



**REQUEST FOR PROPOSALS**

**COMMUNICATIONS AND PUBLIC RELATIONS  
SERVICES**

**DATE OF ISSUANCE:**  
Friday, March 29, 2024

## **SECTION I. GENERAL BACKGROUND**

### **INTRODUCTION**

The Port Authority of Kansas City, Missouri (“Port KC”), a political subdivision authorized under RSMo Chapter 68 and chartered by the City of Kansas City, Missouri, is inviting companies (each a “Proposer”) to submit their qualifications and all other required submissions as part of their proposal for performing the services specified in this RFP. Proposer’s submittal of a proposal in response to this RFP does not create any right in or expectation to a contract with Port KC.

### **PORT KC BACKGROUND**

Port KC’s mission is to grow the economy of Kansas City’s port district through transportation, global commerce and development.

Port KC is a political subdivision of the State of Missouri created pursuant to Section 68.010 et seq., RSMo and chartered by the City of Kansas City, Missouri. Port KC is governed by a Board of Commissioners appointed by the Mayor of Kansas City. Port KC is granted broad governmental and business enterprise powers for the purpose of promoting economic development and job creation. The most important of these powers include the following:

- To acquire, own, construct, redevelop, lease, maintain, and conduct land reclamation, residential, commercial and mixed-use development, industrial parks, facilities, terminals, terminal facilities and any other type of port facility;
- To promote and expand inland and river port commercial throughput of cargo and freight;
- To identify and pursue redevelopment opportunities at blighted and historic preservation sites;
- To redevelop the Downtown Kansas City Riverfront to promote and develop new opportunities for residence, commerce and leisure; and
- To promote the full integration of multi-modal transportation assets to increase commercial opportunities locally, nationally and internationally.

Port KC’s statutory powers of issuing bonds, land reclamation and the ability to enter into contracts to implement its development projects make it a unique and influential agency.

### **INVITATION**

Port KC is seeking the services of a qualified Public Relations and Communications Company to provide marketing and public relations services. This RFP is an invitation by Port KC for Proposers to submit an offer, which may be subject to subsequent discussions and negotiations.

It is not a request for a competitive bid. By submitting a Proposal, the Proposer agrees that the Proposer does not obtain any right in or expectation to a contract with Port KC or a vested interest or a property right in a contract with Port KC, regardless of the amount of time, effort and expense expended by the Proposer. A Proposer shall be solely responsible and liable for any and all costs incurred by the Proposer.

## **SCOPE OF WORK**

The selected Proposer shall be responsible for providing a strategic development plan for public engagement, a communication strategy for education and informational purposes, media relations across various platforms, and digital content creation. Proposer will be expected to build graphics and copywrite content to be used in brochures, flyers, websites and more. Proposer should utilize SEO experience and provide aid towards community outreach, risk assessment feedback, press release and media advisory. Additional services may include drone and photography aid.

## **TERM OF ENGAGEMENT**

Port KC anticipates a contract with a flexible term to provide enough time to complete the scope of work, but in no event shall the term exceed five (5) years.

## **SECTION II. INSTRUCTIONS AND CONDITIONS**

### **EXAMINATION OF ALL RFP DOCUMENTS AND REQUIREMENTS**

Each Proposer shall carefully examine all RFP documents and thoroughly familiarize themselves with all RFP requirements prior to submitting a Proposal to ensure that Proposer's Proposal meets the intent and requirements of this RFP.

Before submitting a Proposal to Port KC, each Proposer shall be responsible for making all investigations and examinations that are necessary to ascertain any and all conditions and requirements that affect the requirements of this RFP. Failure to make such investigations and examinations shall not relieve the Proposer from Proposer's obligation to comply, in every detail, with all provisions and requirements of the RFP.

By submitting a Proposal to Port KC, Proposer certifies that Proposer has provided Port KC with written notice of all ambiguities, conflicts, mistakes, errors or discrepancies that Proposer has discovered in the RFP.

## **TIMELINE**

The following timeline shall be applicable unless modified by Port KC pursuant to addendum to this RFP:

- RFP Issued: Friday, March 29, 2024
- Deadline for Questions: Friday, April 12, 2024 by 5 p.m.
- Due Date for Proposals: Friday, April 19, 2024 by 5 p.m.
- Selection Committee Reviews Proposals: Monday, April 22, 2024 – Friday, April 26, 2024
- Interviews of Shortlisted Proposers (if desired by Selection Committee): Monday, April 29, 2024 – Friday, May 3, 2024
- Contract Negotiations and Contract Execution: May 2024

Questions. Any general questions, requests for clarification or notices of ambiguities, conflicts, mistakes, errors or discrepancies in this RFP must be submitted to [media@portkc.com](mailto:media@portkc.com), before Friday, April 12, 2024 at 5:00 PM (CT).

