



CITY OF CHICO
Request for Proposal – Chico, CA
Shop Local Campaign

Request for Proposal available on the City of Chico Website:

<https://chico.ca.us/request-proposalsqualifications>

Release Date: **February 24, 2023**

Deadline for Proposals: **April 10, 2023 by 5:00pm**

Request for Proposal Inquiries:

Email: Jennifer.MacCarthy@ChicoCA.gov

REQUEST FOR PROPOSALS – *SHOP LOCAL* CAMPAIGN

Overview

This Request for Proposals (RFP) is being issued by the City of Chico (“City”) to identify qualified and available organizations, agencies or other vendors (“Respondents”) to carry out strategy, branding, and marketing processes to plan, design, and implement a *Shop Local Campaign*. When executed properly, local campaigns that inform the public about the benefits of doing business locally can build a lasting culture of support for local business and help local entrepreneurs thrive long-term.

Local businesses play a vital role in creating jobs, strengthening community cohesion, and enhancing local character. The City of Chico and the economic and workforce development partners of [Team Chico](#) work to support local businesses and build a thriving local economy. These partners look forward assisting with the *Shop Local Campaign*, as necessary.

This campaign is intended to encourage residents and institutions to think of local businesses first when making purchasing decisions, as opposed to traveling out of the area or shopping for the same goods through an out-of-area online retailer. An ideal *Shop Local Campaign* would popularize the idea of patronizing local businesses and motivate residents and institutions to adjust their behavior accordingly.

A successful respondent will:

1. **Execute a “buy local” campaign** that shifts consumer, business, and institutional spending.
2. **Facilitate collaboration through** cooperative branding, promotions, advertising, purchasing, sharing of skills and resources, mutual financing initiatives and other activities that help small businesses gain economies of scale and compete successfully.
3. **Create a strong, uncompromised voice** for local business while engaging citizens in guiding the community’s future.

Background

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the world. For more information, visit www.chico.ca.us

Chico, CA is home to a variety of retail establishments and goods producing businesses. Seen as a regional shopping and dining hub, Chico draws in shoppers from other Butte County communities and beyond. Retail businesses range from small local retailers such as [Bird in Hand](#) to large-scale retail and online establishments such as [Amain Hobbies](#), to local automotive dealerships such as [Chico Volkswagen](#). Commerce is conducted throughout the community, from [Downtown Chico](#) to [Merriam Park](#), to the [Chico Marketplace](#), and other areas. In addition, Chico has many goods producing businesses without a regular storefront, that instead can be found at specialty markets, online, or in retail establishments focusing on Chico-made products such as [Made in Chico](#).

Chico offers a number of excellent dining options. Options range from a quick meal at local favorites like [Hula’s](#), to a farm to table experience such as [Grana](#), to a taphouse such as [Sierra Nevada](#), or a fine dining experience at [5th Street Steakhouse](#).

Purchasing from local businesses and local producers creates exponential benefit to a community. Not only does the business or producer benefit from the sale proceeds, but the community sees the benefit through the creation of jobs and sales tax revenues.

During the pandemic, many consumers modified their purchasing behavior for safety and convenience reasons, turning to online retailers and other mail-order options. While this modification in behavior was a benefit to some businesses, many businesses were negatively impacted by this change.

Through this *Shop Local Campaign*, the City is not looking to modify **HOW** people choose to shop, instead, we are looking to modify **WHERE** people choose to shop, encouraging people to Choose Chico!

In a separate effort, the City of Chico is developing a travel and tourism brand, "Travel Chico". The work that is done for the *Shop Local Campaign*, although not directly linked, may feed into the "Travel Chico" brand in the future. See Resources for more information on "Travel Chico".

Funding

1. Total project budget for the *Shop Local Campaign* is \$250,000. The project is funded through an allocation of one-time funds through the American Rescue Plan Act.
2. The project budget shall be cover all costs associated with the planning, design, and implementation of a year-long *Shop Local Campaign*.

SCOPE AND OBJECTIVES

To address the issues sited above, the Chico City Council allocated funding toward a year-long *Shop Local Campaign*. Respondents shall consider the following objectives and proposed scope elements in their response. It is anticipated that Respondent will be the lead creative for all elements of the scope, and (when feasible) work with local vendors through a sub-contract to secure the implementation of other aspects of the campaign.

Lasting shifts result when people respect and appreciate the value top-quality local businesses provide and the cultural and local flavor that they bring to the City of Chico.

