



# Genesee County Land Bank Authority

452 S. Saginaw St. 2nd Floor, Flint, MI 48502

## Neighborhood Stabilization Program 2

### Request for Proposal: Marketing Support

BID NUMBER: LB 11-027

Due Date: Monday, September 12, 2011 at 3:00 pm EST

As part of the Michigan NSP2 Consortium, a partnership between:

Michigan State Housing Development Authority (MSHDA)

The City of Flint

Genesee County Land Bank Authority (GCLBA)

Para una versión en Español, por favor llamar a Genesee County Land Bank Authority  
810-257-3088.



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# REQUEST FOR PROPOSALS – MARKETING SUPPORT

## INTRODUCTION

### Background

This Request for Proposals (“RFP”) is being issued by Genesee County Land Bank Authority (GCLBA) in its capacity as manager of the Neighborhood Stabilization Program 2 (NSP2). The Genesee County Land Bank Authority (GCLBA), through a partnership with the City of Flint and MSHDA, received a federal grant through the HUD Neighborhood Stabilization Program 2 to improve neighborhoods in Flint. Eligible program activities under the grant include demolition, renovation and maintenance of vacant properties. The Land Bank seeks an advertising/marketing firm to coordinate with the Land Bank and its partners to market and sell 40 or more currently vacant properties that will be renovated and sold to qualified applicants at a reduced cost through the program.

Companies or individuals with demonstrated experience in advertising/marketing and with an interest in making their services available to the GCLBA are invited to respond to this RFP. “Respondents” means the companies or individuals that submit proposals in response to this RFP. The Respondent shall be financially solvent and each of its members if a joint venture, its employees, agents or sub-consultants of any tier shall be competent to perform the services required under this RFP document.

GCLBA is seeking to encourage participation by respondents who are MBE/WBE or Section 3 business enterprises.

Nothing in this RFP shall be construed to create any legal obligation on the part of GCLBA or any respondents. GCLBA 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 GCLBA 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. No respondent shall be entitled to repayment from GCLBA for any costs, expenses or fees related to this RFP. All supporting documentation submitted in response to this RFP will become the property of the GCLBA. Respondents may also withdraw their interest in the RFP, in writing, at any point in time as more information becomes known.

Each proposer must submit one copy of their 2011 CERTIFICATE TO DO BUSINESS WITH GENESEE COUNTY. The Land Bank follows Genesee County Office of Equity and Diversity policies and procedures for procurement process. For further information on this requirement, contact the Genesee County Office of Equity and Diversity, 1101 Beach Street, Room 343, Flint, Michigan 48502, phone (810) 257-3028; fax (810) 768-7943.

Each proposer is responsible for labeling the exterior of the sealed envelope containing the proposal response with the proposal number, proposal name, proposal due date and time, and your firm’s name. The proposal request number and due date for this Bid is:

PROPOSAL REQUEST NUMBER: #LB 11-027

**DUE DATE: Monday, September 12, 2011 @ 3:00 PM EST**

The GCLBA follows Michigan State Housing Development Authority (MSHDA) Neighborhood Stabilization Program 2 Procurement Policies and Procedures which can be found at [http://www.michigan.gov/documents/mshda/mshda\\_cd\\_nsp2\\_procurement\\_3316\\_22\\_7.pdf](http://www.michigan.gov/documents/mshda/mshda_cd_nsp2_procurement_3316_22_7.pdf) and are updated periodically as changes to the policy occur. For further information on these policies, contact the Heidi Phaneuf, Community Resource Planner, Genesee County Land Bank, 452 S Saginaw St, 2<sup>nd</sup> Floor, Flint, MI 48502; phone (810) 257-3088 ext 524; fax (810) 257-3090.

Marketing Support Agencies must comply with the Genesee County Land Bank Authority Fair Housing Policy as stated below

Equal housing opportunity for all persons, regardless of race, color, national origin, religion, age, sex, familial status, marital status, sexual orientation or disability, is a fundamental policy of the Genesee County Land Bank Authority (GCLBA). GCLBA is committed to diligence in assuring equal housing opportunity and non-discrimination to all aspects of its housing activities. As a county governmental authority undertaking housing activities, GCLBA has an ethical as well as legal imperative to work aggressively to ensure that GCLBA housing programs comply fully with all local, state and federal fair housing laws.

