

Solicitation of Quotes / Request for Proposals

Posted: September 29, 2015

Create and Distribute a Suffolk County Economic Development Educational and Promotional Documentary

Suffolk County is committed to creating economic development opportunities and to educate prospective businesses and a potential workforce pipeline. In order to achieve this goal, the Department of Economic Development and Planning (EDP) is exploring educational strategies and promotional platforms. The educational narrative is to showcase how Suffolk County, through implementation of various technical and financing programs, the department acts as a one-stop resource for all type of business sectors and their respective needs. The Department seeks a consultant experienced in designing and implementing strategies to educate potential workforce individuals and businesses about the existing and future transformative economic development projects within Suffolk County, as well as the benefits of living and working in Suffolk County.

Quotes from interested parties regarding this initiative should demonstrate the ability to accomplish the following:

- Recommend platforms to educate a population about the transformative economic development benefits of living and working in Suffolk County.
- Develop an implementation plan for such strategies to educate an expansive population through a media platform about the benefits of living and working in Suffolk County.

Interested parties should respond by October 9, 2015, with information documenting the following:

- Experience in designing and implementing educational platforms.
- Experience in designing and implementing educational platforms that can be viewed in a short-form documentary and a high-end one minute educational documentary.
- Documented success in working with municipalities or similar agencies to achieve goals of successful distribution, including distribution to Public Television stations in all 50 states.
- Documented success in working with Public Television stations to produce estimated viewership of educational documentaries at 60 million households/viewers).
- Proven record of designing and implementing criteria and resource collection to design a high-end educational documentary.
- Proven record of designing, filming and editing, including all pre- and post-production for a Public Television Story, a 5-6 minute documentary and a 1 minute educational spot.
- Examples of comparable projects completed for other local governments or quasi-government organizations of similar size including names and contact information of references

The contract will be for the one year period beginning November 1, 2015 and completed by December 31, 2015. The contractor will receive the licensing rights to the Public Television documentary, the 5-6 minute corporate documentary, and the educational commercial as well as a DVD and digital files of the aforementioned segments at the end of the project, at no further cost. The contract will have a maximum remuneration of \$24,000. Interested parties should also provide the following:

- Name of applying entity or organization
- Address and contact information
- Federal Identification Number
- Fee schedule (hourly rate) and outline of time required to complete required tasks
- Resume(s) of Consultant(s)

Please forward all responses to:

Regina Zara
Suffolk County Economic Development and Planning
P.O. Box 6100
H. Lee Dennison Building
100 Veterans Memorial Highway
Hauppauge, New York 11788

All questions regarding this Solicitation should be sent to: regina.zara@suffolkcountyny.gov

Solicitation Policies and Procedures

- a. It is the County's intent to select the Responder(s) that provides the best solution to the County's needs.
- b. The County reserves the right to amend this Solicitation. The County reserves the right to reject any or all of the Responses, or any part thereof, submitted in response to this Solicitation, and reserves the right to waive formalities if such action is deemed to be in the best interest of the County. The County reserves the right to request additional information from any Responder. The County reserves the right to award negotiated contracts to one or more Responders.
- c. This Solicitation is not intended and shall not be construed to commit the County to pay any costs incurred in connection with any response or to procure or contract for any services.
- d. The decision to award a contract shall be based on the ability of the Responder to provide quality and needed services and to comply with all applicable laws, rules, and regulations.
- e. The award of any contract will be made in the best interest of the County.
- f. Each Response will be examined to determine whether it is responsive to the requirements of this Solicitation. All responsive proposals will be evaluated in accordance with the required criteria outlined in the Solicitation.
- g. While the County is under no obligation to contact Responders for clarifications, it reserves the right to do so. Depending on the number and quality of the Responses submitted, the County, at the sole discretion of the Evaluation Committee, may elect to interview all or some of the Responders during the selection process and to request presentations.
- h. Bidders shall complete and submit a Form SCEX 22, "Public Disclosure Statement," as part of the bid response. This form can be obtained at <http://www.suffolkcountyny.gov/Portals/0/ecodev/Rfq/RFQ%20FORMS%20PACKET%204%2018%2013.pdf>

Reservation of Rights

The County expressly reserves the right to:

- a. Reject or cancel any or all proposals or any part thereof submitted in response to this Solicitation;
- b. Withdraw the Solicitation at any time, at the County's sole discretion;
- c. Disqualify any Proposer whose conduct and/or Proposal fails to conform to the requirements of the Solicitation;
- d. Use Proposal information obtained through site visits, management interviews, and the County's investigation of a Proposer's qualifications, experience, ability or financial standing, and any material or information submitted by the Proposer in response to the County request for clarifying information in the course of evaluation and/or selection under this Solicitation;
- e. Prior to Bid opening, amend the Solicitation specifications to correct errors, or oversights, or to supply additional information, as shall become available;
- f. Prior to Bid opening, direct Proposers to submit Proposal modifications addressing subsequent Solicitation amendments;
- g. Change any of the dates concerning the Solicitation award schedule;
- h. Eliminate any mandatory, not-material specification that cannot be complied with by all of the prospective Proposers;
- i. Waive any requirements that are not material;
- j. Award negotiated contracts to one or more Proposers;
- k. Negotiate with the successful Proposer(s) within the scope of the Solicitation, in the best interest of the County;
- l. Conduct contract negotiations with the next responsible Proposer should the County be unsuccessful in negotiations with the selected Proposer;
- m. Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of a proposal and/or to determine a Proposer's compliance with the requirements of the Solicitation.