Submittal. Proposals will be accepted by Port KC in person at 110 Berkley Plaza, Kansas City, Missouri, 64120 **OR** by email at [media@portkc.com](mailto:media@portkc.com) until **Friday, April 19 at 5:00 PM (CT)**.

Notwithstanding anything herein to the contrary, Port KC reserves the right to change or extend any and all dates including the due date for Proposals for any reason and at any time, including after the Due Date for Proposals shall have expired.

## **SELECTION PROCESS**

Proposals will be evaluated by a selection committee of not less than three (3) Port KC staff members selected by Port KC's President & CEO (the "**Selection Committee**").

Upon receipt of the Proposals, the Selection Committee will review each Proposal to determine consistency with the requirements of this RFP, and may summarily reject any Proposals that are deemed non-responsive by virtue of their non-compliance or non-conformity.

The Selection Committee will develop a shortlist of the best Proposals. The Selection Committee may determine that interviews with one or more Proposers is necessary, but no Proposer will be entitled to an interview except upon request of the Selection Committee. During any interviews, the Proposer will present their Proposal in keeping with the goals and criteria described in this RFP. The Selection Committee will then rank the shortlisted Proposals.

Port KC will enter into negotiations with the top ranked Proposer. In the event they are unable to agree upon terms, Port KC will proceed down the list by ranked order until such time as the terms of a management contract have been successfully negotiated or Port KC elects, in its sole discretion, to terminate the RFP.

Any evaluation criteria or weighting of criteria is used only as a tool to assist in selecting the best Proposal. Evaluation scores or ranks do not create any right in or expectation to a contract with Port KC regardless of any score or ranking given to any Proposal. In other words, even if the

Selection Committee gives a Proposal the highest rank, the Proposer still has no expectation of a contract with Port KC and Port KC may choose to contract with any other Proposer regardless of the score or rank of the other Proposer.

Port KC will develop the criteria for scoring and ranking Proposals and may change criteria and criteria weights at any time including after the due date for Proposals.

### **RESERVATION OF RIGHTS IN SELECTION PROCESS**

The Selection Committee, in reviewing and ranking Proposals, and Port KC, in negotiating the terms of any contract with the ranked Proposers, may do any or all of the following:

- Interview none, one, some or all of the Proposers who submit Proposals;
- Discuss and negotiate anything and everything with any Proposer or Proposers at anytime;
- Request additional information from any or all Proposers;
- Request a Proposer or Proposers to submit a new Proposal;
- Request one or more best and final Proposals from any or all Proposers;
- Accept and reject any Proposal in whole or in part;
- Require a Proposer or Proposers to make modifications to their initial Proposals;
- Reject all Proposals.
- Pick and choose services the combination of services desired.
- Expand or decrease the scope of services.
- Expand or decrease the properties where the services are provided.

Without limiting the foregoing, Port KC reserves the absolute and unconditional right to reject any or all Proposals received in response to this RFP at any time prior to the execution of any contract. No Proposer obtains any right in or expectation to a contract with Port KC or a vested interest or a property right in a contract with Port KC, regardless of the amount of time, effort and expense expended by the Proposer, and regardless of ranking. Proposer shall be solely responsible and liable for any and all costs incurred by Proposer.

### **DISPOSITION OF PROPOSALS**

Port KC reserves the right to reject any and all Proposals, to accept portions of any Proposal(s), and to negotiate the terms of any Proposal(s) in determining whether to award any contract.

### **WAIVER OR MODIFICATION OF RFP REQUIREMENTS**

Port KC, in its sole discretion, may waive or modify everything or anything contained in this RFP at any time including after the Proposal due date. If Port KC modifies the RFP after the due date for Proposals, Port KC may, in its sole discretion, solicit new Proposals in an amended RFP from anyone or everyone regardless whether a person submitted a Proposal in response to the

original RFP.

Port KC reserves the right to waive informalities or irregularities in Proposals, to accept or reject any or all Proposals, to cancel this RFP in part or in its entirety, and to re-solicit Proposals if it is in the best interest of Port KC as determined by Port KC in its sole discretion.

## **EVALUATION CRITERIA**

The Selection Committee will evaluate the Proposals with respect to the following criteria, in addition to any others they may determine to be relevant:

1. Overall quality of the Proposer's team, as shown by their previous experience with similar clients;
2. Depth and breadth of previous public engagement campaigns;
3. The Proposer's experience in public relations for governmental entities;
4. The Proposer's understanding of Port KC's needs, goals, and challenges;
5. The Proposer's ability to be clear, concise, and grammatically correct;
6. The proposed annual cost to Port KC and value in relation to services proposed to be provided.

## **FORM AND CONTENT OF PROPOSAL**

Proposals shall be limited to no more than thirty (30) single-sided 8.5x11 pages, inclusive of any attachments, shall utilize Times New Roman 12-point font, and shall be organized and tabbed as follows:

**TAB A Business / Firm Profile and Legal Structure**

**TAB B Experience**

**TAB C Strategic Approach**

**TAB D Compensation Structure**

**TAB E References**

All information requested or required to be provided by this RFP shall be provided under the applicable Tab.

