



The  
**PRESIDENTS' COUNCIL**

*Building Economic Empowerment*



The  
**PRESIDENTS' COUNCIL**  
*BUSINESS CHAMBER*



THE PRESIDENTS' COUNCIL  
FOUNDATION

---

# **Request for Proposal**

## **July 2017**

**Event:**

***Northeast Ohio's 1<sup>st</sup> African American  
Entrepreneurship Conference***

**Date: August 21 – 22, 2017**

*The Presidents' Council is proud to be a partner in the yearlong, community-wide commemoration of the 50th anniversary of Carl Stokes' election as mayor of Cleveland. Mayor Stokes and his brother, Congressman Louis Stokes, played key roles in the advancement of the city and the nation through the civil rights movement and beyond. For more information, visit [stokes50cle.com](http://stokes50cle.com).*



## SUMMARY

The Presidents' Council is now accepting proposals for photography, videography, print, and graphic design for the project and event defined below. This will be the concept to completion production.

### **MISSION OF PROJECT**

*Mission of the event is as follows:*

**The Presidents' Council Business Conference**, presented in collaboration with Downtown Cleveland Alliance and GCP Commission on Economic Inclusion, is a unique opportunity to directly engage with those who share in The Presidents' Council mission of closing gaps that negatively impact minority communities; have a shared passion for, and understanding of, the issues and needs of African American business owners; and actively seek progress in removing barriers linked to those challenges.

This project will be identified as Northeast Ohio's 1<sup>st</sup> African American Entrepreneurship Conference.

### **\$4,500 is allocated for the entire project in total:**

#### \$2,000 allocated for Print of

August 22 Business Conference Souvenir Programs (quantity – 200)

All signs and banners for both August 21 Golf Outing and August 22 Business Conference (approx. 25 items)

#### \$1,500 allocated for

August 21 Photography at Golf Outing and Dinner/Welcome Reception

Pre-event Photography and Videography of Bustamante and Business of the Year nominees

August 22 Photography and Videography at Business Conference

#### \$1,000 allocated for Graphic Design of

August 22 Business Conference Souvenir Program

The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

## PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. Please provide an electronic Word document (email attachment) response to the RFP to [shawnte@thepresidentscouncil.com](mailto:shawnte@thepresidentscouncil.com). Hard copies are not required, but should you wish to submit one, please send to the following address:

The Presidents' Council  
Attention: Shawnté Lewis  
1701 E. 12<sup>th</sup> Street, Suite 106  
Cleveland, OH 44114

Proposals received after 12:00pm/noon EST, Friday, August 4, 2017, will not be considered.

---

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. The Presidents' Council will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Nothing in this RFP shall be construed to create any legal obligation on the part of The Presidents' Council or any respondents. The Presidents' Council 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 The Presidents' Council 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 The Presidents' Council 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 Presidents' Council. Respondents may also withdraw their interest in the RFP, in writing, at any point in time as more information becomes known.

### **SUPERCEDE AGREEMENT**

By submitting a proposal in response to this RFP, bidder hereby agrees to offer The Presidents' Council the option to terminate, without penalty, all or a portion of any existing agreements between bidder and The Presidents' Council for the service specified herein. The option to terminate may be exercised immediately, only in the event that The Presidents' Council selects the incumbent service provider as the winning bidder.

### **COPYRIGHT**

No part of this publication may be reproduced, reformatted, or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or through any information storage and retrieval system currently available or developed in the future, without prior written approval of The Presidents' Council. Copyright law and international treaties protect this document.

### **PERFORMANCE GUARANTEES**

The Presidents' Council expects the chosen firm to provide performance guarantees with associated fees/premiums at risk.

### **ACKNOWLEDGEMENT OF RFP RECEIPT**

Within 48 hours of your receipt of this RFP via email to: [shawnte@thepresidentscouncil.com](mailto:shawnte@thepresidentscouncil.com) to confirm receipt.



**RFP QUESTIONS, INQUIRIES, AND CLARIFICATIONS**

All questions related to this RFP should be directed to:

Shawnté Lewis at [shawnte@thepresidentscouncil.com](mailto:shawnte@thepresidentscouncil.com)

All written questions and inquiries will be answered in writing. In order to speed the RFP process, The Presidents' Council requests that all questions regarding the RFP be submitted by 12:00pm/noon EST, Monday, July 31, 2017. Responses will be shared with all companies involved in the RFP in order to ensure the communication of The Presidents' Council's needs is as clear as possible.

**RFP SCHEDULE**

Monday, July 24, 2017	RFP made available to the bidders
Monday, July 31, 2017; 12:00pm EST	Deadline for addressing questions
Wednesday, August 2, 2017	Response to all questions
Friday, August 4, 2017; 12:00pm EST	Deadline for receiving bid (all material)
Monday, August 7, 2017	Bids to be evaluated. Vendor selection.
August 22, 2017	Conclusion of contract

**RFP Evaluation Process**

The award criterion will be “the most economically advantageous” tender that includes the requested services. Apart from this criterion, the evaluation will be based on the following evaluation criteria listed in order of priority:

**Completeness**

- Does the plan cover all the needs in this RFP? Are all required services being delivered?
- Can the plan be expected to handle future service needs?

