

# County of Henry

P.O. BOX 7  
COLLINSVILLE, VIRGINIA 24078-0007  
<http://www.co.henry.va.us/>

TELEPHONE (276) 634-4670  
FAX (276) 634-4535



MEMBER OF  
VAGP  
NIGP

PURCHASING DEPARTMENT

**FEBRUARY 20, 2014**  
**REQUEST FOR PROPOSAL**  
**RFP # 14-03063-A128**  
**HENRY COUNTY PURCHASING DEPARTMENT**

The County of Henry solicits firms to submit proposals for “**Consulting Services for Placemaking, Destination Tourism, Branding and Marketing for the Smith River Small Towns Collaborative.**” The **original** and **five (5)** submittals (**FOR A TOTAL OF SIX (6) PROPOSALS**), marked “**Smith River Small Towns Collaborative**” RFP #14-03063-A128 will be received in a sealed envelope not later than **3:00 p.m., Local Prevailing Time, March 6, 2014, in the:**

**Purchasing Department, Room 210**  
**Attn: Carole Jones, Chief Purchasing Agent**  
**Henry County Administration Building**  
**P.O. Box 7 (Postal Service)**  
**3300 Kings Mountain Road (UPS or FedEx)**  
**Collinsville, VA 24078-0007**

Facsimile and/or electronic proposals will not be accepted. Proposals received after the announced time and date of receipt, by mail or otherwise, will be returned unopened. Nothing herein is intended to exclude any responsible firm or in any way restrain or restrict competition.

On the contrary, all responsible firms, local, faith-based, minority-owned and female-owned are encouraged to submit a proposal.

The County/PSA reserves the right to reject any or all of the proposals, to waive informalities and to award in part or in whole any or all proposals. Any proposal submitted **MUST** be signed by an individual authorized to bind the offeror.

RFP# 14-03063-A128

Enclosed is a ***“Proposal Requirements and Non-Collusion Statement”*** that must be signed and returned with the proposal or proposal shall be rejected.

If you desire not to quote on this proposal, please forward your acknowledgement of NO PROPOSAL SUBMITTED to the above address. Otherwise, your name shall be removed from our bidders list after three (3) non-responses.

**Contract Period**

A notice of award will be signed and publicly posted once this RFP has been approved. The date on the notice of award will be when the RFP becomes effective (not date of service). This contract shall be good until project is complete. **The County/PSA reserves the right to negotiate with the awarded vendor, on similar type projects in the future, without going through the procurement process for the length of this RFP which shall not exceed June 30, 2019. However, this does not bind the County nor the awarded vendor to be used for future projects.** Under the VA Procurement Act, the County/PSA reserves the right to negotiate extending this contract for not more than one (1) additional year after original contract terms. **The above terms shall override any other written terms in this RFP and/or verbal comments made during negotiations, unless authorized by Chief Purchasing Agent.**

**Piggy Back Clause**

**This contract shall be available for piggy backing for any other state and local agency or government agency.**

**ILLEGAL ALIENS**

**Vendor promises they will not hire illegal aliens. By signing this proposal document the vendor confirms this promise.**

**SPECIAL TERMS AND CONDITIONS**

During the performance of any contract awarded pursuant to this RFP, the contractor agrees as follows:

- A. The contractor will not discriminate against any employee or applicant for employment because of race, religion, color, sex, or national origin, or handicaps, except where religion, sex or national origin is a bona fide occupational qualification reasonably necessary to the operation of the contractor. The Contractor agrees to post in conspicuous places, available to provisions of this nondiscrimination clause.
- B. The Contractor, in all solicitations or advertisements for employees placed on behalf of the contractor, will state that such contractor is an equal opportunity employer.
- C. Notices, advertisements, and solicitations placed in accordance with federal law, rule or regulations shall be deemed sufficient for the purpose of meeting the requirements of this section.

The Contractor shall include in provisions of the foregoing paragraph A, B, and C in every subcontract or purchase order over \$5,000 so that the provisions will be binding upon each subcontractor or vendor.

**PROPOSAL REQUIREMENTS AND NON-COLLUSION STATEMENT**

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth. My signature also certifies that the accompanying proposal is not the result of, or affected by, any unlawful act of collusion with another person or company engaged in the same line of business or commerce, or any act of fraud punishable under Title 18.2, Chapter 12, Article 1.1 of the Code of Virginia as amended. Futhermore, I understand that fraud and unlawful collusion are crimes under the Virginia Governmental Frauds Act, the Virginia Bid Rigging Act, and Virginia Antitrust Act, and Federal Law, and can result in fines, prison sentences, and civil damage awards.

I hereby certify that I am authorized to sign as a Representative for the Firm:

NAME OF FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

SIGNATURE \_\_\_\_\_

NAME (TYPE/PRINT) \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

TELEPHONE(    ) \_\_\_\_\_

FAX(    ) \_\_\_\_\_

**RFP# 14-03063-A128**

THE 2007 SESSION OF THE VIRGINIA GENERAL ASSEMBLY, PASSED THE HB 1707/SB 1346 BILL, EFFECTIVE ON JULY 1, 2007. HENRY COUNTY IS REQUIRING ALL VENDORS TO ABIDE BY THE FOLLOWING NEW LEGISLATION.

