



REQUEST FOR QUALIFICATIONS
“Downtown Torrington Market Review & Branding/Imaging Study”
RFQ #TMR-039-050615

The City of Torrington is issuing this Request for Qualifications (RFQ) to review and prepare with a consultant(s), organization(s) and/or individual(s) a Downtown Market Review & Branding/Imaging Study. The City of Torrington was awarded a 2015 Preservation of Place Grant. This project was partially funded by a grant from Connecticut Main Street Center and the “Preservation of Place” program in cooperation with the State Historic Preservation Office of the Department of Economic and Community Development with funds from the Community Investment Act of the State of Connecticut.

This will not be a public opening.

Respondents are requested to submit their proposals, fee proposals (separate sealed envelope, clearly marked), product/business literature, company background information, references and any other pertinent data. The Respondent’s submittal shall include an original, **seven (7) copies (in addition to the hard copy)** and shall be delivered to the Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours by no later than **11:00 AM, May 6, 2015**. Submittals received after this date and time will not be accepted. Sealed envelope(s) should be clearly marked, **“RFQ #TMR-039-050615, Downtown Torrington Market Review & Branding/Imaging Study”**. In the case where City Hall is closed for weather related or some other emergency related circumstance, then submittals shall be due the next day when City Hall reopens for business, no later than 11:00 AM on that day. No fax or e-mail proposals will be accepted.

All questions must be submitted by April 27, 2015 by 2:00 PM. All questions must be submitted by email to the Purchasing Agent at pennie_zucco@torringtonct.org. Questions will be answered and will be posted on the City of Torrington website. All information given by the City except by written addendum shall be informal and shall not be binding upon the City nor shall it furnish a basis for legal action by any Proposer or prospective Proposer against the City. Potential respondents are responsible for checking the city’s website within 48 hours of the opening. Respondents mailing packets should allow for normal delivery time to ensure timely receipt of their bids. For technical questions, please contact the Economic Development Director at erin_wilson@torringtonct.org.

Submittal Requirements

In your submittal, the City is requesting the following:

1. A cover letter that details the applicants expressed interest and qualifications to manage the event. Please attach a company resume and/or organization information.
2. Project Team information including resumes.
3. Provide at least three (3) references, including contact name, address, phone numbers, and project summary where similar services have been completed.
4. Please provide a narrative that outlines:
 - a. Proposed approach to the project including deliverables. (Please see Proposed Scope of Services & anticipated deliverables below.)
 - b. Proposed budget/Fee Proposal (separate sealed envelope, clearly marked)
 - c. Hourly rates & expense schedule (separate sealed envelope, clearly marked)
 - d. Proposed timeline (Please note that the project must be completed by August 31, 2015)
 - e. Proof of Insurance & Liability

Schedule

Applicants are to respond to this request by **May 6, 2015 by 11:00 A.M.**



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All questions must be sent in by **April 27, 2015 by 2:00 P.M.**

For those short list applicants, interviews will be scheduled the second week of May 2015. A decision will be made by the end of May with a project kick off in early June 2015. Expected timeline for the project is from June 1, 2015 to August 30, 2015.

Selection Criteria

The selection committee will evaluate the applicants based on the following criteria below:

- Approach to Proposed Scope of Services
- Qualifications & Experience of personnel to be assigned to the project team
- Ability to provide the services within proposed project schedule time constraints
- Consultant’s awareness of project issues, opportunities and constraints
- Project team’s composition and experience on similar projects
- Quality and performance of past services
- Hourly fees and expense schedule
- References feed back record

This RFQ does not commit the City of Torrington to select any Respondent or enter into any contract agreement. The City of Torrington reserves the right to accept or reject any or all Proposals; to waive any informalities, and if it is deemed to be in the public’s best interest, to enter directly into negotiations with one or more Respondents based on responses to the RFQ, to request additional information from some or all Respondents. The City of Torrington reserves the right or to accept any proposal deemed in the best interest of the City of Torrington.

