

## **Invitation to Negotiate**

### **Public Relations & Marketing Agency of Record**

Pace Center for Girls, a Florida not-for-profit corporation (“Pace”), is seeking proposals from qualified Public Relations and Marketing agencies (“Vendors,”) interested in Pace’s Invitation to Negotiate (“ITN”) for Public Relations, Communications and Marketing Agency of Record.

#### **Summary**

Founded in 1985, Pace is one of the only multi-state gender-responsive, trauma-informed, and strength-based models for girls in the country, with a proven evidence base. Dedicated to changing the lives of girls through the development of critical life, health and mental health, and academic skills, Pace has a successful and proven program model that has changed the life trajectory of more than 40,000 girls and is recognized as one of the nation’s leading advocates for girls in need.

Pace envisions a world where all girls and young women have Power, in a Just and Equitable society. To achieve this vision, Pace is embarking on a new strategic plan that will build on a successful history of advocacy and impact to mitigate and disrupt inequities for girls and young women. The strategic plan has three focus areas and objectives that will be the driving force and motivation of our advocacy, voice, and message.

- Continuous Improvement – Invest in measurement, refinement, implementation, and evaluation across the organization
- Innovation – Develop and implement new value in new ways
- Social Impact – Create significant, positive change for girls, families, and communities

#### **Purpose**

To solicit competitive responses from reputable and proven Public Relations & Marketing agencies to work in partnership with Pace leadership to provide strategic leadership, planning, and content to support Pace Center for Girls’ communications, public relations, and marketing strategy. The agency partner will serve as a creative thought leader, storyteller, and innovator. This partner will demonstrate a deep understanding of the mission of Pace and our work through the execution of a plan that will increase awareness and understanding of Pace’s life changing work, advocacy, and impact for girls and communities and, as a result, drive revenue and greater visibility for the organization across the country.

This ITN does not commit Pace to award a contract.

#### **Procurement Officer**

The Procurement Officer is Paul Tappe. Email: [paul.tappe@pacecenter.org](mailto:paul.tappe@pacecenter.org)

## SECTION 1: INSTRUCTIONS TO VENDORS

### **No Contact or Lobbying**

Vendors shall not contact, directly or indirectly, any employee, officer, representative, or member of the Board of Trustees or local Board of Directors, for the purposes of influencing or attempting to influence an award or other final decision. A vendor may, as an exception to this prohibition, contact the named Procurement Officer. The provisions of this section shall begin the date this solicitation is released and continue until Pace renders an award for this solicitation. Any contact prohibited by this section will disqualify a vendor from further consideration.

### **Special Conditions**

- Initial contract period of two years with two one-year renewal options, starting **no later than July 1, 2021**.
- Pace operates from the appropriation of funds from the Florida Legislature and contracted through the Florida Department of Juvenile Justice. The Vendor awarded the contract must agree that if Pace is no longer funded, the existing contract will become null and void with no further financial obligations from the time of the contract termination.
- The Vendor awarded the contract must attest to using the U.S. Department of Homeland Security's E-Verify system and provide documentation to verify enrollment.
- The Vendor awarded the contract must certify that neither the Vendor nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in contracting with any state or federal department or agency.
- In the event either party is required to obtain from any governmental authority any permit, license, or authorization as a prerequisite to performing its obligations hereunder, the cost thereof shall be borne by the party required to obtain such permit, license, or authorization.
- The Vendor awarded the contract must add Pace as additional insured on its general liability policy.

### **Calendar of Events**

Unless otherwise revised by a subsequent addendum to this solicitation, the dates and times by which stated actions shall be taken or completed are listed below. If Pace determines, at its sole discretion, that it is necessary to change any of these dates and times, it will issue an addendum to the solicitation and issue a Notice of Addendum at [www.pacecenter.org/resources/open-rfp-s-itn-s](http://www.pacecenter.org/resources/open-rfp-s-itn-s). It is a vendor's responsibility to comply with these timeframes and to monitor Pace's website for any changes.

