



INVITATION FOR BID

TOWN OF SOUTH CONGAREE MEDIA MANAGEMENT SERVICES

The Town of South Congaree is hereby issuing this Invitation to Bid the Communications Management for the Town of South Congaree. This includes the following areas of management: Website, Social Media, and Town Digital Sign.

IFB Number: MMS-2020-0701

Bid Due Date: July 1, 2020 at 2:00 PM

Bids will be received at the Town Hall in the Town of South Congaree, South Carolina until the time specified above.

No bid may be submitted after the bid date and time. It is the sole responsibility of the bidder to ensure that the bid arrives in the correct place on time.

- Bids may be delivered to Patt Shull, Town Clerk at 119 West Berry Road, West Columbia, SC 29172 prior to the appointed time of the bid due date and time. The Town is not responsible for bids delayed in the mail, or
- Bids may be emailed to pshull@southconagree.org prior to appointed time of the bid opening. Subject line must include the following: **IFB Number: MMS-2020-0701 - Bid Due Date: July 1, 2020 at 2:00 PM**

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|---------------------------|--|
| ADDRESSED TO: | Town of South Congaree Attn: Patt Shull |
| MAILING ADDRESS: | 119 West Berry Road, West Columbia , SC 29172 |
| OFFICE PHONE: | 803-755-2760 Ext. 101 |
| Questions, E-MAIL: | pshull@southconagree.org |
| MARK ENVELOPE: | Invitation for Bids No. MMS-2020-0701 Media Specialist |
| MANAGEMENT ITEMS: | Town Digital Message Board (Sign), Town Media (Facebook, Twitter, and Instagram) and Town Website |

INSTRUCTIONS TO BIDDERS

Purpose

The Town of South Congaree, South Carolina is seeking competitive proposals from qualified companies to provide the media management services for the Town of South Congaree.

Competition Intended

The process of responding to this Invitation for Bids (IFB) should involve interested companies reviewing and analyzing the information provided herein and responding in writing to any and all items where a response is requested.

Discrepancies and Questions

Should the bidder have questions, find discrepancies in the plans and/or specifications, or be in doubt as to the meaning or intent of any part thereof, the bidder shall request clarification from the Town in writing, not later than five (5) working days prior to the bid opening. These requests should be emailed to pshull@southcongarree.org.

All questions will be answered, and any changes will be communicated through a written addendum and posted to the Town's website. It is the responsibility of the bidder to check the website for any of this information prior to submitting a bid. Failure to request such clarification is a waiver of any claim by the bidder for additional expenses because its interpretation was different from the Town's desire.

Bidder's Minimum Qualification

A qualified vendor is defined for this purpose as one who meets, or by the date of bid acceptance can meet, all requirements for licensing, insurance, and service contained within this IFB.

Instructions to Bidders

Definitions:

Bidder: This term is used to encompass the party seeking to have an agreement with the Town of South Congaree.

Town: This term is defined as the Town of South Congaree, South Carolina. All communications relating to the bid process or the resulting purchase should be directed to the Town Hall.

Purchase: This term means the agreement to be executed by the Town and the successful bidder.

Bid Preparation: All bid responses shall be:

Prepared and submitted on the forms enclosed herein, unless otherwise prescribed.

Typewritten or completed in ink, signed by the bidding company's authorized representative with all erasures or corrections initialed and dated by said signer. Each bid constitutes an offer and may not be withdrawn except as provided herein. Bid prices are to remain firm for the period stated in the Invitation for Bid.

Each bid shall include the name, address, telephone number and e-mail address of at least two (3) current customers for whom they have provided similar products. These references may be contacted, and if so, their responses will constitute a significant part in the bid evaluation process.

The Town of South Congaree assumes no responsibility for costs incurred in responding to this IFB.

Bid Submission: two (2) copies of the Bid Response shall be:

1. Submitted in a single sealed envelope with the following information written on the outside of the envelope:
 - The name of the bidding company;
 - Identification of items being bid; date and time of bid opening.