All Proposals will be considered valid for a period of sixty (60) days from the date of opening. The sixty day period may be extended upon written mutual agreement.

The City shall not incur any costs for the preparation of the submitted proposals for the City’s review.

The information provided herein is not intended to and shall not bind the City of Torrington to any of the statements or assumptions set forth herein.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER
MBE’s, WBE’s and SBE’s ARE ENCOURAGED TO APPLY

CITY OF TORRINGTON

Pennie Zucco

PURCHASING AGENT

Dated: April 15, 2015



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I. INTRODUCTION/BACKGROUND INFORMATION

Purpose

With the expressed goal of effectively communicating the unique assets of downtown Torrington, while ensuring a vibrant social center that reflects the true nature of the community and the benefits of visiting, doing business in, and living in Torrington, a consultant team will be contracted to provide professional services in market analysis, community identity & marketing, and communications, which includes long-range planning and implementation strategies.

The consultant team must have experience identifying and engaging key stakeholders and the public; must demonstrate prior experience working with traditional and historic mixed-use Main Street districts; and must have experience delivering practical and implementable solutions in a timely manner.

History

Over the past few years, downtown Torrington has transformed into an organic Arts & Cultural center that respects its past and embraces its future. In 2013, the City of Torrington received an Arts Place-Making Grant from the State of Connecticut Department of Economic & Community Development. The Arts Place-Making Grant focused more on a marketing campaign of downtown Torrington coining the logo of “Torrington – It’s Happening Here”. The “It’s Happening Here” campaign is much more focused on the civic and social opportunities in downtown Torrington and did not address the physical place based needs such as a brand that identifies the downtown.

With the addition of a new Court House to open in 2016, brownfield remediation efforts along the river and many Arts & Culture attractions such as the Warner Theatre, Five Points Gallery and other social and civic events like Main Street Marketplace and the Artswalk, developing a brand and Wayfinding program is crucial for the growth of Downtown Torrington not only as an arts and entertainment district, but also as a historic, business and shopping district.

A market review and a branding study are necessary in order to develop a cohesive image that can promote our historic downtown. Additionally, downtown Torrington is in need of place based signage for our land mark destinations and parking lots. The need for such a program is consistent with the Plan of Conservation and Development. Therefore, we are requesting proposals and qualifications of a consultant to develop a Market Review & Branding/Imaging Study in order to inform and develop a Wayfinding/signage program for downtown Torrington. The full development of a Wayfinding/signage program for downtown Torrington will not be covered under this proposal, however it is anticipated that at the very least, conceptual designs will be prepared which will then be used to develop a full signage program with future funding resources. The goal is to expand upon the “It’s Happening Here” campaign and to create a brand for downtown Torrington that will inform a signage program that will be adopted throughout downtown and implemented once more funding is available.

II. CONSULTANT SCOPE OF WORK

Summary Outline of Scope of Services

1. Market Assessment of Downtown Torrington



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- a. Engage the public and key stakeholders: determine current perceptions of Downtown Torrington including strengths, weaknesses and competitive advantages
 - b. Identify market opportunities and target audiences, including ways for existing businesses to improve customer reach, opportunities for business expansion or for new businesses to complement Downtown Torrington’s current offerings, and research into the demographics of the Downtown Torrington’s business customer
 - c. Analyze and apply market assessment findings to every aspect of the planning recommendations
2. Develop Consistent and Positive Community Identity Package
- a. Identify the unique qualities and attributes of Downtown Torrington and potential reasons why people might visit
 - b. Inform the community of its ideal target markets and develop marketing message that conveys the community’s unique identity in compelling ways
 - c. Develop identity system that may include the following: consistent typeface, color palette, logo, tagline, collateral material design (brochures, event logos, etc.) that can be used by Downtown Torrington’s businesses, institutions, and the City to market the community