HB 1707/SB 1346

PROVIDES THAT AS A CONDITION OF AWARDING A CONTRACT FOR THE PROVISION OF SERVICES THAT REQUIRE THE CONTRACTOR OR HIS EMPLOYEES TO HAVE DIRECT CONTACT WITH STUDENTS ON SCHOOL PROPERTY DURING REGULAR SCHOOL HOURS, THE SCHOOL BOARD MUST REQUIRE THE CONTRACTOR TO PROVIDE CERTIFICATION THAT ALL EMPLOYEES WHO WILL HAVE DIRECT CONTACT WITH STUDENTS HAVE NOT BEEN CONVICTED OF A FELONY OR ANY OFFENSE INVOLVING THE SEXUAL MOLESTATION OR PHYSICAL OR SEXUAL ABUSE OR RAPE OF A CHILD. THE BILL ALSO PROVIDES THAT THE REQUIREMENT BE WAIVED IN EMERGENCY SITUATIONS WHEN IT IS REASONABLY ANTICIPATED THAT THE CONTRACTOR OR HIS EMPLOYEES WILL HAVE NO DIRECT CONTACT WITH STUDENTS.

PLEASE INDICATE APPROPRIATE BOX BELOW.

\_\_\_\_\_ I AGREE TO ABIDE BY THIS LEGISLATION HB 1707/SB 1346.

\_\_\_\_\_ THIS LEGISLATION DOES NOT APPLY TO THIS SOLICITATION.

THE AWARDED VENDOR MAY BE REQUIRED TO PROVIDE ADDITIONAL PAPERWORK BUT ONLY A SIGNATURE IS NECESSARY AT THIS TIME.

\_\_\_\_\_  
AUTHORIZED VENDOR SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
COMPANY NAME

\_\_\_\_\_  
PRINTED NAME AND TITLE

**Subcontractor Information**

**Must fill form out completely even if no subcontractors are being used.**

You must check appropriate box below and list any subcontractors that will be used for this RFP# **14-03063-A128** for **Consulting Services for Placemaking, Destination Tourism, Branding and Marketing by Planning Dept., Mary Ann Mason.**

\_\_\_\_\_ I will be using subcontractors. (See list below)

\_\_\_\_\_ I may or may not be using subcontractors. Not sure at this time. If you are the awarded vendor, you are responsible for contacting Commissioner of Revenue's Office at (276-634-4691) with subcontractor information. Payment of invoices is contingent upon receiving required information.

\_\_\_\_\_ I will not be using subcontractors.

1.) Subcontractors Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

2.) Subcontractors Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

3.) Subcontractors Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

4.) Subcontractors Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

5.) Subcontractors Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

6.) Subcontractors Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Telephone # \_\_\_\_\_

**Bidders Company Name** \_\_\_\_\_

**Bidders Authorized Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Bidders Telephone #** \_\_\_\_\_ **Federal ID #** \_\_\_\_\_

\*Note- Add a separate sheet if you need additional space for subcontractors

**COUNTY OF HENRY, VA  
REQUEST FOR PROPOSALS  
RFP #14-03063-A128**

**CONSULTING SERVICES FOR PLACEMAKING, DESTINATION TOURISM, BRANDING AND  
MARKETING  
FOR THE SMITH RIVER SMALL TOWNS COLLABORATIVE  
FOR BASSETT, STANLEYTOWN, FIELDALE, AND KOEHLER, VA**

**I. Purpose**

The purpose of this Request for Proposals (RFP) is to solicit sealed proposals to establish a contract through competitive negotiations for consulting services, provided by a firm authorized to do business in the Commonwealth of Virginia, for the Smith River Small Towns Collaborative. A Community Development Block Grant (CDBG) Planning Grant from the Virginia Department of Housing and Community Development (DHCD) will fund this project.

**II. Background Information**

In February 2013, The Harvest Foundation (Martinsville, VA) created the Smith River Small Towns Collaborative – an initiative to bring community leaders around the table to develop a shared vision for placemaking and destination tourism for the small towns of Bassett, Stanleytown, Fieldale and Koehler, VA. With the Smith River as the common denominator, the Collaborative began facilitated meetings in April 2013.

After a series of meetings, the first product of the Collaborative was a map of the “15 Magical Miles” (from Bassett south to Koehler), which features annual events, recreation, industrial heritage, historic buildings/sites, and dining/shopping/lodging. Partnering with the Tourism and Film Division of the Martinsville/Henry County Economic Development Corporation, these assets are being promoted.

Another Collaborative product was the identification of priorities in two major categories: revitalization/curb appeal and needed/enhanced amenities. The top four priorities for revitalization/curb appeal are: creation of town squares/town corners, signage (cohesive, attractive, color coordinated), street lights (cohesive, historic), and landscaping (with suggested plant materials). Also discussed were: façade improvements, sidewalk improvements, and development of worker housing.