Mailed or delivered to the address shown in the IFB for receipt by the Town by the stated deadline.

All bids must be in a sealed envelope and marked "**Media Management Services; OPEN July 1, 2020 at 2:00 PM.**" The Town assumes no responsibility for unmarked or improperly marked envelopes.

2. Submitted by e-mailed to Pshull@southcongarree.org with Subject Line: **IFB Number: MMS-2020-0701 - Bid Due Date: July 1, 2020 at 2:00 PM**

3.

Bids not received by the time and date specified will not be opened or considered, unless the delay is a result of the Town, its agents, or assigns. No bid may be withdrawn for a period of sixty (60) calendar days after the bid opening, unless approved in writing by the Purchasing Officer.

All bids must be approved by the Town of South Congaree Council.

Should the bids be higher than the amount allocated by the Town for this project, the Town reserves the right to negotiate in good faith with the low bidder. Failing an agreement, the Town may reject all bids and resubmit for new bids or make any other decisions it deems to be in its own best interest.

Errors in Bid: Bidders or their authorized representatives are expected to fully inform themselves as to the conditions, requirements, and specifications before submitting bids. Failure to do so will be at the Bidder's own risk. In case of error in extension of prices in the bid, the unit price shall govern. If an error is made before submitting the bid, the error should be crossed out, corrections entered and initialed

by the person signing the bid. The Town reserves the right to waive any informalities, technical defects, and minor irregularities in bids received.

Award Criteria: The award shall be made to a bidder who submits the lowest responsible and responsive bid taking into consideration product quality, past performance, and compliance with the stated terms, conditions, and specifications. Notwithstanding the foregoing, the Town of South Congaree reserves the right to reject any or all bids, to accept any bid submitted, to waive any informality and to negotiate with the low Bidder or Bidders on any changes which the Town of South Congaree considers necessary or desirable for their own interests. The Town alone shall make such determination. In addition, Town of South Congaree's Purchasing Policies and Procedures as amended or supplemented from time to time are hereby incorporated by this reference and shall be applicable to this Request for Proposal and the Town reserves all alternatives, terms and conditions as set forth therein.

Compliance with laws: The successful bidder shall obtain and maintain all licenses, permits, liability insurance, worker's compensation insurance, and comply with all other standards or regulations required by federal, state, county, or Town statute, ordinances, and rules during the performance of any purchase between the bidder and the Town. Any such requirement specifically set forth in any purchase document between the bidder and the Town shall be supplementary to this section and not in substitution thereof.

Suspension and Debarment: The Bidder certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal, state or local agency. Where the Bidder is unable to certify to any of the statements in this certification, such Offeror shall attach an explanation to this bid.

Subcontractors: The awarded company agrees that they shall not delegate, subcontract or assign all or any portion of the project to any third party without the express written consent of the Town.

Brand Name: The use of a brand name is for the sole purpose of describing the standard of quality, performance, and a characteristic desired and is not intended to limit or restrict competition.

Local Providers: Bidders submitting proposals should keep in mind the Town's goal of supporting local businesses and supply houses for materials and labor whenever practicable, so long as pricing and other contract conditions are not adversely affected.

Scope of Services: Town of South Congaree, South Carolina is seeking a Communications

Specialist Contractor to assist in delivering the town's communication strategy.

Scope of Services:

It is the intent of this IFB to obtain proposals from qualified companies and/or individuals to establish a contract for the design and upkeep of the Town of South Congaree's Media Accounts. You will be working independently of the town but within the guidelines of Town Hall. The essential duties and responsibilities performed by this person will include, but not be limited to the following:

Website - Create and handle the management of content for the town's website and YouTube. Update web pages as requested and/or necessary, keep timely and current content.

