REQUEST FOR PROPOSALS

FOR

PUBLIC AND GOVERNMENT RELATIONS SERVICES

DEVELOPMENT AUTHORITY OF FULTON COUNTY
141 PRYOR STREET S.W., SUITE 1031
ATLANTA, GEORGIA 30303

DATE ISSUED
OCTOBER 23, 2013

RESPONSES DUE
NOVEMBER 8, 2013
The Development Authority of Fulton County (the “DAFC”) is seeking to secure proposals for external public and government relations consulting services. The DAFC’s objective is to engage the services of a consulting firm (“Contractor”) with experience representing governmental or political agencies before the general public, the media and the Georgia General Assembly and to perform such other duties as may be requested by the DAFC. The contract period will commence on or about January 1, 2014 and terminate on December 31, 2014 with possible one-year renewal periods thereafter. General instructions and requirements are included in this Request for Proposals (this “RFP”).

Your proposal must be received no later than 4:00 p.m. local time on November 8, 2013 (the “Deadline”). Proposals received after the Deadline will not be considered. Proposals will be opened as soon as practicable thereafter, and the evaluation results will be made available when completed upon request.

Please submit all questions regarding this RFP to Doris Coleman by way of email to doris.coleman@fultoncountyga.gov. The DAFC will not respond to questions received after 4:00 p.m. local time on November 8, 2013.

I. GENERAL INSTRUCTIONS, REQUIREMENTS AND CONDITIONS

1. The “Proposal Package” must be received by the DAFC, prior to the Deadline, by way of mail or hand-delivery to:

   Development Authority of Fulton County  
   Attn: Doris Coleman  
   141 Pryor Street S.W., Suite 1031  
   Atlanta, Georgia 30303

2. The Proposal Package should be submitted in a single sealed envelope plainly marked “Request for Proposal for Public and Government Relations Services” on the outside of the envelope, along with Contractor’s name and complete address.

3. The Proposal Package should include twelve (12) copies of the proposal and a CD-ROM containing an electronic version of the same in a PDF format. Label the CD-ROM with Contractor’s name and “RFP Public and Government Relations Services for DAFC.” Handwritten proposals will not be accepted.

4. If any part of the proposal contains confidential or proprietary information, stamp each page containing such information “proprietary.” It is not acceptable to label the entire proposal as confidential or proprietary.

5. Contractor may amend its proposal prior to the Deadline. The amendment must be in writing, signed by Contractor and received prior to the Deadline. Contractor may withdraw a proposal after it is delivered to the DAFC if the contractor makes a request in writing to Doris Coleman and the request is received before the Deadline.

6. Contractor may withdraw a proposal if the DAFC fails to accept or reject the proposal within one hundred and twenty (120) days after the Deadline (the “Offer Period”). Any proposal submitted and not withdrawn, as set forth above, shall constitute an irrevocable offer, for the period beginning at 4:01 p.m. November 8, 2013 and ending upon the expiration of the Offer Period, to provide to the DAFC the proposed services at the proposed compensation.
7. The DAFC may require one or more Contractors to participate in a detailed oral interview to discuss their proposals and qualifications for this project and to answer any questions posed by the DAFC.

8. The DAFC reserves the right to waive any formality in any proposal and to reject any and all proposals. The judgment of the DAFC on such matters shall be final.

9. The DAFC reserves the right to terminate the contract, for any reason, by giving Contractor no more than thirty (30) days’ written notice of termination. The DAFC will require Contractor, if successful, to commit to a minimum of a ninety (90) day termination provision. Contractor will be paid for its services through the effective date of termination.

10. Contractor shall not assign any interest in the contract and shall not transfer any interest in the same without prior written consent of the DAFC. Contractor may subcontract part of the proposed services with prior written consent of the DAFC.

11. The DAFC will evaluate the written proposal and oral interview on a combination of factors. The evaluation factors are (in no order of importance):
   
a. References,
b. Qualifications & Experience,
c. Project Understanding & Approach, and
d. Competitiveness of Proposed Cost.

A sample evaluation chart showing the process and weight given to each category is attached as Exhibit B.

12. Due care has been used in the preparation of information for this RFP and the information is believed to be substantially correct. The DAFC and its representatives will not be responsible for any errors or omissions in the specifications.

13. During the entire period of solicitation, meaning from the date this RFP is issued, until the date that the contract is awarded, no Contractor or its representative shall contact any member of the DAFC, including members of the Board of Directors and its staff, other than by following the appropriate method above for submitting questions, concerning the solicitation.

