



Waldo Community Improvement District  
Request for Qualifications

Marketing/Public Relations  
Request for Qualification No. 2019-2

Issue date:  
**August 6, 2019**

Delivery location:

<b>MAIL ONLY:</b>	<b>COURIER/BY HAND:</b>
Waldo Area Business Association 7222 Wornall Road Kansas City, MO 64114 Attention: <b>Dorna Edgar Swan</b>	Waldo Area Business Association 7222 Wornall Road Kansas City, MO 64114 Attention: <b>Dorna Edgar Swan</b>

Closing date and time:

- A.** Two complete hard copies must be received before 4:00 P.M. on August 30, 2019
- OR**
- B.** One complete electronic response must be received before 4:00 P.M. on August 30, 2019.

Contact person:  
Dorna Edgar Swan  
Phone: (816)286-4523

[info@waldokc.org](mailto:info@waldokc.org)

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APPENDIX A    COVER LETTER

## 1. Overview of the Requirement

**The Waldo Community Improvement District and the Waldo Area Business Association would like to secure the services of a marketing and/or public relations firm to further the reach of the Waldo District and to help the Board of Directors and staff to enhance Waldo's reputation through strategic marketing tactics, print/media campaigns, and any other methods deemed appropriate by the Waldo Area Business Association's Marketing Committee**

The purpose of this Request for Qualifications (RFQ) is to determine if there are qualified design consultants.

Based on the review of the RFQ Responses the CID may issue a Request for Proposals to Qualified Respondents who may then be invited to enter into a [or multiple] Contract(s) for provision of the services described in section 4.

## 2. Request for Qualifications Definitions

Throughout this Request for Qualifications, the following definitions will be used:

- a) "CID" means Waldo Community Improvement District; (see attached map)
- b) "District" means the area as outlined in the creation of the CID, but generally Gregory Boulevard from Oak Street to Wornall Road and Wornall Road from Gregory Boulevard to 85<sup>th</sup> Street.
- c) "Contract" means a written contract executed by the CID and the Contractor as a result of an RFP;
- d) "Contractor" means a Qualified Respondent who is the successful Proponent to an RFP who enters into a Contract with the CID;
- e) "must" or "mandatory" means a requirement that must be met in order for a Response to receive consideration;
- f) "Qualified Respondent" means a Respondent possessing the qualifications described in this RFQ;
- g) "Respondent" means an individual or a company that submits, or intends to submit a Response;
- h) "Response" means a statement of qualifications submitted in reply to this RFQ;
- i) "RFQ" means the process described in this Request for Qualifications; and
- j) "should" or "desirable" means a requirement having a significant degree of importance to the objectives of this RFQ.

### **3. Request for Qualifications**

#### **3.1 Inquiries**

All inquiries related to this RFQ are to be directed, in writing, to the contact person at the e-mail or mailing address on the front cover of this RFQ ([info@waldokc.org](mailto:info@waldokc.org)). Information obtained from any other source is not official and should not be relied upon. Do not contact the CID/WABA Board members or committee members involved. Enquiries can be directed to the staff.

#### **3.2 Closing Date**

Two complete hard copies of your response must be received before 4:00 p.m. Central Time, on **August 30, 2019** at the address on the front cover of this RFQ. Responses and their envelopes should be clearly marked with the name and address of the Respondent, the RFQ number, and the project or program title.

OR

One electronic copy must be received before 4:00 p.m. Central Time, on **August 30, 2019** at the e-mail address on the front cover of this RFQ ([info@waldokc.org](mailto:info@waldokc.org)). The subject line of the e-mail should include the RFQ number, and the project or program title.

**Responses must not be sent by facsimile.**

#### **3.3 Late Responses**

Responses will be marked with their receipt time at the closing location. Only complete Responses received and marked before closing time will be considered to have been received on time. Hard copies of late Responses will not be considered. Late e-mail submissions will not be considered and will be deleted.

#### **3.4 Qualifications Review Committee**

Review of Responses will be by a committee formed by the Waldo Area Business Association at the direction of the Waldo Area Community Improvement District Board of Directors and may include employees.

#### **3.5 Review and Selection**

The qualifications review committee will check Responses to be assessed and scored against the desirable criteria. Responses not meeting the desirable criteria will be rejected without further consideration. Responses that do meet all the mandatory criteria will then be scored against the desirable criteria. Responses not meeting a minimum score in a category will not be considered further. Qualified Respondents will be provided with a copy of the RFP if one is issued.

### 3.6 Estimated Time-Frames

The following timetable outlines the anticipated schedule for the RFQ and Contract process. The timing and the sequence of events resulting from this Request for Qualifications may vary and shall ultimately be determined by the CID/WABA Board of Directors and staff.

Event	Anticipated Date
Request for Qualifications issue date	<b>August 6, 2019</b>
Responses due	<b>August 30, 2019 by 4:00 p.m.</b>
Interviews with Respondents	<b>TBD in September (with all parties' schedules considered)</b>
Third quarter CID Board Meeting	<b>October 17, 2019</b>
Anticipated signing date of Contract	<b>October 18, 2019</b>
Contract start	<b>January 1, 2020</b>

### 3.7 Signed Responses

The Response must include a cover letter substantially similar to the cover letter set out in Appendix A and the cover letter must be signed by a person authorized to sign on behalf of the Respondent and to bind the Respondent to statements made in the Response to this RFQ.