Including but not limited to (as requested by Town Hall):

- Refresh Website to make more appealing and easier to navigate
- Update and include current pictures and current information regarding the council and town employees
- Update meeting dates, times, office schedules and holidays
- Complete the addition of past agendas and minutes to the page
- Update the website to include all business license , permits and other application and publications for easy access to public. Add financials as requested by town hall
- Continuously developing new ways to reach the citizen and business (old/new) base through South Congaree's Website

Message Board - Create and handle the town's digital message board located at Pine Street and Ramblin Road. Update as requested, keeping timely and current content in compliance with SCDOT rules and regulations.

Including but not limited to (as requested by Town Hall):

- A featured Business of the Week
- Post special events at area schools, churches, the public library, the town park or town hall
- Feature significant Birthday, Anniversaries, retirements etc. as submitted by town hall
- Continuously developing new ways to grow awareness and knowledge of town happenings through our message board
- Announce holidays and reminders as approved by town hall

Social Media - Manage the content on the Town's social media pages, keeping timely and current content and pictures, to Include Facebook, Twitter, and Instagram.

Including but not limited to (as requested by Town Hall):

- Create marketing material and design concepts for Town related events (e.g., flyers, publicity material) to be included in all media output.
- Regularly post to the town's social media accounts the town's service to the citizens or business leaders and other announcements or communications regarding the town's government or information that impacts the citizens and businesses of the town.
- Make pertinent posts regarding what is happening in and around the town, including

employees in action, the towns leadership in action and South Congaree's businesses and their products are services.

- Provide a photographer to take photos necessary to update the social media sites (events, meeting businesses, and happening around town).
- Continuously developing new ways to grow the citizen and business base in South Congaree's media accounts

Media Specialist Duties also include but not limited to :

- Receive documents, advertisement, promotional materials, photographs, videos or any other type of digital content for the town's sign, social media, or website; convert to the appropriate file format to be compatible with the various methods of communication.
- Proofread, point out necessary changes and coordinate with Town Hall any edits to ensure quality that properly represents the town before distributing communications to the public. This includes documents, advertisement, promotional materials, photographs, videos or any other type of digital content.
- If necessary, expediate the distribution of communication so that the Town of South Congaree fully complies with state laws or FOIA requirements.
- Coordinate with Town Hall any communications that might be necessary if an unfortunate or unexpected event arises that could reflect a negative image upon the town.
- Live stream, record, or edit, if necessary, any event or meeting as requested by the town.
- Assess, coordinate, and oversee the repair of any software or hardware issues or updates that may affect the website, social media accounts, or the town sign. This may require consulting with the manufacturer, a repair service or person, or in many cases multiple entities in order to see the service or updates to completion.
- Research, establish, and regularly update any website or software that allows for the sale of event tickets, or the payment of fees online.
- Covert to the appropriate format any item so that it will be compatible with both the website and social media.
- Research, establish, and regularly update any website or software that allows for the sale of event tickets, or the payment of fees online.
- Developed and released information for the town or any of its departments (Police) to multiple media outlets any information that should be seen by large sectors of the public.
- Coordinate all communication through the Town Hall.

Qualifications:

Graphic design skills, layout skills, creativity, flexibility, attention to detail, and deadline-oriented
Excellent communication, writing, and client service skills are a must

Proficient in MS Office and Adobe Creative Suite, WordPress, Constant Contact, and social media
platforms

Ability to take quality photos and photo editing (using Photoshop) for marketing material

Ability to work occasional evening events

Have an interest in exploring new design trends and technology

Possess graphic design samples or portfolio

Planning and Organizing:

Ability to manage deadlines, timetables, multi-tasking, and multiple projects simultaneously

Ability to work independently and complete tasks unsupervised

Capable of maintaining quality while working under pressure and adhering to deadlines

This position requires effective communications (both orally and written) in dealing with both external and internal audiences and development of regulatory knowledge unique to this office.

The ideal applicant is a strong writer, tech-savvy, is positive and self-motivated, and can work well under pressure and in an ever-changing environment.