Deliverables

At the minimum, the City expects the following deliverables for this project:

- Public Workshop(s)
- Attendance at Steering Committee Meetings
- Market Review Report
- A Branding design with conceptual signage plans

Evaluation

Immediate benefits:

- Greater community involvement in the planning process
- More enthusiasm and recognition of Downtown Torrington’s many efforts to create economic vibrancy and a sense of place

Long term benefits:

- Development of a Wayfinding/signage program
- Increase in visibility and name recognition of Downtown Torrington as an Arts & Cultural destination
- Cultivation and enhancement of existing businesses, more effective recruitment of new businesses
- Increase in commercial property on Downtown Torrington’s grand list
- Carry out implementation measures recommended in Plan of Conservation & Development

III. PROJECT SCHEDULE

Applicants are to respond to this request by May 6, 2015 by 11:00 A.M. All questions must be sent in by April 27, 2015. For those short list applicants, interviews will be scheduled the second week of May. A decision will be made by the end of May with a project kick off in early June 2015. Expected timeline for the project is from June 1, 2015 to August 30, 2015.

IV. GENERAL TERMS & CONDITIONS



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Issuance of this RFQ does not commit the City to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFQ is dependent upon the approval of the Torrington City Council in a public meeting.

The successful consultant shall comply with all applicable federal, state and local laws and regulations as may be applicable. Funding for this project is provided through the Arts Place-Making Grant from the State of Connecticut Department of Economic & Community Development. Applicants are advised to review all applicable federal regulations prior to submitting a proposal.

The City of Torrington reserves the right to accept or reject any or all Proposals or any part thereof, to waive any informalities or technicalities, to advertise for new proposals, and to negotiate and award a contract that it determines best meets their needs and best serve the public interests of the City of Torrington.

Reports and materials developed by the successful applicant under a contract that may result from this RFQ are considered public information and may not be copyrighted.

Applicants must submit complete responses to all of the information requested. Applicants who do not respond to the entire content of the RFQ may be disqualified.

The sealed fee proposal shall be enclosed separately from the proposal.

The successful applicant will assume sole responsibility for the complete project as required in this RFQ. Torrington will consider only one individual/firm/company as the sole point of contact with regard to contract matters, whether or not subcontractors are used for one or more parts of this project. Applicants who intend to subcontract one or more elements of this project to other firms/individuals shall identify those work elements to be subcontracted and the firm/individual subcontractor. All subcontractors shall be included in the applicant’s statement of qualifications and fees. Subcontractors may not be substituted, nor any portions of the contract assigned to other parties, after contract award without the written consent of City of Torrington.

V. PROPOSAL REQUIREMENTS

Submission

Sealed proposals, in accordance with the format prescribed below, will be received at the City of Torrington, Office of Purchasing Agent, located at 140 Main Street, Room 206, Torrington, CT 06790, until 11:00 a.m., Wednesday, May 6, 2015. Submitted proposals must be clearly marked **“RFQ #TMR-039-050615, DOWNTOWN TORRINGTON MARKET REVIEW & BRANDING/IMAGING STUDY”** on the outside of the envelope. Any responses received after the advertised opening date and time shall be rejected. Firms mailing proposals should allow for normal delivery time to ensure timely receipt of their proposals. Firms are asked to enclose seven (7) copies of their response, including all supporting documentation, along with a signed original.

Note that the submission of any proposal indicates acceptance by the firm of the terms and conditions contained herein, unless otherwise specifically noted in the proposal itself and confirmed in resulting contracts. All proposal submissions and materials become property of the City and will not be returned.



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Required Forms

Non-Collusion Affidavit, Appendix A & B and any additional forms the City may require

Additional Information

Provide any additional information about your firm that is relevant to this RFQ that you believe will assist the City in making its selection.