For questions on Fair Housing, please contact our Fair Housing Compliance Specialist, Phil Stair at (810) 257-3088 ext 525 or [pstair@co.genesee.mi.us](mailto:pstair@co.genesee.mi.us)

### **Time of Completion**

Any agreement awarded pursuant to this RFP solicitation shall be in accordance with the scope of work and compensation as outlined below, and, within a mutually agreed upon expedited timeframe.

### **Term of Contract(s)**

Any contract awarded pursuant to this RFP solicitation shall be for a contract period ending July 15, 2012, with the possibility of an extension.

### **Number of Homes Requiring Marketing Assistance**

GCLBA anticipates up to 60 homes will be renovated with NSP 2 funds. Currently 36 properties are in progress within the NSP 2 Program and will be on the market for sale in the coming 6 months. As properties are sold income from the proceeds of sale may be used to rehabilitate more homes in the target areas.

### **Type of Contract(s)**



It is proposed that, if a contract is entered into as a result of this RFP, it will be a time and materials contract based upon a fixed price. Negotiations may be undertaken with those respondent(s) whose proposals, based on price and other factors, as determined by GCLBA, show them to be qualified, responsible and capable of performing the work. The determined price of the contract(s) shall be adhered to and at no time will the contractor(s) be allowed to bill for work not agreed upon.

Respondents should propose a schedule of services and staff hours committed by month for the 10-month period. Payments will be fixed fee based on the services and schedule presented by the proposer and accepted by the GCLBA. Printing of some materials will be done in-house using Land Bank color printers while other production expenses will be paid for by the Land Bank.

### **Addendum to RFP**

In the event it becomes necessary to revise any part of this RFP, addendums will be provided to all respondents via the GCLBA website [www.thelandbank.org](http://www.thelandbank.org) under the tab “Current Bids”. Please check the website regularly for addendums.

### **Federal Regulations**

Award recipients implementing the Michigan NSP2 Consortium must follow the Community Development Block Grant (CDBG) Program rules and regulations, unless stated otherwise in the May 4, 2009 of the Federal Register Notice [Docket No. FR-5321-N-01] regarding [Title XII of Division A of the American Recovery and Reinvestment Act of 2009](#), which is posted on

[http://www.hud.gov/offices/cpd/communitydevelopment/programs/neighborhoodspg/pdf/nsp2\\_nofa.pdf](http://www.hud.gov/offices/cpd/communitydevelopment/programs/neighborhoodspg/pdf/nsp2_nofa.pdf)

## **PROFESSIONAL SERVICE REQUIREMENTS**

### **A. Scope of Services – Housing Sales and Marketing Support**

This project involves providing assistance with the marketing and sale of houses renovated through the NSP2 program for a ten (10) month period from September 15, 2011 through July 15, 2012. This includes coordinating with Land Bank staff, realtors, and non-profit partners to develop and implement a strategy to market homes to residents through institutions, organizations, social networks, churches and community based organizations. Specific services include the following:

#### **1. Assist in Developing a Marketing Plan and Coordinating Its Execution**

The Land Bank is working with the Flint Journal in executing a direct mail and online marketing campaign that will involve at least 12 mailings to a targeted list of renters earning less than \$60,000 per year with credits scores of 600 or more.

This campaign will be augmented with an online campaign featuring 25,000 impressions per month on MLive linked to a page on the Land Bank's web site and up to two Sunday inserts. The marketing firm will be asked to assist in further developing our marketing campaign to include promotions, special events, coordination with our three residential realtors and other partners, and development of an online social networking campaign.

## **2. Development of Promotional Materials**

The firm selected will develop a template and produce promotional materials for each of the 40 homes to be sold. The firm will also develop additional promotional materials and flyers for various events designed to promote the NSP2 program and the specific homes to be sold.

## **3. Event Development and Coordination**

The firm selected will assist in developing and executing special events designed to bring attention to the homes to be sold and the NSP2 program and to provide staff support at specific events. Examples of events may include ground-breakings as new rehabs are started, open houses at completed homes with our realtors, and housing fairs set up at specific sites such as Hurley Hospital and the Flint Housing Commission to raise awareness and generate sales leads.

