

MARKETING SERVICES FOR CROSSVILLE RECREATION FACILITY

1] Specialized experience or technical expertise of the firm in connection with the type of services to be provided.

E Allán Brandon is a full-service Public Affairs and Strategic Communications consulting firm with experience working for major public companies, trade and professional associations, small and medium sized businesses, educational institutions, non-profits, foreign governments, international leaders, and numerous political campaigns on the design and implementation of communication strategies and high stakes public affairs campaigns.

Mike Terry will be the direct contact for this project and is a communications industry veteran with more than 30 years of experience creating outreach strategies and directing corporate, public affairs, political, and grassroots campaigns. He has extensive understanding of how to use digital, print, telephone, and direct mail marketing to deliver messaging to targeted demographics. Prior to joining E Allán Brandon, Mike worked as a senior advisor to retired Congressman Bart Gordon where he served as a liaison to local governments and the business community, developed and implemented a marketing plan to promote Gordon's legislative accomplishments by utilizing free and paid media, and prepared and delivered speeches and statements as the Congressman's representative. Mike also supervised the political operation and was recognized as one of Tennessee's premier political organizers.

The team at E Allán Brandon know how to create branding, craft messaging, coordinate efforts, and lead a project to success.

E Allán Brandon has produced long-term strategic communications, print advertising, branding, packaging, and digital marketing for national brands in the following industries: Automotive, Aviation, Boating, Concrete, Education, Golf, Flooring, Homebuilding, Ladder, Lodging, Material Handling, Mortgage Lending, Multi-Family Housing, Non-Profits, Telecommunications, and Trucking.

E Allán Brandon has produced winning political campaigns that include: city councils, mayors, county commissions, sheriffs, judges, state legislators, governors, and congressional races. We are successful because we create a path to victory and then customize and design a messaging strategy for success.

It is imperative that the City of Crossville be transparent in all communications to its citizens on the path forward for a recreation facility. E Allán Brandon has decades of experience working with elected officials, civic organizations, business leaders, and the general public to move projects to a successful result.



2] Past record of performance on contracts with the community and other clients including quality of work, timeliness, and cost control.

E Allan Brandon has successfully provided services that help clients spend their dollars most effectively while adhering to budgets and time constraints that we have recommended and the client has approved. We deliver results on budget and on time.

E Allan Brandon brings a wide range of knowledge and expertise for communicating with the community. Our scope of our work includes:

- Directing local Chambers of Commerce legislation awareness campaigns
- Outreach to citizens on behalf of a city promoting a non-profit memorial
- Liaison between a company, a Tennessee municipality, and local citizens for approval of a new headquarters and rock quarry
- Liaison between a Tennessee municipality and an event venue to resolve complex infrastructure issues
- Liaison between a company and citizens in multiple cities through the southeast and southwest on multiple developments
- Outreach on behalf of Tennessee elected officials to constituents on local issues
- Outreach on behalf of members of the Tennessee General Assembly to citizens on upcoming sales tax holidays

3] List of at least three projects that are similar to this project.

I. Murfreesboro Yes Campaign

In the City of Murfreesboro after a referendum to finance the construction of a conference center was voted down by city residents, E Allan Brandon was retained by the Rutherford County Chamber of Commerce to tackle this complex economic development issue. Our job was to educate residents on the economic development, quality of life, additional job opportunities, and tourism benefits that were downstream results from financing the construction and equipping of a conference center.

We launched the “Murfreesboro Yes Campaign” and managed a grass roots effort which enlisted citizens from all demographics of Murfreesboro to offer testimonials as to why this project was needed. We created the naming and branding, led weekly planning sessions with the Chamber of Commerce, worked with Destination Rutherford to create presentations for their leadership, crafted news releases to inform the general public, produced collateral materials for the city council, local officials, and citizens to provide to residents, oversaw a direct mail campaign to educate city residents, and created a billboard testimonial campaign to work in synergy with the direct mail campaign.

When the issue of financing a conference center was put back before voters in a referendum, it passed with 64% of the vote. Passage of this referendum led to the creation of the commercial and retail centers now called The Avenues and The Gateway in Murfreesboro.



II. Captain Kuss Memorial

E Allan Brandon was asked by the Town of Smyrna to serve on the Capt. Jeff Kuss USMC Memorial committee. The tribute vista is a living memorial and features a decommissioned Blue Angel F/A-18C Hornet as its centerpiece. Part of E Allan Brandon's responsibilities included: News releases and media outreach from the initial announcement to the dedication ceremony, working with the National Navy Aviation Museum to ensure aircraft protocol was properly followed, logo creation and branding of all aspects of the memorial including fundraising materials and collateral materials, and creation of all visual graphics and signage that surround the memorial.

