent Contract – The terms and conditions as set forth in this document shall take precedence over any subsequent contract.

Non-discrimination - During performance of a contract, the vendor will comply with provisions of the Civil Rights Act of 1964, Executive Order No. 11246 of September 24, 1965, rules, regulations, and relevant orders of the Secretary of Labor and all applicable Municipal, County and State laws.

Executive Order 2009-09 - The Parties shall comply with Executive Order 2009-09 and all other applicable State and Federal employment laws, rules, and regulations, mandating that all

persons shall have equal access to employment opportunities, and that no person shall be discriminated against due to race, age, creed, color, religion, sex, national origin or disability.

Americans with Disabilities Act - The contractor shall comply with all applicable provisions of the Americans with Disabilities Act (Public Law 101-336, 42 U.S.C. 12101, et seq.) and applicable Federal regulations under the Act.

Confidentiality - The contractor shall keep the information related to all contracts and subcontracts in strict confidence. Other than the reports submitted to the District, the contractor shall not publish, reproduce or otherwise divulge such information in whole, or in part, in any manner or form, or authorize or permit others to do so, taking such reasonable measures as are necessary to restrict access to the information, to those employees on staff who must have the information on a "need-to-know" basis, and the contractor agrees to immediately notify the District, in writing, in the event it is determined, or there is reason to suspect, a breach of confidence has occurred. Execution of a confidentiality agreement will be required of the successful contractor.

Non-Collusion - GCCCD requires free and open competition. Whenever possible, specifications, proposal invitations and conditions are designed to accomplish this objective, consistent with the necessity to satisfy GCCCD's needs and the accomplishment of a sound economical operation. The Proposer's signature on its proposal guarantees that any prices offered have been established without collusion with other eligible Proposers and without effort to preclude GCCCD from obtaining the lowest possible competitive price.

Indemnification - Indemnification to the fullest extent permitted by law, the contractor shall defend, indemnify and hold harmless the District, its agents, representatives, officers, directors, officials and employees from and against all claims, damages, losses and expenses (including but not limited to attorney fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or alleged to have resulted from the acts, errors, mistakes, omissions, work or services of the contractor, its employees, agents, or any tier of subcontractors in the performance of the contract. The contractor's duty to defend, hold harmless and indemnify the District, its agents, representatives, officers, directors, officials and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, or injury to, impairment, or destruction of property including loss of use resulting there from, caused by any acts, errors, mistakes, omissions, work or services in the performance of this contract including any employee of the contractor or any tier of subcontractor or any other person for whose acts, errors, mistakes, omissions, work or services the contractor be legally liable. The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph. The contractor shall hold the district, its officers, and employees, harmless from liability of any nature or kind on account of use of any copyrighted or non-copyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used under this request.

Protest Policy- Refer to the District’s Procurement Policy for Protest notification and procedures. Contact Mary Springer at mary.springer@gilacc.org for a copy of the Procurement Policy and Protest Procedure.

Contact with District Employees - All firms interested in this project (including firm’s employees, representatives, agents, lobbyists, attorneys, and subconsultants) will refrain, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a role in the selection process. This requirement is intended to create a level playing field for all potential firms, assure that contract decisions are made in public and to protect the integrity of the selection process. All contact on this selection process must be addressed to the authorized representative identified in this solicitation.

No Boycott of Israel Certification Contractor hereby certifies that it is not currently engaged in and will not for the duration of this agreement engage in a boycott of Israel as required by A.R.S. § 35-393.01 A. Violation of this certification by Contractor may result in action by GCCCD up to and including termination of any awarded Agreement.

NO FORCED LABOR - The company does not currently, and agrees for the duration of this Agreement that the company will not use:

1. The forced labor of Ethnic Uyghurs in the People’s Republic of China.
2. Any goods or services produced by the forced labor of Ethnic Uyghurs in the People’s Republic of China; and,
3. Any contractors, subcontracts, or suppliers that use the forced labor or any goods or services produced by the forced labor of Ethnic Uyghurs in the People’s Republic of China.

Questions - Questions pertaining to the Request for Proposals selection process or contract issues shall be submitted in writing and directed to: Mary Springer, mary.springer@gilacc.org

SECTION 9 – CONTRACT TERMS AND CONDITIONS

The initial term of the Contract will commence on date fully executed and end on June 30, 2026. The contract shall be renewable at the end of the initial term for two (2) additional one-year renewals, upon mutual consent.