1. **Why Local Matters** - The goal for a buy local campaign is to create a cultural shift whereby:
 1. Most residents come to identify themselves as "the kind of person who supports local businesses."
 2. The community supports local business and makes doing business locally a point of pride.
2. **Assets to Build On** – This year long campaign should launch and create a culture of support for local business. While this cannot be bought with a marketing blitz or short-term work, it can be achieved through sustained, multi- faceted education that embeds several key concepts into residents' consciousness. Assets for the campaign should have a shelf life beyond one year.
3. **Use Inclusive Language to Build a Broad Base** - Frame the campaign to include all potential allies. The strongest campaign will engage businesses of every sector, demographic, and location in the community to demonstrate their inclusivity.

Objectives

The two major project objectives of the *Shop Local Campaign* include:

1. **Business Awareness** – highlight local businesses and goods produced. Objective is to bring awareness to consumers within the regional shopping area (Butte, Glenn, Tehama Counties) of the variety of retail establishments and goods available in Chico.
2. **Consumer Awareness** – educate the local community on the impacts of shopping local. Objective is to change the mindset of consumers to think local first based on the positive impact to the local community.

Scope of Services

The City is looking for a qualified Respondent to develop and carry out strategy, branding, and marketing associated with a *Shop Local Campaign*. It is anticipated that multiple vendors will be the involved in the implementation of the *Shop Local Campaign*. When developing a scope of work, the Respondent shall employ a broad strategy that may require many subcontractors. Respondent should outline clearly state which tasks will be completed by outside subcontractors/vendors and make an effort to interview and consider local businesses for the tasks.

When developing a proposed scope of work, key deliverables for consideration include:

- **Brand** – development of logo and primary tagline, should aim for broad appeal.
- **Video** – development of *Shop Local* video clips of local businesses and goods produced. Videos to run through television advertisements and social media.
- **Social Media** – development of *Shop Local* posts on Facebook, Twitter, and Instagram highlighting local businesses and goods produced as well as general information on the benefits of shopping local.
- **Digital Advertising** – develop and implement a digital advertising campaign.
- **Radio Promotion** – development of *Shop Local* radio spots highlighting local businesses and goods produced as well as general information on the benefits of shopping local.
- **Print Media** – development of *Shop Local* print advertisement. Engagement with local media to encourage the media to highlight local business throughout the *Shop Local Campaign*.
- **Outdoor Advertising** – development of strategically placed *Shop Local* billboard ads.
- **Media Kit** – development of key program assets that may be used by other businesses to help spread the “Shop Local” word. This could include social media graphics, radio or video scripts, and key tag line associated with Chico’s *Shop Local Campaign*.
- **Swag** - Visible materials like window decals, posters, tote bags, and bag stuffers to help convince businesses that participating by using the *Shop Local* logo and messaging in their own ads, website, invoices and elsewhere will boost the campaign’s power and benefit them.
- **Community Partnership** – outreach to community partners to encourage the spread of the *Shop Local* message and encourage their development of creative ways to promote local.
- **Business Selection** – proposed process for the determination of which businesses and/or good producers to highlight during the campaign.

When developing the campaign, consideration should be given to:

- **Tell Stories** - Educating the community about the many objective benefits of doing business locally is critical, but effective persuasion involves appealing both to the audience’s emotions and their intellect.

- Personalize through testimonials - Show the faces and stories of local business owners. Collect and publicize anecdotes about positive experiences people enjoy. Highlight remarkable stories of the local business owner.
- Combine In-depth Education with Constant Reminders - Plan to generate feature stories, interviews, newspaper commentaries and in person presentations that tell stories and thoroughly explain the economic, civic and environmental importance of local business.

Measurement and Evaluation

This campaign should have measurement targets that help achieve growth in the local economy.

Respondent’s proposal shall clearly state how they will we define success. What are the key measurements that will be tracked to determine success? For example:

- Number of people who utilized tools, sales tax tracking, focus groups – were tools helpful, website used, social media impressions, engagement of community, collaboration amongst groups, metrics on digital/tv/etc.