The top four priorities for needed/enhanced amenities are: walking/biking trails (expansion for connectivity of all trails), bait shop/outfitter (for fishing, canoeing, biking, etc.), enhance the Bassett train depot (caboose/dining/kitchen car, excursions, crafts), and creation of an outdoor music venue. Also discussed were: camping area(s), recreation complex, and fairground(s).

Now that the assets and a shared vision have been identified, the next step is to focus on fine tuning the priorities for implementation through the creation of a master plan. The master plan

will revolve around placemaking, destination tourism, branding and marketing, and will be used for the layering of a variety of federal/state/local grant resources.

### **III. Project Description**

The County of Henry has received CDBG Planning Grant funding to create a master plan for the implementation of priorities identified by the Smith River Small Towns Collaborative, focusing on a shared vision for Bassett, Stanleytown, Fieldale and Koehler, Virginia.

### **IV. Scope of Work**

The selected consulting firm shall be responsible for the facilitation of the fine tuning of the priorities and the creation of the master plan, by working with the Smith River Small Towns Collaborative and its community partners (County of Henry, Martinsville Henry County Economic Development Corporation, Phoenix Community Development Corporation, and Dan River Basin Association).

For the master plan, consulting services must focus on placemaking, destination tourism, branding and marketing, with additional technical assistance to identify potential federal/state grant resources.

### **V. Competencies and Skills**

The selected consulting firm must have the following competencies and skills, suitable for taking the work of the Smith River Small Towns Collaborative to the next level:

- recognized thought-leader in the areas of placemaking, destination tourism, branding and marketing, with experience facilitating major efforts in these areas;
- experience in carrying out a variety of strategies related to placemaking, destination tourism, branding and marketing;
- proven record of success in developing master plans for complex multi-faceted initiatives, resulting in successful implementation;
- prior success in working collaboratively with funders, individuals and program teams; capacity and ability to synthesize and summarize findings for both internal and external stakeholders and general audiences.
- Knowledge and familiarity of the firm with the procedures of the Virginia CDBG Program.

The consulting firm is expected to meet all deadlines and deliver high-quality, well-written, clear and concise, interim findings, summary reports, and final reports suitable for broad dissemination.

## **VI. Proposal Guidelines**

The proposal is an opportunity to demonstrate your thinking and capabilities to conduct this project, and suggest the methodological approaches that will best maximize long-term impact.

Please include the following in your proposal:

1. An overview of the general design components for this project.
2. A plan for engaging the Collaborative and multiple community partners.
3. Ideas for disseminating and presenting deliverables, keeping in mind target audiences and strategies for reaching those audiences.
4. Challenges you see with this project and how you propose to address them; include lessons learned from past projects that will help you with this initiative.
5. A brief biographical sketch for key team members, outlining roles/responsibilities, credentials, and applicable experience.
6. A comprehensive list of all related projects that the firm and team members have worked on in the past five (5) years.

## **VII. Proposal Content**

Proposal should include the following sections:

### **Project Components/Activities/Deliverables**

A narrative describing the proposed project, by addressing items 1 through 4 under Proposal Guidelines.

### **Work Plan**

A work plan outlining the process to be undertaken, with an accompanying timeline and benchmarks.

### **Qualifications/Experience**

Description of your qualifications and prior experience, as outlined in the Competencies and Skills section.

### **References**

Up to five professional references (contact information only) of persons knowledgeable about the quality of your work on similar projects within the past five (5) years.

## **Appendices**

- Biographical sketch for key team members (per item 5 under Proposal Guidelines)
- Sample plan/report (per item 6 under Proposal Guidelines)

## **VIII. Selection Criteria**

Proposals will be evaluated based on the following information:

1. Understanding of the project.
2. Approach to organize and manage the project.
3. Past work experience, demonstrating ability to develop similar projects in a timely manner.
4. Capacity to accomplish the work in the specified time.
5. Availability of staff to carry out contracted services efficiently and expeditiously.
6. Stability and continuity of personnel and management structure.
7. Capacity to sustain loss of key personnel without adverse effect on current work, including associated consultants.

## **IX. Selection Process**

A selection committee will review all proposals. Formal or informal discussions may take place with consulting firms that the committee selects as the most qualified. **Be prepared to make a presentation on March 11, 2014 if your firm is selected as a finalist.** The County of Henry reserves the right to final selection of consultant, waive informalities and/or irregularities, accept or reject any or all proposals for services, and award the contract as deemed to be in the best interest of the County.

## **X. General Conditions**

In order to be practicable and fiscally advantageous for the consulting firm and the County, the County reserves the right to negotiate with the awarded firm, on similar type future projects, without going through the procurement process for a period of 5 years. This RFP shall be good until June 30, 2019. However, this shall not bind the firm or the County to be used for future projects.

**Proposal submittals of the original and five (5) copies, (for a total of six (6) Proposals), marked “Smith River Small Towns Collaborative, RFP # 14-03063-A128” must be received no later than 3:00 pm, March 6, 2014 in:**

**Purchasing Department, Room 210  
Henry County Administration Building  
3300 Kings Mountain Road, P. O. Box 7  
Collinsville VA 24078**

**Proposals received after the deadline will not be considered. Facsimile and/or electronic proposals will not be accepted.**