**Basic Partner**

- Does the bidder have a solid financial foundation?
- Does bidder have a proven track record of clean financial management?
- Does the bidder have a proven track record of relevant competencies, service delivery, support, etc. considered to be a reliable potential partner?
- Does vendor have a proven track record of delivery these types of services?
- Does vendor have a record of successfully delivering projects (on or under budget) to public sector?
- Does the development roadmap offer vision and perspective? Is it realistic?



---

## **Project Management**

- What are the proposed mechanisms for project management?
- How will communications between partners be handled?
- Has bidder adequately addressed risk management?

## **CONFIDENTIALITY AND RFP OWNERSHIP**

This RFP is confidential and proprietary to The Presidents' Council, and The Presidents' Council reserves the right to recall the RFP in its entirety or in part. Bidders cannot and agree that they will not duplicate, distribute or otherwise disseminate or make available this document or the information contained in it without the express written consent of The Presidents' Council.

Bidders shall not include or reference this RFP in any publicity without prior written approval from The Presidents' Council, if granted, shall be granted by the individual named above. Bidders must accept all of the foregoing terms and conditions without exception. All responses to the RFP will become the property of The Presidents' Council and will not be returned.

## **SECURITY AND NONDISCLOSURE AGREEMENT**

Bidders, as part of the proposal should sign the non-disclosure agreement to safeguard the confidentiality of The Presidents' Council's business information and data.

## **BIDDER PRESENTATIONS**

If required, bidders will be asked to make presentations at the Presidents' Council Offices. The Presidents' Council shall not be under any obligation to bear any part of the expenses incurred by the bidders for the presentations.

## **CONTRACT TERMS**

The Presidents' Council will negotiate contract terms upon selection. All contracts are subject to review by The Presidents' Council's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. Bidders should also be aware that the following documents would be included as attachments to the final contract:

- This Request for Proposal.
- The basic partner's proposal in response – both technical and commercial
- Any modifications to the proposal.
- An implementation Plan identifying the tasks to be completed with milestones, the assigned responsibilities, and the scheduled completion dates.

## **PROJECT MANAGEMENT**

The bidder will provide at least the following information to The Presidents' Council:

- The description of the different phases of the project,
- The methodology and approach
- Specific list of the deliverables by phase the basic partner intends to provide along the project.
- Key performance indicators proposed for service delivery.



## BASIC BIDDER DETAILS

Company Name \_\_\_\_\_

Holding Company or Parent Company (if any) \_\_\_\_\_

Company Local Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Please provide details of ownership: private/public; ultimate parent; major shareholders. Any significant changes in ownership in the last two years?**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Account Representative \_\_\_\_\_ Phone \_\_\_\_\_

Years in business \_\_\_\_\_ *Certifications (if applicable)* \_\_\_\_\_

## STAFF DETAILS

Total number of employees \_\_\_\_\_

Please provide a break-up of the number of employees by function, e.g.

Sales/Marketing \_\_\_\_\_

Administrative Staff \_\_\_\_\_

Research & Development \_\_\_\_\_

Implementation Staff \_\_\_\_\_

Technical Support Staff \_\_\_\_\_

Other \_\_\_\_\_



## CONFLICT OF INTEREST STATEMENT

[ \_\_\_\_\_ ]  
**Company Name**

The owner(s), corporate members or employees of [ \_\_\_\_\_ ], shall derive any personal profit or gain, directly or indirectly, by reason of his or her participation with The Presidents' Council. Each individual shall disclose to The Presidents' Council any personal interest or direct relationship which he or she may have and shall refrain from participation in any decision making in related manners.

Any owner, corporate member or employee of [ \_\_\_\_\_ ] who is an officer, board member, a committee member or staff member of a related organization shall identify his or her affiliation with such agency or agencies; further, in connection with any policy committee or board action specifically associated with The Presidents' Council, he/she shall not participate in the decision affecting that entity and the decision must be made and/or ratified by the full board.

At this time, I am a Board member, a committee member, or an employee of the following organizations/companies:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now this is to certify that I, except as described below, am not now nor at any time during the past year have been:

- 1) A participant, directly or indirectly, in any arrangement, agreement, investment, or other activity with any vendor, supplier, or other party; doing business with The Presidents' Council which has resulted or could result in personal benefit to me.
- 2) A recipient, directly or indirectly, of any salary payments or loans or gifts of any kind or any free service or discounts or other fees from or on behalf of any person or organization engaged in any transaction with The Presidents' Council.

Any exceptions to 1 or 2 above are stated below with a full description of the transactions and of the interest, whether direct or indirect, which I have (or have had during the past year) in the persons or organizations having transactions with The Presidents' Council.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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



---

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

## **RFP SUBMITTAL REQUIREMENTS CHECKLIST**

*Please provide Checklist with response to RFP*

- Letter of Interest
- Evidence of Financial Stability (most recent financial statements)
- Conflict of Interest Statement & Supporting Documentation
- Description of Company
- Capacity of Company
- Pricing Proposal
- RFP Submittal Requirements Checklist