14. It is the intent of the DAFC to ensure that Minority and Female Business Enterprises have an equal opportunity to participate in this RFP.

II. INFORMATION ABOUT THE DAFC

The Development Authority of Fulton County is among the preeminent development authorities in the southeastern United States. It has issued more than $16 billion in bonds and helped well over 300 businesses and institutions build, renovate, expand or relocate in Fulton County, Georgia. Created in 1973 by Georgia law and a resolution of the Fulton County Board of Commissioners as a special unit of the county government, the DAFC provides wide-ranging economic development services on behalf of Fulton County and facilitates community-based economic development initiatives.
Seeking to stimulate diverse, high-quality economic development, the DAFC provides taxable and tax-exempt bond financing pursuant to Georgia Development Authorities law and a policy for development incentives created by the Fulton County Board of Commissioners. The DAFC serves clients of all sizes, from small, entrepreneurial enterprises to major corporations and iconic institutions such as UPS, Newell Rubbermaid, Invesco, Morehouse College, Hewlett Packard, Cox Enterprises, Turner Broadcasting and Georgia Tech. Funded projects have endowed everything from education, healthcare and transportation to arts and culture.

The DAFC’s jurisdiction encompasses all of unincorporated Fulton County and its municipalities, including the city of Atlanta. It works closely with other state and local development organizations, as well as with area chambers of commerce. The DAFC is a charter member of the Joint Development Authority of Metropolitan Atlanta.

Mission Statement: To stimulate quality economic development in Fulton County using comprehensive marketing programs designed to expand and diversify the tax base, provide quality jobs, retain existing businesses and sustain quality of life for residents throughout Fulton County.

III. SCOPE OF SERVICES TO BE PROVIDED

The DAFC seeks proposals that encompass the below primary tasks. Other services may be requested of Contractor by the DAFC. The DAFC believes that a qualified public and government relations consultant can raise awareness of the services provided by the DAFC, locally, nationally and globally, ultimately spurring economic growth within Fulton County, Georgia. An effective consultant will be able to highlight Fulton County, Georgia and the opportunities offered by the DAFC, thereby increasing the number of permanent jobs available, as well as diversity and quality of life within the county. Contractor will also represent the interests of the DAFC within the Georgia General Assembly to ensure that appropriate economic development tools are protected and enhanced.

Media Relations: Contractor should have ongoing relationship with metro Atlanta media outlets in order to facilitate positive press and awareness relating to the DAFC’s work and the unique attributes that make Fulton County, Georgia a desirable location. Contractor will also work with reporters and editors to identify possible stories and may be asked to represent the DAFC for media purposes and assist the DAFC with responses to media questions, including Open Records Act requests.

Community Relations: Contractor will also be responsible for proposing and creating deliverables, including a periodic newsletter, that highlights the importance of economic development and job growth to Fulton County, the DAFC’s positive impact on the county’s tax base and the long-term benefits economic growth has in lowering per capita taxation and public service delivery costs. Consultant will also recommend and be available to discuss certain economic development initiatives that will have a significant impact on the community. Contractor should have preexisting relationship with the Chambers of Commerce and other business development organizations within the metro Atlanta area to promote the interests of the DAFC.

Government Relations: Contractor must be able to effectively represent and advise the DAFC on matters pertaining to the State of Georgia’s Executive and Legislative branches of government. Contractor shall monitor bills and regulations that impact the DAFC, assist with drafting legislation, if necessary, perform policy research and development, assist with appropriate
speeches, articles and presentations and provide strategic counseling. Contractor shall meet with representatives of various government entities and represent the DAFC’s interest in relation to all aspects of public policy. Contractor should be available to meet and discuss ongoing strategic public policy planning and insure that the DAFC maintains adequate visibility with government agencies and officials.

**Website Maintenance:** Contractor must provide ongoing website maintenance, including updating news and events so that the DAFC always appears active and relevant.

Contractor is required to complete tasks in accordance with the needs of the DAFC and within a reasonable timeframe. Contractor is also expected to communicate regularly with the DAFC about Contractor’s activities and attend DAFC Board of Director meetings, if Contractor’s attendance is requested. Contractor should at least expect to attend a meeting prior to the convening of the Georgia General Assembly to discuss legislative strategy and a meeting after the conclusion of the session to provide a report on the legal developments impacting the DAFC. The DAFC will expect ongoing reports while the legislature is in session.