## **4. Public Relations and Public Service Announcements**

The firm selected will develop a schedule and work with local media to generate public service announcements promoting the NSP2 program and direct attention to specific homes and to our web site. Provide public relations support and writing press releases to generate word of mouth advertising and news coverage.

## **5. Online and Social Network Marketing**

The firm selected will assist the Land Bank in setting up and maintaining a page on our web site with featured NSP2 homes and train Land Bank staff to maintain the web page. The firm will also create an online presence for the Land Bank through social networking sites to promote NSP2 and other Land Bank properties.

## **6. Other Services**

Firms are invited to suggest other services that would be beneficial to this effort.

## EVALUATION CRITERIA AND SCORING

In evaluating responses to this Request for Proposal, GCLBA will take into consideration the experience, capacity, and costs that are being proposed by the Respondent. The following Evaluation Criteria will be considered in reviewing submittals:

### A. Experience and Capacity

The point system is to evaluate the experience and capacity of the Respondent.

1. Marketing Plan and Coordination Strategy. (10 points)
2. Promotional Materials Strategy and Development (10 points)
3. Event Development and Coordination Strategy. (10 points)
4. Public Relations and Public Service Announcements Strategy (10 points)
5. Online and Social Marketing Strategy. (10 points)
6. Unique and Innovative Marketing Strategies. (10 points)
7. Examples of Previously Work. (10 points)
8. Respondents will be awarded up to 5 points each for being a certified MBE/WBE or Section 3 business. (30 points)

### B. Cost (30 points)

Highest 1/3 of proposals	10 Points
Middle Cost 1/3 of proposals	20 Points
Lowest Cost 1/3 of proposals	30 Points

## SUBMITTAL REQUIREMENTS

RFP responses must be submitted via hard copy. Each respondent shall submit one (1) original and two (2) copies of the following documents in a clear, legible, 12 point font, and 8.5 by 11 inch format. **Responses not submitted via hard copy will not be considered.** Respondents are advised to adhere to the Submittal Requirements. Failure to comply with the instructions of this RFP will be cause for rejection of submittals.

GCLBA reserves the right to seek additional information to clarify responses to this RFP. Each response must include the following:

**A. Letter of Interest**

Please submit a Cover Letter of Interest signed by a duly authorized officer or representative of the Respondent, not to exceed two pages in length. The Letter of Interest must also include the following information:

1. The principal place of business and the contact person, title, telephone/fax numbers and email address.
2. A brief summary of the qualifications of the Respondent and team.
3. Description of organization (i.e. Corporation, Limited Liability Company, or Joint Venture).
4. The names and business addresses of all Principals of the Respondent. For purposes of this RFP “Principals” shall mean persons possessing an ownership interest in the Respondent.
  - If the Respondent is a partially owned or fully-owned subsidiary of another organization, identify the parent organization and describe the nature and extent of the parent organization’s approval rights, if any, over the activities of the Respondent.
  - If the Respondent is a partially owned or fully-owned subsidiary of another organization, identify the parent organization and describe the nature and extent of the parent organization’s approval rights, if any, over the activities of the Respondent.

**B. Threshold Requirements**

These documents must be submitted and acceptable before GCLBA will review the Experience and Capacity proposal:

1. Certificate of Good Standing (Corporation) or Certificate of Existence (Limited Liability Company) issued by the Michigan Secretary of State (If Respondent is a joint venture, a Certificate of Good Standing or Certificate of Existence, as applicable, must be submitted for each entity comprising the joint venture.)
2. Evidence of Insurance: Commercial General Liability with limits not less than \$2,000,000; Workers Compensation and Employers Liability with limits not less than \$500,000; Automobile Liability with limits not less than \$1,000,000 per occurrence; and, Professional Liability with limits not less than \$1,000,000.
3. Evidence of Financial Stability: All Respondents shall include their most recent financial statements with the proposal response. This information will assist and GCLBA in determining the Respondent’s financial condition. GCLBA is seeking this information to ensure that the proposer’s have the financial stability and wherewithal to assure good faith performance.
4. Conflict of Interest Statement & Supporting Documentation: Respondent shall disclose any professional or personal financial interests that may be a conflict of interest in representing the GCLBA. In addition, all Respondents shall further disclose arrangement to derive additional compensation from various investment and reinvestment products, including financial contracts.



