



**AITKIN COUNTY**

**LAND DEPARTMENT**

**REQUEST FOR PROPOSALS**

**FOR**

**MARKETING CONSULTING SERVICES**

**JANUARY 2012**

Mr. Mark Jacobs  
Land Commissioner  
Aitkin County Land Department  
217 2ND Street NW, Aitkin, MN 56431

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## I. INTRODUCTION

The Aitkin County Land Department is requesting proposals from experienced marketing consultants to provide services on a limited-term basis and develop a marketing plan. Experience in the area of marketing services is preferred for consideration. The applicant shall have sufficient resources to ensure that all of the timelines and deliverables specified will be met.

The County will review and consider all proposals submitted. All firms/individuals submitting proposals will be notified when a firm/individual is selected. The selected firm/individual will be notified in writing and there will be an ongoing review (feedback, sharing) by both parties on at least a bi-weekly basis, every two weeks.

Questions regarding this RFP should be directed to the Land Commissioner, Mark Jacobs, Aitkin County Land Department, 209 2ND Street NW Room #206 Aitkin, MN 56431.

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## II. INSTRUCTIONS TO PROPOSERS

- A. Four (4) copies of the proposal should be submitted to the County. Proposals must be received **no later than 4:30 p.m. on February 24, 2012**. Proposals shall be in a sealed envelope and clearly labeled: **"Aitkin County Marketing Services RFP."** The envelope shall be delivered to:

Mr. Mark Jacobs  
Land Commissioner  
Aitkin County Land Department  
209 2ND Street NW, Room #206  
Aitkin, MN 56431

- B. Proposals submitted must provide complete information as indicated in this request.
- C. The contract with the firm/individual will provide that it is not exclusive, that the County Land Department may retain other firms for some of the services described in the RFP, and that the County Land Department may terminate the agreement at any time for any reason upon provision of written notice as specified in the final agreement.
- D. The firm/individual shall not subcontract or assign any interest in the contract and shall not transfer any interest in the same without prior written consent of the County.

## III. REQUIRED CONTENTS FOR PROPOSALS

### A. Firm/Individual's Background.

1. Brief history
2. Number of staff and areas of specialty
3. Support resources and/or personnel: number and expertise
4. Office organization and support capabilities
5. Office location
6. Describe your research capabilities with specific emphasis on marketing publications, computer links, and current use of technology, especially capability for sharing and editing documents electronically.
7. Describe insurance coverage: carrier, limits, and exemptions.
8. Statement of any insurance claims and/or ethics complaints taken against you or your firm over the last five years and the status or outcomes of such action. Indicate whether the action is pending or is currently under review by the State Ethics Board.

### B. Consultant Qualifications.

Identify any consultant and/or support resources or personnel who may supply services. All support resources or personnel will be billed directly through the firm/individual submitting the proposal and not billed separately to Aitkin County.

1. The name, academic training and degrees
2. Description of background and experience

**III. REQUIRED CONTENTS FOR PROPOSALS, CONTINUED**

3. Description of prior marketing experience including cities, counties, or other agencies served in a similar capacity
4. List of projects in communities where designated marketing consultant served and outcomes.

**C. Other Agencies Served**

List of cities, counties, or other agencies you currently serve and for what type of service.

**D. References**

Names, telephone numbers and contact person of at least three client references, preferably at least two of which shall be cities, counties, or public entity development agencies.

**E. View of Responsibilities**

Description of the company's/individual's view of their responsibilities to the Land Department and County in the provision of marketing.

**F. Insurance**

Copy of Liability Insurance Certificate with liability coverage limits of at least the following amounts:

1. \$1,500,000 for Each Occurrence
2. \$1,500,000 for Personal Injury and Advertising Injury
3. \$3,000,000 General Aggregate

Must provide verification of coverage in the form of a Certificate of Insurance. The certificate should state that a minimum of sixty (60) advance notice will be given of any substantial change to, or cancellation of any of the insurance policies listed on the certificate.

**G. Fees.**

The County is most interested in receiving proposals with anticipated fees and a "not to exceed" maximum dollar figure. Each firm/individual submitting a proposal should provide a detailed description regarding all proposed fees and/or charges that may arise for services.

As stated earlier, all of the firm's/individual's support resources or personnel shall be billed directly through the firm/individual and shall not be billed separately to Aitkin County. The County shall be billed through one firm/individual for this project, unless approved otherwise in writing.

If project time will be billed in increments, identify the minimum increment of time billed for each service, e.g. phone calls, correspondence, personal conference. Also state separately the rate for any firm cost items to be billed such as printing, photocopying, researching, etc.