## **SUBMITTAL OF PROPOSAL**

Any incomplete Proposal may be rejected by Port KC or the Selection Committee.

By submitting a Proposal, Proposer agrees that Proposer's Proposal shall constitute a firm irrevocable offer to Port KC that Proposer shall not withdraw or modify without Port KC's approval for one hundred eighty (180) days after the Proposal due date. Proposer agrees that even if Port KC negotiates or makes a counter offer to Proposer on Proposer's original Proposal or any subsequent Proposal submitted by Proposer, Proposer grants to Port KC, in Port KC's sole

discretion, the unconditional right for Port KC to accept Proposer's original Proposal and Port KC's negotiation or counter offer shall not be deemed to be a counter offer.

### **OWNERSHIP OF PROPOSALS**

By submitting its Proposal, Proposer hereby agrees that Proposer's Proposal and any supplementary material submitted by the Proposer shall become property of Port KC.

### **DISCLOSURE OF PROPRIETARY INFORMATION**

A Proposer may attempt to restrict the disclosure of scientific and technological innovations in which the Proposer has a proprietary interest, or other information that is protected from public disclosure by law, which is contained in the Proposal by marking each response of each such document prominently with the words "**PROPRIETARY INFORMATION**" in red, bold 20-point font.

After either a contract is executed pursuant to the RFP, or all submittals are rejected, if access to documents marked "**PROPRIETARY INFORMATION**", as provided above, is requested under the Missouri Sunshine Law, Port KC will notify the Proposer of the request, and it shall be the burden of the Proposer to establish that such documents are exempt from disclosure under the law.

If the Proposer elects to challenge a formal request for such information made to Port KC and if the Proposer is unsuccessful in keeping such information closed, the Proposer shall pay for any and all costs, attorney fees and fines that are a result of Proposer's attempt to keep the information closed.

Notwithstanding the foregoing, in response to a formal request for information, Port KC reserves the right to release any documents if Port KC determines that such information is a public record pursuant to the Missouri Sunshine Law. Port KC shall have no liability to any Proposer or anyone else for releasing any Proprietary Information of a Proposer even if Port KC is negligent in releasing or disclosing any Proprietary Information of any Proposer.

### **CLOSED RECORDS**

All Proposals including interviews, presentations and documents, and meetings relating thereto may remain closed records or meetings under the Missouri Sunshine Law until a contract is executed or until all Proposals are rejected by Port KC. If Port KC amends this RFP, Proposals submitted in response to the original RFP may remain closed records until a contract is executed or all Proposals submitted in response to the amended RFP are rejected.

### **SECTION III. BUSINESS/FIRM PROFILE AND LEGAL STRUCTURE**

The Proposal must include the following information as listed below:

1. Legal Name, address, phone, fax, e-mail, Federal ID#, and website address.

2. Brief history of business/firm including date the business/firm was established under the current name.
3. List all services provided by the business/firm.
4. Number of total employees including number of total employees in Kansas City, Missouri and number of employees in Greater Kansas City Area.
5. Type of ownership, or legal structure of business/firm.
6. List any civil or criminal actions and unresolved disputes/allegations pending against the business/firm or any key personnel related in any way to its services, along with a summary of the same.
7. Provide a brief history of the business/firm's contractual litigation, arbitration, and mediation cases for the last five (5) years.
8. Identify whether the business/firm has ever been disqualified from working for any public or quasi-public entity and, if so, provide an explanation of the circumstances.

#### **SECTION IV. EXPERIENCE**

Summarize the Proposer's qualifications, experience and special expertise in providing the type of services identified in this RFP, include resumes of key personnel. Qualified Proposers should have experience with the following:

- Building graphics
- Copyrighting
- SEO and website development
- Press release and media advisory practices
- Working with governmental entity, political subdivision, or public engagement projects
- Social media
- Photography/videography/drone imaging
- Marketing development and implementation
- Data analysis on returns for public projects

Proposals should include at least three (3) but no more than five (5) examples of comprehensive communications/PR work for an organization or project relevant to the scope of work provided in Section I.

#### **SECTION V. COMPENSATION STRUCTURE**

Provide Proposer's compensation structure for services identified in this RFP. All fees (whether hourly, day-rate, mileage-rate, etc.) should be itemized as separate line items and clearly identified. Proposer should provide a total cost estimate for services identified in this RFP.

#### **SECTION VI. REFERENCES**

Proposers are required to provide three (3) client references, including contact information, for similar properties that the Proposer has managed within the past five (5) years. Port KC reserves the right to contact references without prior notice to Proposer.



It is preferred that at least one (1) client reference be a government sector client.