III. Public Policy Implementation

E Allan Brandon has worked with several Tennessee-based Chambers of Commerce to successfully generate a conversation between constituents and legislators to affect a needed outcome.

IV. Defeating A Referendum

Local officials in Ripley, Tenn. wanted to sell Ripley Power and Light to a private entity. The sell had to be approved by a referendum in order to proceed and E Allan Brandon was hired by an organization opposed to the sell. The team at E Allan Brandon communicated with the citizens of Ripley through multiple platforms and the referendum was handily defeated.

4. Program Implementation Timeline

E Allan Brandon believes a program can be successfully implemented using a 6-month timeline.

E Allan Brandon will provide strategic communications, marketing, and logistical guidance for the city of Crossville by:

- Serving as the strategic coordinator to manage the messaging for the development of Crossville's Recreation and Aquatic Center
- Helping identify, cultivate, and develop allies
- Working with the architectural firm to create a full graphic design product for public presentations
- Developing press kits and distributing news releases as the liaison to the press
- Increasing public awareness and expanding community support

I. Phase I – Understanding the Issue

- Review design and funding for proposed Recreation and Aquatic Center
- Develop understanding all points of view regarding the project
- Create messaging



II. Phase II - Take Control of the Narrative

- Produce collateral material to assist Mayor and City Council inform the public
- Develop press kits and distribute news releases as the liaison to the press
- Coordinate with Mayor and Council for media interviews to ensure transparency
- Address funding questions and tax questions with clear answers
- Create an online presence to provide transparency for residents

III. Phase III - Build Grass Roots Support

- Prepare a power point for civic organizations presentations
- Coordinate with Crossville Chamber of Commerce to educate their members
- Enlist citizens from all demographics of Crossville to offer testimonials as to why this project is needed
- Engage civic and religious organizations
- Craft news releases to inform the public

IV. Phase IV - Expand Awareness

- Rotary Club, Public Building Authority, Exchange Club, Lions Club, Local Ministers presentations
- Work with health care organizations and senior centers to raise awareness of the health benefits
- Continue testimonials and endorsements

V. Phase V – Defined Community Support

- Resolve final public questions prior to Council vote
- Continue testimonials and endorsements
- Final Messaging prior to vote

PROJECT QUOTE

Phase I – Phase V

- Strategic Messaging, News Releases, Polling, Writing, Graphic Design, Creation of Marketing Materials

\$68,000*

**The following services are excluded from our quote but not limited to: printing, photography, website development, television and radio production. If any of these or other services are requested, the costs will require prior approval by the City of Crossville and are to be invoiced directly at cost by outside vendors.*

**Payment Terms: An initial payment of 50% will be due upon hiring. The remaining balance will be divided into three installments as follows:*

- *The first installment, due 30 days after hiring*
- *The second installment, due 60 days after hiring*
- *The third installment, due 90 days after hiring*

CITY OF CROSSVILLE
REQUEST FOR PROPOSAL

THIS IS NOT AN ORDER

IMPORTANT: Read Instructions Carefully

RETURN QUOTATION TO:

City of Crossville

CRO # RFP Marketing

Date Issued: 7-20-2023

ATTN City Clerk/BIDS

For more information, call:

To be opened date/hour:

392 N Main St

Valerie Hale, 931-484-5113

08/22/2023, 2 p.m. CST

Crossville TN 38555

or email Valerie.hale@crossvilletn.gov

NOTICE TO BIDDER:

THIS IS NOT AN ORDER. Please enter unit prices, extensions, and amount for items listed herein specified. Be sure the specifications are followed. If you are unable to supply any of the items, please quote on the nearest substitute either on this form, or attach a letter containing such description and it will be considered as part of your quotation. Prices quoted must include all delivery charges to points of delivery indicated hereon. **We reserve the right to accept or reject any or all bids.**

Bidder's Name

E Allan Brandon, LLC

Bidder's Address

3018 Fox Point Court

Murfreesboro, TN 37129

Bidder's Email

mike@eallanbrandon.com

For further information, contact Valerie Hale

or email: Valerie.hale@crossvilletn.gov

Please see information attached for specifications.