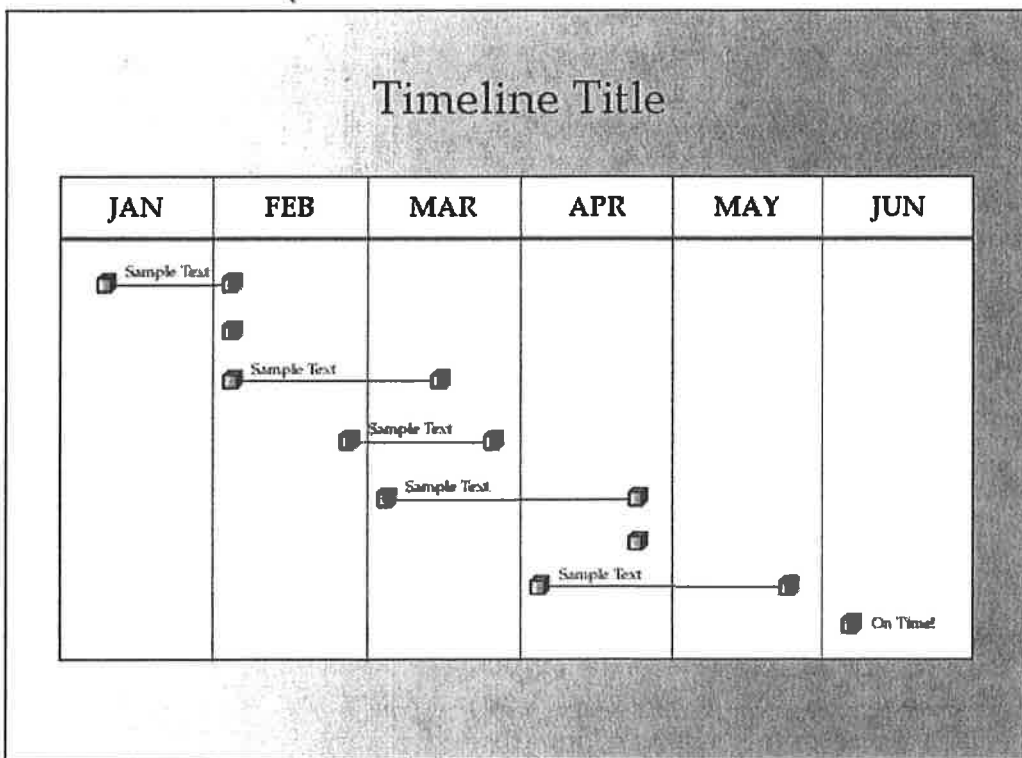
Include the frequency of billing, e.g. bi-weekly, monthly, quarterly. Also identify what each billing will entail, such as:

1. Itemized dates of services
2. Identified personnel providing the services
3. Time spent listed
4. Description of the services performed
5. Fee for services clearly stated

**III. REQUIRED CONTENTS FOR PROPOSALS, CONTINUED**

**H. Timeline**

An estimated project timeline describing milestone and interval dates, listed by week or month, depending on the duration of your proposal. A monthly sample is inserted below for your convenience.



**IV. MARKETING CONSULTING SERVICES DESCRIPTION**

The Aitkin County Land Department is searching for a firm/individual that will provide comprehensive professional marketing services. It is anticipated that there will be a close, cooperative working

relationship between the selected firm/individual, the Land Department, and the Aitkin County Administrator. The general work elements are outlined below.

**A. General Marketing Services:**

1. Identify new potential clients for LLCC
  - a. Retreats, meetings, workshops, re-unions, or other types of group gatherings that would utilize a facility such as LLCC
2. Make contacts with potential clients to determine expectations (meals, lodging, meeting space, programs, etc.).
3. Inform LLCC as to how current services match with client expectations (suggest modification to services).
4. Provide contact info for "clients" so LLCC may do follow-up.
5. Explore grant opportunities and apply for same in cooperation with Land Commissioner.
6. Participate in meetings, as requested, these may include:
  - a) Internal and external meetings with Land Department and/or business/client organizations.
  - b) Meetings with local businesses and members of the public on any proposed business collaboration projects in order to relate the processes and procedures involved.
  - c) LLCC and Land Department staff meetings, County Board meetings as deemed appropriate, and work sessions.
7. Provide assistance to clients/organizations with interest in doing business in Aitkin County.

**V. PROPOSAL EVALUATION AND APPOINTMENT**

- A. The County intends to retain the consulting services of the proposer evaluated to be the best qualified to perform the work for the County, cost and other factors considered.
- B. Based upon the evaluation, the County will review and pick the finalist who is judged to be the most responsive and responsible proposer for services requested. Oral interviews may be conducted by the Personnel Committee or County Board of Commissioners.
- C. The County will not reimburse the proposer for any expenses incurred by the proposer including, but not limited to, expenses associated with the preparation and submission of the proposal, and attendance at interviews.
- D. The County reserves the right to reject any and all proposals or to request additional information from any and all proposers.

**VI. CONFLICT OF INTEREST**

- A. Indicate whether the company/individual represents, or has represented, any client whose representation may conflict with the ability to provide development services to Aitkin County.
- B. Indicate whether designated consultant or the company currently represents any other local units of government having jurisdiction within, or contiguous to, Aitkin County.
- C. Identify what procedures you utilize to identify and resolve conflicts of interest.

**VII. RIGHT TO REJECT PROPOSALS**

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposal unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Aitkin County and the firm/individual selected. The County reserves the right without prejudice to reject any and all proposals.