How to apply: Please place following in a sealed envelope:

- Bid Sheet
- Customer Service Sheet
- Brief description of your assessment of the town's communications outlets (website, message board and social media) and the changes you would make to allow South Congaree's communications to be more effective in informing the public of the town's announcements, business and public interests.
- **Write the following on the outside of the sealed envelope:**
TOWN OF SOUTH CONGAREE MEDIA MANAGEMENT SPECIALIST
IFB Number: MMS-2020-0701
Bid Due Date: July 1, 2020 at 2:00 PM
Date & Sign

The Contractor shall employ only such workers as are skilled in the tasks to which they are assigned. The Town reserves the right to require the Contractor to remove and/or not to assign any employee the Town deems incompetent, careless, insubordinate, or otherwise objectionable to working on Town projects.

Terms & Conditions

Insurance: Company agrees that Company shall keep and maintain general automobile liability insurance in the amount of \$ 1,000,000 per occurrence for each vehicle and \$1,000,000 in aggregate for all vehicles which Company brings onto Town property or use in any manner in the provision of services, including transportation to and from the site (s) where the services are rendered; and Company further agrees that Company shall maintain general liability insurance in the amount of at least \$1,000,000 per incident/occurrence and \$1,000,000 in aggregate for all incidents/occurrence during the policy period; and Company agrees that Company shall maintain Worker's Compensation Insurance on all of the Company's employees. In no event shall Company serve as self-insurer for the purpose of Workers Compensation Insurance.

Company also agrees that Company shall provide, in a form acceptable to Town, certificates of Worker's Compensation Insurance, Automobile Liability Insurance and General Liability Insurance.

Illegal Immigration Reform Act Compliance: The contractor certifies that the contractor will comply with the requirements of Chapter 14, Title 8 of the South Carolina Code of Laws titled Unauthorized Aliens and Public Employment and agrees to provide to the Town of South Congaree any documentation required to establish either; (a) the applicability of such law to the contractor, subcontractor, and sub- subcontractor; or (b) the compliance with this law by the contractor and any subcontractors or sub-subcontractors.

Indemnification: Company shall indemnify and hold Town harmless from and against all liability, loss, damages or injury, and all costs and expenses (including attorneys' fees and costs of any suit related thereto), suffered or incurred by Town, to the extent arising from Company's or its Contractors' negligent performance of the Services under this Agreement, intentional misconduct, negligent acts or omissions, or breach of any term, covenant, representation or warranty of this Agreement.

Freedom of Information Act: All bids will be public information, per FOIA guidelines.

Iran Divestment Act: The firm certifies that: (i) it is not identified on the Final Divestment List or any other list of prohibited investments created by the SC State Treasurer; (ii) it will not take any action causing it to appear on any such list during the term of this Contract; and (iii) it will not utilize any subcontractor that is identified on any such list to provide goods or services hereunder.

Non-Appropriation of Funds: This Agreement shall be subject to the availability and appropriation of funds by Management, and Town Council. If the Council does not appropriate the funding needed by the Town to make payments under this Agreement for a given fiscal year, the Town will not be obligated to pay amounts due beyond the end of the last fiscal year for which funds were appropriated. No act or omission by the Town, which is attributable to non-appropriation of funds, shall constitute a breach of or default under this Agreement.

WMBE Statement: It is the policy of the Town of South Congaree to provide minorities and women equal opportunity for participating in all aspects of the Town's contracting and procurement programs, including but not limited to employment, construction projects, and lease agreements consistent with the laws of the State of South Carolina.

It is further the policy of the Town of South Congaree to prohibit discrimination against any person or business in pursuit of these opportunities based on race, color, national origin, religion, sex, age, handicap, or veteran status.

It is further the policy of the Town of South Congaree to conduct its contracting and procurement programs so as to prevent such discrimination and to resolve any and all claims of such discrimination.