5. 2011 Certificate to do Business with Genesee County (If you do not have a Certificate at the time of submission, include a letter indicating the date your company's equity & diversity plan was submitted to the Genesee County Office of Equity & Diversity for review.)
6. The Certification Form Note attached hereto at the end of this RFP and incorporated herein by reference must be signed by Respondent and attached to the Letter of Interest. Additionally, at least one of the proposals submitted is to include an **original signature** of an official authorized to bind the proposer to the proposal response.

### C. Main Proposal

Please provide the following information:

1. Years of experience and detailed qualifications in facilitating marketing services, including your team's resumes. Past projects will be reviewed to determine if the respondent has successfully completed marketing projects similar in nature and scope. Respondents should provide narrative examples of three (3) projects that are similar in nature to projects described in the RFP.
2. How the firm will address the scope of services on pages 5-7 of this proposal specifically:
  - a. Assist in Developing Marketing Plan and Coordinating its execution;
  - b. Development of Promotional Materials;
  - c. Event Development and Coordination;
  - d. Public Relations and Public Service Announcements;
  - e. Online and Social Network Marketing;
  - f. Other Services.
3. Timeline for services. Indicate by month the activities that you propose for items listed in Main Proposal #2 parts a through f, include the start and end dates of each activity and any major milestones, proposed events or items that will be produced as part of your marketing strategy.
4. Pricing proposal. Pricing proposal should include a cost schedule breakdown for items listed above in Main Proposal Item #2, parts a through f, with staff hours per item including direct and indirect staffing costs and other costs associated with each line item. Please indicate which staff will be working on which items in the pricing proposal.
5. Respondents should state whether they are an MBE/WBE, Section 3 business enterprise. If so, please provide a copy of a current certification letter.

## SELECTION PROCESS

The Selection Committee comprised of GCLBA staff and potentially NSP 2 partners from the City of Flint or Capital Access staff whom will review qualifications in

accordance with the evaluation criteria set forth herein and Michigan NSP2 Consortium objectives and policies. Proposals that are submitted timely and comply with the mandatory requirements of the RFP will be evaluated in accordance with the terms of the RFP. Any contract resulting from this RFP will not necessarily be awarded to the vendor with the lowest price. Instead, contract shall be awarded to vendor whose proposal received the most points in accordance with criteria set forth in RFP.

## QUESTIONS

Questions may be directed to Doug Weiland, Executive Director at 810-257-3088 ext. 521 or [dweiland@thelandbank.org](mailto:dweiland@thelandbank.org) .

## SUBMITTAL DUE DATE

Responses to this RFP are **due by 3:00 pm** on Monday, September 12, 2011. Each Respondent is responsible for labeling the exterior of the sealed envelope containing the proposal response with **the proposal number, proposal name, proposal due date and time, and your firm's name**. Hard copies must be delivered to:

Doug Weiland  
Genesee County Land Bank Authority  
452 S. Saginaw St. 2<sup>nd</sup> Floor  
Flint, MI 48502

## CERTIFICATION FORM NOTE

THIS PAGE MUST BE COMPLETED AND INCLUDED WITH THE SUBMITTAL CERTIFICATION

The undersigned hereby certifies, on behalf of the Respondent named in this Certification (the “Respondent”), that the information provided in this RFP submittal to GCLBA is accurate and complete, and I am duly authorized to submit same. I hereby certify that the Respondent has reviewed this RFP in its entirety and accepts its terms and conditions.

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(Name of Respondent)

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(Signature of Authorized Representative)

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(Typed Name of Authorized Representative)

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(Title)

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(Date)

## RFP SUBMITTAL REQUIREMENTS CHECKLIST

Please provide Checklist with response to RFP

- Letter of Interest
- Certification Form Note
- Evidence of Insurance
- Certificate to do business with Genesee County
- Evidence of Financial Stability
- Conflict of Interest Statement & Supporting Documentation
- Main Proposal including Pricing Proposal
- MBE/WBE, Local Hiring, HUD Section 3, if applicable
- RFP Submittal Requirements Checklist