



## City of Norwalk – Community & Economic Development

125 East Avenue, Norwalk, CT 06851

Eleven responses were collected and reviewed. Of the 11 responses, the top 6 firms were chosen for 30 minute interview sessions that were conducted by the selection committee which was comprised of staff, a member of the Parking Authority, and a member of the Common Council. Following the interviews each committee member evaluated the firms' presentations and the firm with the highest overall score was selected, DKA.

### **Transition:**

As DKA is the newly selected consultant there will be a transition of assets from MaxEx to DKA. There will be a portion of overlap of the two consultants so that the effect on businesses is non-existent. Campaigns will be continued from MaxEx in partnership with the new consultant while the new consultant implements their subsequent programming. This will ensure a smooth transition and training period for the new Norwalk Now team.

### **Overall Project and Contract Management:**

The \$100,000 annual agreement price would be covered by the Parking Authority Budget but overall project management will be from the Department of Business Development & Tourism (BDT). The consultant will provide monthly detailed invoicing that shows the scope of services advancing and the Director of BDT will approve the monthly invoice before the Director of TMP signs off on official payment. The NPA is the funding partner, while the NPA clearly has interest in promoting Business Development & Tourism and Economic Development type initiatives based on their strategic plan, the primary focus is that the funding is spent responsibly and on the agreed upon scope.

The consultant in partnership with BDT will provide quarterly updates to the contracting parties which includes the NPA and the City of Norwalk through the Mayor's Office and the Planning Committee of the Common Council. Each implemented program will have trackable indicators and KPIs to inform dollar amounts per impression. This will ensure that every implemented marketing tactic is effective and that funding is spent reasonably and responsibly.

### **Contract Terms:**

The selected consultant would enter a three-party contract with the Parking Authority, City of Norwalk, and DKA for a one-year term for \$100,000. There will be 4 subsequent 1-year contract extension options. Should for any reason the parties (NPA or the City) wish to change consultants after year one, the RFP process could begin again and a new consultant would then be selected for the 2<sup>nd</sup> term of the contract.

**ACTION: Authorize the Mayor, Harry W. Rilling, to execute a three party agreement with the Norwalk Parking Authority and Dorenburg Kallenbach Advertising to provide Citywide Marketing Communication Services in a sum not to exceed \$100,000 for Fiscal Year 2020-2021.**

**ATTACHMENT A**

**CITY OF NORWALK  
PURCHASING DEPARTMENT**



**SEALED RFPs MUST BE RECEIVED BY THE OFFICE OF THE PURCHASING AGENT, 125 EAST AVENUE NORWALK, CT 06851  
BY THE DATE AND TIME OF RFP OPENING**

<b>PROJECT NUMBER:</b>	4029
<b>REQUESTING DEPARTMENT:</b>	Economic Community Development
<b>DATE OF RFP ISSUANCE:</b>	06/11/2020
<b>TITLE OF RFP:</b>	Marketing/Communication Services
<b>RFP SUBMISSION DEADLINE:</b>	06/25/2020
<b>MANDATORY WALKTHROUGH:</b>	YES ( ) NO ( X )
<b>DATE, TIME AND LOCATION OF WALKTHROUGH</b>	N/A
<b>TIME OF RFP OPENING:</b>	2:00 PM
<b>RFP DEPOSIT REQUIRED: IF YES, AMOUNT REQUIRED</b>	YES ( ) NO ( X )
<b>SUCCESSFUL BIDDERS ONLY: PERFORMANCE &amp; PAYMENT BOND REQUIRED: IF YES, AMOUNT REQUIRED</b>	YES ( ) NO ( X )
<b>SUCCESSFUL BIDDERS ONLY: MAINTENANCE BOND REQUIRED:</b>	YES ( ) NO ( X )

**ALL TERMS AND CONDITIONS, SPECIFICATIONS AND BID FORMS ARE ATTACHED HERETO.**

**NOTE: THE FOLLOWING DOCUMENTS WILL BE REQUIRED FOR A BID TO BE COMPLIANT**

1. BIDDER'S INFORMATION AND ACKNOWLEDGEMENT FORM
2. RFP FORMS, INCLUDING PRICING SHEETS AND ADDENDA ACKNOWLEDGMENT FORMS **(ONE ORIGINAL PLUS FIVE (5) COPIES)**
3. EXCEPTIONS (IF ANY)