



portkc

REQUEST FOR PROPOSALS

PUBLIC RELATIONS SERVICES
PORT KC

DATE OF ISSUANCE: OCTOBER 31, 2016

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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 seeking written proposals for a. Please consult Chapter 68 et seq., RSMo to review the scope and powers of Port KC.

Port KC encourages participation by Professionals who have been certified as a Minority Business Enterprise (“MBE”) or Women’s Business Enterprise (“WBE”) by the City of Kansas City, Missouri Human Relations Department. The Professional will be required to comply with Port KC’s Affirmative Action Policy. A copy of Port KC’s Affirmative Action Policy can be viewed at this link to the Port KC website:

<http://portkc.com/about-port-kc/policies/#policies>.

HISTORY

Port KC is a political subdivision of the State of Missouri created pursuant to Section 68.010 et seq., RSMo (“Port Authority”) 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 are:

- 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. Port KC has the flexibility to engage in a wide variety of strategic economic development projects that are vital to the economic progress of Kansas City.

MISSION/VISION

Port KC's mission is to foster the economic vitality of Kansas City, Missouri through transportation, trade, commerce, and development.

PARTICIPATION IN A FEDERAL WORK AUTHORIZATION PROGRAM

Section 285.530.2, RSMO requires that as condition for the award of any contract in excess of five thousand dollars the business entity shall, by sworn affidavit and provision of documentation, affirm its enrollment and participation in a federal work authorization program with respect to the employees working in connection with the contracted services. This requirement will be incorporated into the final contract for the potential bid winner, and any potential bid winner's failure to sign the affidavit of compliance may result in revocation of the award.

PORT KC'S AFFIRMATIVE ACTION POLICY

Port KC encourages participation by companies who have been certified as a Minority Business Enterprise ("MBE") or Women's Business Enterprise ("WBE") by the City of Kansas City, Missouri Human Relations Department. The company will be required to comply with Port KC's Affirmative Action Policy should the contract amount exceed \$117,000.00 (except for personal service contracts). A copy of Port KC's Affirmative Action Policy can be viewed at this link to the Port KC website:

<http://portkc.com/wp-content/uploads/2016/03/Affirmative-Action-Policy.pdf>.

TIMELINE AND GROUND RULES

Submission of three (3) sealed Proposals and one (1) electronic format (USB or CD/DVD disc) will be accepted by Port KC at its offices located at 300 Wyandotte Street, Suite 100, Kansas City, Missouri 64105, until Monday, November 21, 2016 at 3 p.m. Central Standard Time. No fax or email proposals will be accepted. Any questions should be submitted to info@portkc.com before Thursday, November 17, 2016 at 5 p.m. Central Standard Time. Interested Professionals shall not contact Port KC staff before Proposals are due. Any and all inquiries must be directed to info@portkc.com. Failure to follow this procedure may result in a Professional's disqualification. A response will be generated promptly, with a goal of within one (1) business day of receipt of email. All questions and answers will be posted anonymously on the Port KC Website. The Professional understands and agrees that Port KC shall have no financial responsibility for any costs or losses incurred as a result of proposer responding to this Request for Proposals. Port KC reserves the right to reject any and all Proposals submitted, and to accept portions of any one Proposal.

SCOPE OF WORK

The Request for Proposals (RFP) is for public relations services for the creation of a Berkley Riverfront Park communications strategic plan.

The anticipated scope of work will include:

- Propose a media relations and social media strategy that elevates the exposure of Berkley Riverfront Park.
- Develop relevant message that can take advantage of current opportunities and events at the riverfront.
- Explore editorial coverage opportunities
- Evaluate and recommend enhancements of the Berkley Riverfront Park website.
- Create a brand identity for Berkley Riverfront Park.
- Assess and recommend marketing tie-ins between Berkley Riverfront Park and Berkley Riverfront Development.
- Explore opportunities to enhance land development marketing and awareness campaigns through all these work products.

RESPONSE FORMAT

All proposals should include the following information:

1. A title page with the company's complete legal name and the name under which the company is doing business if different from the legal name, address, telephone number, contact person including title and email address.

2. An introduction letter summarizing the company's background, resume of key personnel, resources and relevant experience.
3. Cost estimate for the project.
4. Project Understanding
5. Proposed scope of work – how will you meet the stated objectives of the RFP.
6. Examples of three relevant past projects including company produced websites and marketing materials if applicable.
7. List of at least three professional references.

INSURANCE REQUIREMENTS

Proposal selection may also be conditioned on the selected Professional meeting any statutory insurance requirements, including but not limited to workers compensation. Port KC may require proof of insurance carried by the selected Professional.