PROPOSAL CONTENTS and SUBMITTAL REQUIREMENTS

Proposals shall include, but are not limited to, the following information:

1. Transmittal Letter
 - a. Addressed to Jennifer Macarthy, Deputy City Manager
 - b. Signed by an officer of the Respondent organization. In the case of joint venture or other joint-prime relationship, an officer of each venture partner must sign.
2. Project Approach and Organization
 - a. Provide proposed approach to the development of a Shop Local Campaign.
 - b. Detail the proposed scope and deliverables to be included within the proposed campaign, considering the campaign objectives and proposed scope elements detailed in this RFP.
 - c. Describe the proposed deliverables to be completed by the Respondent and those to be completed by other outside agencies working with the Respondent.
 - d. Provide information on the proposed measurements of success.
3. Proposed Schedule
 - a. Provide schedule associated with proposed scope, with work anticipated to begin approximately **May 1, 2023**.
4. Project Personnel-Statement of Qualifications and Experience for the personnel who will perform services under this proposal.
 - a. Include information on proposed staffing position(s).
 - b. Include the systems in place to manage financial accounting, fiduciary responsibilities, and ensure adequate oversight and management of fiscal systems.

- c. The Respondent and individuals assigned to work on the campaign must be in good standing with the Federal government (not debarred), as well as with the City and County.
 - d. Provider must acknowledge if they have been terminated or forfeited unencumbered funds from contracts when working with government agencies (within the past five years).
5. Itemized Budget for Required Scope of Services
 - a. Please provide a detailed program budget.
6. Relevant Work and References
 - a. Provide three (3) examples of work completed by Respondent that is similar to what is being detailed in this RFP. Include references for each example provided.
7. Additional Information
 - a. Name, title, address, telephone number, fax number and e-mail address of the individual with authority to sign the agreement and who may be contacted during the period of Proposal evaluation.
 - b. Type of business entity the Provider organization is (e.g. California corporation, partnership, individual doing business as [name]).
 - c. Mailing address(es) for mailing the agreement, correspondence and any future payments.
8. Proprietary Information
 - a. All responses to this RFP become the property of the City. If submitting financial or proprietary information believed to be exempt from Public Records Act disclosure, please label each confidential or proprietary page as such. Although a document may be labeled “confidential” or “proprietary” information may still, at the City’s discretion, be subject to disclosure under the Public Records Act.

Submittal Requirements

Respondents are required to submit eight (8) copies of their Proposal, one (1) of which is unbound, and one (1) electronic copy. Proposals are to be response to the RFP as issued.

The electronic copy must be in searchable and printable Portable Document Format (.pdf) and must be submitted on a USB flash drive. Respondents should be aware that the electronic copy will be used by the City to produce additional printed copies of the submittal, should they be needed.

Proposals must be received no later than **5:00 PM on April 10, 2023**. Proposals shall be addressed to:

City of Chico
411 Main Street
PO Box 3420
Chico, CA 95927
Attn: Jennifer Macarthy, Deputy City Manager

Proposals received after the deadline will not be accepted and will be returned unopened. Postmarks will not be accepted. City of Chico assumes no responsibility for delay in delivery of the proposal to the designated delivery location by the United States Postal Service, City mail services, electronic mail, or by any other means.

Questions and Requests for Clarification

Questions relating to this RFP should be directed in writing to: Deputy City Manager, Jennifer Macarthy via e-mail: Jennifer.Macarthy@chicoca.gov, and be received no later than **March 13, 2023 at 5:00pm**.

The City will not consider questions received after the **March 13, 2023** due date. No telephone or oral requests will be considered. Questions and requests for clarification from a Respondent must be submitted by only a single representative of that Respondent’s company and must include the requestor’s name, address, telephone number, and email address, and the company that he/she represents. The City may rephrase questions as it deems appropriate and may consolidate similar questions. The City may also create and answer questions independent of the Developer’s question(s).

Written responses to submitted questions will be included in an RFP Addenda, in the sole discretion of and sent by the City to all registered Respondents.

RFP Estimated Timeline:

Tentative Schedule Activities	Schedule
RFP Advertised	February 24, 2023
Last Day to Submit RFP Questions	March 14, 2023
RFP Addenda Issued (if required)	March 17, 2023
Proposals Due	April 10, 2023 – 5:00pm
Interviews of Top Scoring Proposals (if necessary)	April 21, 2023
Firm(s) selected	April 28, 2023
Shop Local Campaign Planning/Design (estimated)	May 1, 2023 – October 31, 2023
Shop Local Campaign Implementation (estimated)	November 1, 2023 – April 30, 2024

PROVIDER SELECTION PROCESS

Evaluation of Proposals

The following sample of criteria and points for each criterion, for a total of 100 points, may be used in evaluating and rating the proposals:

1. Relevant Experience (40 points)
 - a. Past, recently completed, or on-going projects to substantiate experience.
 - b. Past, recently completed, or on-going projects working with local governments to substantiate experience.