B. Proposal Format

Respondents are required to submit sealed fee proposal in a separate envelope from the rest of the proposal. The fee proposal envelope will be opened after the rest of the proposals are evaluated and ranked for Downtown Torrington Market Review & Branding/Imaging Study. Responses must set forth accurate and complete information for each of the items listed below. At the City's discretion, failure to do so could result in disqualification.

1. A Cover Letter that details the applicants expressed interest and qualifications to manage the event. Please attach a company resume and/or organization information.
2. The name, address and contact person of the company submitting the proposal and Project Team information including resumes.
3. Statement of Qualifications and Experience.
4. Date firm organized
5. Please provide a narrative that outlines:
 - a. Proposed approach to the project including deliverables. (Please see Proposed Scope of Services & anticipated deliverables).
 - b. The name(s), business address, phone number, e-mail address of firms and individuals proposed to participate in all tasks identified in the scope of work.
 - c. The background, education and relevant experience of all team members proposed to participate in all tasks identified in the scope of work.
 - d. Experience with Downtown Marketing Review & Branding/Imaging Study program requirements. Please provide any Marketing references, giving the name of the project, project period, and project cost. (Include the names of clients, primary contact person and phone number).
 - e. Quality Assurance Methods: Give description of the quality assurance methods implemented by the applicant
6. Proposed project schedule in accordance with basic requirements of this RFQ. Include target dates for all project milestones.
4. The fee proposal shall include a complete rate schedule and pricing for staff and equipment to be utilized for this project. The fee proposal shall also include costs associated with the delivery and provision of finished product(s), and costs associated with carrying out all tasks specified in Section II Consultant Scope of Work, contained in this RFQ.

VI. SELECTION CRITERIA

AWARD OF CONTRACT:

A City evaluation committee will determine the most advantageous proposal from a responsible Proposer. A responsible Proposer is a bidder that demonstrably possesses the skill, ability, financial resources, and integrity



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necessary to follow through and produce a successful project. The evaluation committee may select one or more companies to make a presentation to the committee prior to the final selection. It is the responsibility of each bidder to provide information, evidence or exhibits that clearly demonstrate the Proposer’s ability to satisfactorily respond to project requirements and the factors listed in the scope of work. The Proposal shall be formatted and include the information outlined in the “Proposal Requirements”. In the event that some type of circumstances prevents the City and the selected Proposer from executing an agreement or proceeding with the structure of the project, the City at its option may then entertain executing an agreement with the second-choice Proposer, and so on down the list until an agreement is executed and the project proceeds.

SELECTION PROCESS:

Review Process: All proposals will be reviewed by a selection committee.

The City reserves the right to waive non-material deficiencies in any proposal.

Proposals will be evaluated based on what is deemed to be in the best interests of the City, including such factors as the firms experience and expertise in providing Marketing Review and Branding/Imaging Study services for municipalities. Cost will not be the sole factor in evaluating proposals.

A list of finalists will be developed and firms may be interviewed by the Selection Committee after the Proposals are received. Specific information required for the interviews will be provided to finalists at the time of notification.

If interviews are held, they will be 30-45 minutes long. Initial presentations will be limited to 15 minutes. The final 15-30 minutes will be reserved for questions from the Selection Committee and subsequent discussion. The key person to be assigned to this project must be present at this interview. The City expects to complete its review of all proposals and select the tentative bidder within three weeks after the receipt of proposals. If necessary, the City may extend that review period. Please note that should a firm be out of state, the selection committee will allow the interviews to be conducted via Skype or other telecommunication needs.

Selection as the preferred proposal does not provide any contract rights to that firm. Any such rights shall accrue only if and when the City and the firm execute a binding contract. The City reserves the right to negotiate with the successful firm in any manner necessary to best serve the interests of the City. If the City fails to reach an agreement with the selected firm, the City may commence negotiations with an alternative firm or reject all firms and reinstitute the RFQ process.