PLEASE SEE NEXT PAGE FOR INSTRUCTIONS

IMPORTANT INSTRUCTIONS TO BIDDERS

1. Each Request for Quote should be in a SEPARATE SEALED ENVELOPE and have typed/noted on the envelope the **PROJECT NUMBER, ITEM, OPENING DATE, and TIME.**
2. All submissions must be sealed and properly marked as indicated in this packet. No electronic submissions will be accepted.
3. Specifications used in this request for proposal are intended to be open and non-restrictive. Reference to brand names, catalogs, etc., is to establish minimum standards of quality and does not preclude BUYER's consideration of proposals on comparable quality. All bidders state brand name and catalog number of product proposed.
4. All prices quoted should be on a delivered prepaid basis to the F.O.B. destination shown in the shipping instructions.
5. Insert time discount terms, in any, in space provided. Discounts are computed from date of delivery at destination or date of receipt of properly executed vendor's invoice at agency indicated above, whichever is later.
6. The City of Crossville, a municipality, is exempt from sales tax with respect to materials that it purchases for municipal projects; however, the contractor who installs, applies, or otherwise uses such materials, is liable for the use tax of those materials.
7. Unless otherwise indicated, quotations should be submitted on this form indicating unit price, total extension of each item, and grand total of quotation. In case of error in the extension prices, the unit price will govern.

This offer is for 365 calendar days from the date the bid is opened.

NOTICE: PROPOSALS WILL BE REJECTED UNLESS SIGNED IN INK

SIGNED BY: 

Print Name: Mike Terry

Firm: E Allan Brandon, LLC

Address: PO Box 10809

City: Murfreesboro

State: TN

ZIP: 37129

Date: 8-10-23 Phone: 615-504-0257

EMAIL: mike@eallanbrandon.com

In submitting this bid, it is expressly agreed that upon proper acceptance by the City of Crossville of any or all items proposed, a contract shall thereby be created with respect to the items accepted.

IRAN DIVESTMENT ACT

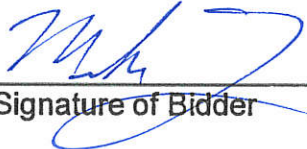
In compliance with the Iran Divestment Act (State of Tennessee 2016, Public Chapter No. 817), which became effective on July 1, 2016, certification is required of all bidders on contracts over \$1,000.

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid each party hereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to T.C.A. § 12-12-106.

I affirm, under the penalties of perjury, this statement to be true and correct.

8-10-23

Date



Signature of Bidder

E Allan Brandon, LLC

Company

A bid shall not be considered for award nor shall any award be made where the foregoing certification has not been complied with; provided, however, that if in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth in detail the reasons therefor. The City of Crossville may award a bid to a bidder who cannot make the certification, on a case-by-case basis, if:

- (1) The investment activities in Iran were made before July 1, 2016, the investment activities in Iran have not been expanded or renewed on or after July 1, 2016, and the person has adopted, publicized, and is implementing a formal plan to cease the investment activities in Iran and to refrain from engaging in any new investments in Iran; or
- (2) The City of Crossville makes a determination that the goods or services are necessary for the City of Crossville to perform its functions and that, absent such an exemption, the political subdivision will be unable to obtain the goods or services for which the contract is offered. Such determination shall be made in writing and shall be a public document.

**REQUEST FOR PROPOSALS
FOR
Marketing Service
For Recreation Facility
Crossville, Tennessee**

The City of Crossville is requesting proposals for the Marketing Services for the Recreation Facility. Proposals will be received by the City of Crossville at 392 North Main St., Crossville, Tn 38555 at the office of City Clerk until 2:00 o'clock P.M., C.D.T. August 20, 2023. All proposals should be properly marked **CITY CLERK/RFP** and "**RFP – Marketing Services for Recreation Facility**". **No electronic submissions.**

Scope of Services

The proposed project is marketing and effectively communicating with City residence on the development of the Recreation Facility.

Services to be included are as follows:

- Provide the City with a contract that meets all requirements of this project.
- Attend and coordinate a kick-off meeting with City Staff and City Council in order to clarify the City's requirements for the project.
- Serve as a strategic coordinator to manage the messaging for the development of the Recreation Center.
- Work with the design company to create a full graphic design product for public presentations
- Develop a press kit and distribute news released as the liaison to the press
- Increase public awareness and expand community support

Each proposal should include the following information for evaluation:

1. Specialized experience or technical expertise of the firm in connection with the type of services to be provided.
2. Past record of performance on contracts with the community and other clients including quality of work, timeliness, and cost control.
3. List of at least (3) projects that are similar to this project.
4. A program implementation timeline over the next 12-month period.

Proposals will be evaluated on the following factors: Qualifications and Availability of Key Personnel (40 points), Experience (40 points), and the Scope of Services Available for performance (20 points). To be evaluated properly, the following must be addressed in detail:

Qualifications- List of qualifications of persons to be assigned to project

Experience- Information regarding the firm's experience and the projects previously undertaken

Scope of Services- Summarize scope and type of services and administrative activities.

The City of Crossville will award a contract to the qualified firm whose proposal has the highest number of cumulative points issued by the City and determined to be the most advantageous to the City. The contract will include scope and extent of work and other essential requirements. An individual contract will be executed and the contract will be on a lump sum basis.