2. Approach (40 points)
 - a. Approach to campaign planning.
 - b. Approach to campaign implementation.
 - c. Understanding how to approach campaign given knowledge of the Chico community.

3. Cost Effectiveness (20 points)
 - a. Cost of total proposal, and cost of proposal elements.

Compliance with Terms and Conditions of Contractual Services Agreement

The Respondent will be required to comply with all terms and conditions set forth in the City of Chico Standard Form Contractual Services Agreement (see Attachment A). Any exceptions from these terms and conditions must be specified in the proposal and any exception may be a basis to reject the proposal from further consideration.

General Information

1. The successful Provider selected for these services may be asked to obtain or provide proof of having a current City of Chico Business License Tax Certificate, Tax ID number and obtain a DUNS number (<https://www.dnb.com/duns-number/lookup.html>).
2. All responses to the RFP become the property of the City.
3. The RFP does not commit the City to award a contract or to pay any costs incurred in the preparation of the proposal.
4. The City reserves the sole right to evaluate each proposal and to accept or reject any or all proposals received as a result of the RFP process.
5. The City reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of the RFP and/or RFP process, to obtain further information from any and all Respondents and to waive any defects as to form or content of the RFP or any responses by any Respondent.
6. The City may require Respondent to participate in negotiations and submit revisions to Respondent's proposals as may result from negotiations.
7. Equal Employment Opportunity/Non-Discrimination - City's policies promote a working environment free from abusive conduct, discrimination, harassment, and retaliation; and require equal opportunity in employment for all regardless of race, religious creed (including religious dress and grooming practices), color, national origin (including language use restrictions), ancestry, religion, disability (mental and physical), medical condition, sex, gender (including gender identity and gender expression), physical characteristics, marital status, age, sexual orientation, genetic information (including family health history and genetic test results), organizational affiliation, and military or and veteran status, or any other consideration made unlawful by local, State or Federal law. City requires Respondent to be in compliance with all applicable Federal and State and local equal employment opportunity acts, laws, and regulations and Respondent is responsible for ensuring that effective policies and procedures concerning the prevention of abusive conduct, discrimination, harassment, and retaliation exist in Respondent's business organization.

8. The Fair Political Practices Act and/or California Government Code Section 1090, among other statutes and regulations may prohibit the City from contracting with a Respondent if the Respondent or an employee, officer or director of the Respondent's, or any immediate family of the preceding, is serving as a public official, elected official, employee, board or commission member of the City who will award or influence the awarding of the contract or otherwise participate in the making of the contract. The making of a contract includes actions that are preliminary or preparatory to the selection of a Provider such as, but not limited to, involvement in the reasoning, planning and/or drafting of solicitations for bids and RFPs, feasibility studies, master plans or preliminary discussions or negotiations.

Protest Procedure

Respondents that submitted a proposal but were unsuccessful in the attempt to be selected may request, in writing, a debriefing from the City of Chico, Project Manager assigned to the project. Developers that have received a debriefing, but continue to feel aggrieved in connection with the solicitation or award may submit a protest to:

Attn: City Manager
City of Chico
P.O. Box 3420
411 Main Street (3rd Floor)
Email: CMWeb@Chicoca.gov

All protests must be made in writing, signed by an individual authorized to sign the submitted proposal and must contain a statement of the reason(s) for the protest citing the law, rule, regulation or procedure on which the protest is based. Potential Respondent capabilities, proposal characteristics and / or pricing features that were not included in the Respondent's proposal shall not be introduced during the protest process. To be considered, the protest must be submitted within five (5) working days from the date provided on the Results Notification letter, issued by the City. Decision(s) regarding protests will be made by the City Manager, in a timely manner following receipt of the written protest, and after consultation with the City Attorney (if appropriate). The protestor will be notified in writing.

Resources

The following links provide resources that may be helpful when developing an RFP response:

- [Travel Chico](#)
- [City of Chico Sales Tax Update 2Q 2022](#)
- [Chico by the Numbers](#)
- [Chico Business Assistance Resources](#)
- [Explore Butte County \(Butte County Tourism Business Improvement District\)](#)

-End of Request for Qualifications-