The City will procure consultant services in accordance with the established policy of the City of Torrington, and requirements of the DECD terms and conditions. Project will commence upon selection of a consultant and issuance of a notice to proceed.

Based upon the evaluation of proposals submitted, Torrington intends to select finalists who may be required to make formal presentations before a review committee regarding their qualifications, project approach, and ability to provide the required services to best serve the needs of the City.

The City and the review committee may elect to negotiate with the top ranked firms and to accept modifications to the proposed scope of services and/or price when such action is in the best interest of the participants to do so. Additional clarifying information may be requested to aid in the decision-making process.



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INSURANCE REQUIREMENTS

Certificate of Insurance: All insurance policies must include a Waiver of Subrogation whereby the insured waives its right to subrogate against the City, its subsidiaries, employees, volunteers, directors and officers. Proof of proper insurance coverage, Workers Compensation Insurance, Liability and Property damage, and Vehicle Insurance shall be filed with the City of Torrington Purchasing Agent within 10 days after the award of the bid. The Certificate of Insurance must name the City of Torrington, 140 Main St., Torrington, CT, its subsidiaries, employees, volunteers, directors & officers as the “Additional Insured” and filed with the Purchasing Agent prior to commencement of work. Renewal Certificates of Insurance must be mailed to the Purchasing Agent 10 days prior to the expiration of the required coverage.

NON-DISCRIMINATION

The respondent agrees and warrants that in the performance of the contract pursuant to this solicitation he/she will not discriminate or permit discrimination against any person or group of persons on the grounds of sex, race, color, religion, age, marital status, ancestry, national origin, past history of mental disorder, mental retardation or physical disability or other basis in any manner prohibited by the laws of the United States, the State of Connecticut or the City of Torrington.

INDEMNIFICATION

To the fullest extent permitted by law, the Firm shall indemnify and hold harmless the City and their respective consultants, agents, and employees from and against all claims, damages, losses and expenses, direct, indirect or consequential (including but not limited to fees and charges of attorneys and other professionals and court and arbitration costs) arising out of or resulting from the performance of the Firm’s work, provided that such claim, damage, loss or expense is caused in whole or in part by any negligent act or omission by the Firm, or breach of its obligations herein or by any person or organization directly or indirectly employed or engaged by the Firm to perform or furnish services, or anyone for whose acts the Firm may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder.

As to any and all claims against the City or any of its consultants, agents or employees by any employee of Firm, by any person or organization directly or indirectly employed by Firm to perform or furnish any of the work, or by anyone for whose acts Firm may be liable, the indemnification obligation under this section shall not be limited in any way by any limitation on the amount of type of damages, compensation or benefits payable by or for Firm under worker’s or workman’s compensation acts, disability benefit acts or other employee benefit acts.



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APPENDIX A

The undersigned has read, understands, and agrees to comply with the requirements contained in the Request for Qualifications for a Downtown Torrington Market Review & Branding/Image Study. The undersigned submits this proposal in good faith and without collusion with any other person, individual or firm.

Name and Address of Firm:

Name, Title and Contact Information (phone, fax, email) of Authorized Representative:

Social Security or Federal ID# _____

Signature of Authorized Representative:

(Attach additional sheets as necessary)



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APPENDIX B

Acceptance of Terms of this Agreement

Name of Proposer:

Contact Person:

Address:

City/State/Zip:

Telephone: _____ Fax: _____

E-mail: _____

Authorized Signature _____ Title: _____

Name Printed: _____ Date: _____

It is agreed by the above signed proposer that the signature and submission of this proposal represents the proposer's acceptance of all terms, conditions, and requirements of the proposal specifications, and, if awarded, the proposal will represent the agreement between the parties.

The proposer agrees that the cost of any work performed, materials furnished, services provided, or expenses incurred, which are not specifically delineated in the proposal documents, but which are incidental to the scope, intent, and completion of this contract, shall be deemed to have been included in the prices for the various items scheduled.