### 3.8 Changes to Response Wording

The Respondent will not change the wording of its Response after the closing date and time specified on the front cover of this RFQ and no words or comments will be added to the Response unless requested by the CID for purposes of clarification.

### 3.9 Respondent Expenses

Respondents are solely responsible for their own expenses in preparing a Response and for subsequent negotiations with the CID/WABA, if any. The CID/WABA will not be liable to any Respondent for any claims, whether for costs or damages incurred by the Respondent in preparing the Response, loss of anticipated profit in connection with any final Contract, or any other matter whatsoever.

### 3.10 Acceptance of Responses

This RFQ is not an agreement to purchase goods or services. The CID/WABA is not bound to enter into a Contract with any Qualified Respondent. Responses will be assessed in light of the qualification review criteria. The CID/WABA will be under no obligation to receive further information, whether written or oral, from any Respondent.

### **3.11 Request for Proposals**

An RFP may be issued to all Qualified Respondents. If the Respondent's qualifications change between the RFQ submittal and the RFP issue date, the CID/WABA Board of Directors has no obligation to enter into a contract and may review other RFQs for an appropriate replacement.

### **3.12 Definition of Contract**

Notice in writing to a Respondent that it has been identified as a Qualified Respondent will not constitute a Contract nor give the Respondent any legal or equitable rights or privileges relative to the service requirements set out in this RFQ or in any subsequent RFP. Only if a Qualified Respondent and the CID/WABA enter into a subsequent full written Contract will a Respondent acquire any legal or equitable rights or privileges.

### **3.13 Modification of Terms**

The CID/WABA reserves the right to modify the terms of this RFQ at any time in its sole discretion. This includes the right to cancel this RFQ at any time without entering into a Contract.

### **3.14 Ownership of Responses**

All documents, including Responses, submitted to the CID/WABA become the property of the CID. They will be received and held in confidence by the CID/WABA.

### **3.15 Confidentiality of Information**

Information pertaining to the CID/WABA obtained by the Respondent as a result of participation in this RFQ and any subsequent communication is confidential and must not be disclosed without written authorization.

### **3.16 Collection and Use of Personal Information**

Respondents are solely responsible for familiarizing themselves, and ensuring that they comply, with the laws applicable to the collection and dissemination of information, including resumes and other personal information concerning employees and employees of any subcontractors. If this RFQ requires Respondents to provide the CID with personal information of employees who have been included as resources in response to this RFQ, Respondents will ensure that they have obtained written consent from each of those employees before forwarding such personal information to the CID. Such written consents are to specify that the personal information may be forwarded to the CID for the purposes of responding to this RFQ and use by the CID for the purposes set out in the RFQ. The CID may, at any time, request the original consents or copies of the original consents from Respondents, and upon such request being made, Respondents will immediately supply such originals or copies to the CID.

### **3.17 Respondent Meeting/Interview**

A Respondent meeting/interview may be held at the CID/WABA Board/staff's discretion. The staff will work with the Respondent(s)' schedule.

### **3.18 Debriefing**

The staff will offer a debriefing to Respondents who did not make the List of Qualified Contractors upon request.

## 4. Services

### 4.1 Services

The Qualified Respondents who become Contractors may perform and be responsible for the following services and duties:

- (a) Market the Waldo District using multiple mediums: print, radio, television, internet, social media, digital ads, traditional media, public relations and any means considered advantageous and appropriate.
- (b) The creation of a marketing/media plan for 2020 which also includes a calendar that outlines dates of publications, suggested events, press releases, marketing co-opportunities, and any other identified strategic goals.
- (c) Promotion and procurement of co-op marketing opportunities
- (d) Attend monthly marketing meetings, as well as WABA luncheons, and other events/meetings as needed.
- (e) Reporting and evaluation of marketing mediums with the WABA marketing committee
- (f) Conduct on-air interviews or provide coaching to WABA business owners/board leadership for Waldo when necessary.
- (g) Creation/procurement of graphics for social media/posters, press releases, and advertising as outlined in media plan.
- (h) Assist with creation/coordination of events.

### 4.2 Desirable Criteria

Responses will be assessed against the following desirable criteria.

Criterion	Points Available
Previous experience with marketing districts	15
-within Kansas City, Missouri	5
-for a CID	5
Experience purchasing media	20
PR/Event planning Experience	20
Experience managing social media accounts on all platforms	15
Experience working with a volunteer board and volunteer committees	10
Knowledgeable about the Waldo Area	10
<b>TOTAL POINTS AVAILABLE</b>	<b>100</b>

# Appendix A – Response Covering Letter

Date:

WALDO COMMUNITY IMPROVEMENT DISTRICT  
7222 Wornall Road  
Kansas City, MO 64114

Attention: **Dorna Edgar Swan**

Subject: **Request for Qualifications No. 2019-2, including any amendments or additions  
(the “Request For Qualifications”)**

The enclosed Response is submitted in response to the above-referenced Request for Qualifications.

We have carefully read and examined the Request for Qualifications. We are authorized to submit this Response on behalf of the Respondent.

Yours truly,

\_\_\_\_\_  
*Signature*

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Legal name of Respondent: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

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