The contractor shall perform in accordance with the terms and conditions as stated herein and in accordance with the highest standards. If the contractor shall fail to fulfill or perform any material obligation of the contractor under the contract (to be established upon the District’s selection of a contractor) and such failure shall continue for sixty (60) days following written notice (the “Default Notice”) from the District to the contractor informing the contractor of its failure to fulfill or perform said material obligation, then the District may terminate the contract by providing the contractor with written notice (the “Termination Notice”).

Contract Administrator - The District's College President or designee will be the Contract Administrator for any Agreement that results from this Request for Proposal. The College

President or designee will be the point of contact at Gila County Community College District for day-to-day operations.

Assignment of Contract -The contractor will not be permitted to assign the contract, in whole or in part, or enter into any subcontract for the performance of any work contracted for, without first obtaining the written consent of the district, and then only subject to such conditions as the district may prescribe.

Compliance with All Laws - The contractor shall comply with all laws, ordinances, rules, orders, and regulations of federal, state, and municipal governments and of any and all of their departments, divisions, bureaus, and subdivisions, applicable to the implementation and on-going maintenance of the SIS software solution.

Termination for Convenience – The District reserves the right to terminate the Contract, in whole or in part at any time when in the best interest of the District, without penalty or recourse. Upon receipt of the written notice, the Contractor shall stop all work, as directed in the notice, notify all Subcontractors of the effective date of the termination, and minimize all further costs to the District. In the event of termination under this paragraph, all documents, Data and reports prepared by the Contractor under the Contract shall become the property of and be delivered to the District upon demand. The Contractor shall be entitled to receive just and equitable compensation for work in progress, work completed, and Materials or Services accepted before the effective date of the termination.

Availability of Funds for the Next Fiscal Year - Funds may not be available for performance under this Contract beyond the current Fiscal Year. No legal liability on the part of the District for any payment may arise under this Contract beyond the current Fiscal Year until funds are made available for performance of this Contract.

SECTION 10 – COST PROPOSAL

Firm shall provide a cost proposal to include:

Monthly cost for consultation services.

Any other costs firm is responsible for in the execution of this project.

SECTION 11 – COMPLETION CHECKLIST

This checklist is a summary of some of the required components of the RFP. *It is provided as a convenience to vendors but is not intended to be all-inclusive or to imply acceptance or evidence of compliance by its use.* It is the responsibility of the vendor to submit complete and compliant proposals. one (1) electronic copy of the proposal to mary.springer@gilacc.org on or before the due date.

Cover Letter – Signed by authorized Officer of the Company

Qualifications

Technical Question Responses

Evaluation Criteria Responses

Cost Proposal

Non-collusion Affidavit

Conflict of Interest Disclosure

Offer and Acceptance

Non-collusion Affidavit
(Must be completed by contractor)

STATE OF:)
)
COUNTY OF:) ss.
)

(Name of Individual)
being first duly sworn upon oath deposes
and says: That he/she is.

(Title)

Of (Name of Company, Firm or Corporation)
that, pursuant to Subsection 112(c) of Title 23, United States Code, he certifies that neither he nor anyone associated with the company, firm, or corporation mentioned above has, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of full competitive bidding in connection with the associated project:

Subscribed and sworn to before me this day of _____ 20____

(Signature)

If a Corporation (Seal)

Notary Public

My Commission Expires

Conflict of Interest Disclosure

All vendors must disclose with their proposals the name of any officer, director, or agent who is also an employee of the district or any of its agencies. Further, all vendors must disclose the name of any District employee who owns, directly or indirectly, an interest in the vendor or any of its campuses.

EMPLOYEE NAME	DESCRIPTION OF CONFLICT

Offer and Acceptance Page

Please complete price sheet in its entirety for the services provided in RFP.

Firm Name: _____

Phone No.: _____

Gila County Community College Marketing Consulting	
Monthly Consulting Fee	
Other Expenses	

**All applicable taxes shall be included in proposed amount.

Signature of Authorized Firm's Representative

Printed Name

Title

Acceptance

GCCCD Board President Signature

Printed Name

Dr. Jan Brocker

Date _____