**IV. CONTENT OF THE PROPOSAL**

Each proposal must include:
- Contact information for the Contractor,
- A statement about Contractor’s capacity to complete the services described above,
- Information about Contractor’s experience,
- References with contact information,
- The lowest, fixed fee (USD) for providing the services described above,
- Any current, past or potential conflicts of interest, including any relationship with a member of the Board of Directors, staff of the DAFC or other relevant parties,
- Any fines, sanctions or penalties assessed against Contractor or key employees in the last 10 years,
- Any limitations of liability,
- A statement about whether Contractor is a certified minority business enterprise, and
- The signature of an authorized agent for Contractor with authority to negotiate and contractually bind Contractor, including the individual’s title, address and telephone number.

Proposals may also include differentiating factors, work product samples and other information Contractor deems appropriate.

**V. TERMS AND CONDITIONS**

Contractors responding to this RFP must be willing to adhere to the following conditions and must affirmatively state their adherence to these requirements with a transmittal letter appended to their proposal response.

1. Contractor warrants that all information and statements in the proposal are complete and true. Any statement or claim found to be incomplete, misleading or false will be grounds for immediate disqualification or dismissal and may be subject to legal action.

2. Contractor agrees to comply and will promptly submit to the DAFC any records that are subject to disclosure in accordance with local, state or federal law or generally accepted principles.
3. The DAFC reserves the right to accept or reject any and all proposals submitted for consideration. All proposals will be kept sealed and safe until the deadline for submission has passed.

4. Any contract awarded as a result of this RFP must be in conformance with statutory requirements of Fulton County, the State of Georgia and the federal government.

5. All proposals in response to this RFP are to be the sole property of the DAFC, and are subject to the applicable disclosure provisions of the State of Georgia.

6. Any product, whether acceptable or unacceptable, developed under a contract award as a result of this RFP is to be the sole property of the DAFC, unless explicitly stated otherwise in the RFP or contract.

7. All timing and sequence of events resulting from this RFP will ultimately be determined by the DAFC.

8. Any oral agreement made by a contractor with the DAFC or employee will be superseded by the written proposal.

9. The DAFC reserves the right to amend or cancel this RFP prior to the due date, at any time, to reject the proposal of any contractor that is in default of any prior contract or for misrepresentation, and to correct inaccurate awards resulting from its clerical errors.

10. Proposals are subject to rejection in whole or in part if they limit or modify any of the terms and conditions or specifications of the RFP.

11. Contractor, if requested, must be prepared to present evidence of experience, ability, service facilities and financial standing necessary to satisfactorily meet the requirements set forth in the proposal.

12. The DAFC will not reimburse Contractor for any costs or expenses incurred as they relate to this RFP, including travel expenses.

13. By responding to this RFP, Contractor implicitly states that the proposal is not made in connection with any competing contractor submitting a separate response to the RFP, and is in all respects fair and without collusion or fraud. It is further implied that Contractor did not participate in the RFP development process, had no knowledge of the specific contents of the RFP prior to its issuance, and that no employee of the agency participated directly or indirectly in Contractor’s proposal preparation.

14. Unless Contractor indicates otherwise in advance by specifically designating such indication on a document, DAFC reserves the right to produce any of Contractor’s documents in compliance with Georgia’s Open Records Act, in its sole discretion and without prior approval from Contractor, without regard to any available exemptions under the law.
EXHIBIT B

DEVELOPMENT AUTHORITY OF FULTON COUNTY
RFP EVALUATION SCORING AND AWARD NOTIFICATION
PUBLIC AND GOVERNMENT RELATIONS SERVICES

DAFC wishes to thank you for your sealed proposal for Public and Government Relations Services. The following are the firms that submitted qualifying proposals and their respective scores:

<table>
<thead>
<tr>
<th>FIRM</th>
<th>References (Max = 20)</th>
<th>Qualifications &amp; Experience (Max = 25)</th>
<th>Project Understanding &amp; Approach (Max = 25)</th>
<th>Cost Score (Max = 30)</th>
<th>TOTAL (Max = 100)</th>
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Based on the scores shown above, the following three firms were considered “finalists:”

1. 
2. 
3. 

The finalist firms were invited to participate in presentations on ____________, 2013. The presentation has a value of 30 points, which was added to the prior scoring. A final summary of the scoring results is as follows:

<table>
<thead>
<tr>
<th>FIRM</th>
<th>Presentation Score (Max = 30)</th>
<th>FINAL SCORE (Max = 130)</th>
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At a meeting on ________, 2013, the DAFC awarded these services to the highest scoring firm, being ________________.