Town Business License: The successful company, prior to execution of the contract, must possess or obtain a Town of South Congaree business license. Such license must be maintained throughout the duration of the contract. The fee for such license is based on the amount of the contract with the Town if the company is not currently doing other business inside the Town limits. If the company is currently doing other business within the Town limits of South Congaree, and does not possess a business license, then the fee for the license is based on the total gross receipts from customers within the Town limits. Contact the Town Business License Office at 803-755-2730 ext. 101 to determine the exact amount or to ask other pertinent questions regarding doing business in the Town of South Congaree.

Excluded Bidders: Bids from companies may be excluded for any of the following reasons:

- Reason to believe collusion exists among the companies
- The company is involved in any litigation against the Town
- The company is in arrears on any existing contract or has defaulted on a previous contract with the Town
- Lack of financial stability
- Failure to perform under previous or present contracts with the Town
- Is currently debarred by the State of South Carolina Procurement Services

Excluded Vendors/Companies can resubmit complete company information with references for Town review after a minimum of one year from the last excluded bid. Town will contact Vendor/Company with its decision within 30 days of company information submittal. Town reserves the right to include or exclude said Vendor/Company based on findings.

THIS AND THE PREVIOUS PAGES DO NOT NEED TO BE RETURNED WITH BID

Bid Sheet

We, the undersigned, do hereby affirm that we have read and understand the enclosed bid requirements and specifications; and do submit this bid for the items listed below:

Provide media management services for the Town of South Congaree for a period of thirty-six (36) months at a monthly rate of:

Cost for media management services, as outlined above \$ _____/month

Company (full legal entity name): _____

Name: _____ Title: _____

Signature: _____ Date: _____

Telephone Number: _____ Fax Number: _____

Address: _____

Email: _____

***The questions below are for tracking purposes only and will have no bearing on the award of the contract. ***

Is your company located within the South Congaree Town limits? _____

Is your company located within Lexington County? _____

Is your company a minority or woman-owned business enterprise (M/WBE)? _____

MWBEs are for-profit small business concerns where minority individuals or women own at least a 51% interest and also control management and daily business operations. African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans are presumed to be minorities.

Bidders should submit 2 copies of Bid Sheet

Customer Service Sheet

Please remember, although you are a contracted Town service, you each represent the Town of South Congaree during all work performed, face-to-face, social media, website and at events, as well as telephone conversations. These guidelines are to give all contract employees a solid feeling for what the Town of South Congaree expects from any contracted service.

Overview:

- Be friendly, courteous, and helpful at all times – through management of (phone service, email service, social media service, etc.)
- Contract members must NEVER contribute to negativity, rumors, slander, gossip regarding any town hall business or employee, town citizens or those conducting business inside the town limits of South Congaree
- Never discuss problems or concerns, likes or dislikes, or disagreements regarding the Town of South Congaree, her citizens, town council, employees of the town or companies doing business in the town with anyone outside of the Town Hall
- Be willing to take others advice or criticism without it affecting your duties/attitude as the Media Management Specialist
- All media (words, actions, pictures, etc.) must be positive and uplifting to the citizens, business owners and employees of the Town of South Congaree
- Always make decisions to ultimately reflect South Congaree as a Great Place to Work and Live

MEDIA SPECIALIST EMPLOYEES:

Before the Specialist can begin work, it shall investigate and determine that its employees working on any project inside the town limits of South Congaree are not listed on the sexual offender registry. If applicable, Specialist shall require all subcontractors to make a similar investigation. One such investigation within six (6) months of commencement of the project work, by the employer, fulfills the Town's requirement for the Project.

The South Congaree Police Department along with the Town of South Congaree also reserves the right to cancel any contracts, agreements, purchasing or distribution, etc., if they feel the project, purchasing, vehicle(s), and or property(s) may be in jeopardy due to the contractor's employee(s) having a criminal history which may lead to ethical issues while dealing with Town workings or investigative activities.

COMPANY: _____

PRINT NAME AND TITLE: _____

SIGNATURE: _____ DATE: _____

Bidders should submit 2 copies of Bid Sheet

BRIEF ASSESSMENT DESCRIPTION:

Print Legibly

Bidders should submit 2 copies of Bid Sheet