STEP #	EVENT	DATE
1	ITN issued and advertised	<b>By 3/22/2021</b>
2	Open question period	<b>3/22/2021 – 4/5/2021</b>
3	Pace posts responses to questions	<b>4/12/2021 at 12:00pm</b>
4	Written proposals are due	<b>4/26/2021</b>
5	ITN Evaluation Committee meets to rank responses	<b>4/29/2021-5/3/2021</b>
6	Vendors' presentations and refined responses	<b>5/10/2021 – 5/21/2021</b>
7	Negotiation with top-ranked Vendor(s)	<b>5/26/2021-5/28/2021</b>
8	Written Best and Final Offers are due (if necessary)	<b>6/4/2021</b>
9	ITN Evaluation Committee meets to rank Best and Final Offers (if necessary) and determines final recommendation for contract award	<b>6/9/2021</b>
10	Award decision announced	<b>6/11/2021 at 12:00pm</b>

### **The Invitation to Negotiate Process**

Pace selected the ITN process as the best way to obtain the required combination of best value pricing, high-quality content, and excellent services from agencies with a proven track record.

**Step 1:** Pace issues the ITN via its website at [www.pacecenter.org/resources/open-rfp-s-itn-s](http://www.pacecenter.org/resources/open-rfp-s-itn-s). Pace may also advertise the ITN via direct emails to potentially interested vendors.

**Step 2:** During the open question period, Vendors may submit questions by email only to the Procurement Officer identified in this ITN.

**Step 3:** Answers will be posted at <http://www.pacecenter.org/resources/open-rfp-s-itn-s> on the date specified so that all questions and answers are available at the same time to all Vendors. Vendors will not receive answers via email. Additional questions will not be answered after the open question period closes.

**Step 4:** Responses will be received at Pace's National Office, 6745 Philips Industrial Boulevard, Jacksonville, Florida, 32256, ATTN: Paul Tappe, or via email at [paul.tappe@pacecenter.org](mailto:paul.tappe@pacecenter.org), on or before **12:00pm on Monday, April 26, 2021**. Responses may be provided by email, hand delivery, expedited courier delivery or U.S. Postal Service.

**Step 5:** ITN Evaluation Committee members appointed by the Procurement Officer will meet to review written responses, leading to selection of a short list of Vendors with whom Pace wishes to negotiate. Responses will be evaluated to determine which vendors have best addressed Pace's priorities. Failure to make the short list eliminates a Vendor from further consideration.

**Step 6:** Each Vendor on the short list will give virtual presentations to the ITN Evaluation Committee. The Procurement Officer will email the short-listed Vendors in advance with details on presentation requirements, which will be dictated by needs determined during evaluation of written responses. Pace may request submission of refined responses in coordination with presentations, which may include but are not limited to: Software demonstrations, refining of exact specifications, terms and conditions expected, and a detailed price structure. Each Vendor will receive the same amount of time to present, though presentations may not all be on the same day. The ITN Evaluation Committee will de-brief after all presentations are given to decide which Vendor(s) advances to the negotiation phase.

**Step 7:** Pace will negotiate with the top-ranked Vendor and attempt to reach contract agreement. If negotiations fail with the top-ranked Vendor, subsequent finalists may be contacted for negotiations. Pace may also elect to negotiate with two or Vendors concurrently.

**Step 8 (If necessary):** If Pace elects to negotiate with two or more Vendors concurrently, then at the end of the negotiation period, Vendors with whom negotiations have progressed satisfactorily will be asked to submit a written Best and Final Offer (BAFO) to finalize all agreements reached during negotiations and to extend additional benefits to Pace, if desired (an invitation to submit a BAFO is not guaranteed).

Best and Final Offers will be received at Pace's National Office, 6745 Philips Industrial Boulevard, Jacksonville, Florida, 32256, ATTN: Paul Tappe, or via email at [paul.tappe@pacecenter.org](mailto:paul.tappe@pacecenter.org), on

or before **5:00 pm, Friday, June 4, 2021**. BAFOs may be provided via email, by hand delivery, expedited courier delivery or U.S. Postal Service.

The negotiation process will end upon submission of the BAFOs and Vendors will not be allowed to make further adjustments to their offer or communicate further with Pace, including the Procurement Officer, except to respond to requests for clarification.

**Step 9:** The ITN Evaluation Committee will meet to rank BAFOs (if necessary) and make a final recommendation on the Vendor chosen for the contract award. The final decision will be based upon the initial written response, presentation, negotiation sessions, and the BAFO (if necessary).

**Step 10:** The final contract award decision will be posted at [www.pacecenter.org/resources/open-rfp-s-itn-s](http://www.pacecenter.org/resources/open-rfp-s-itn-s).

## **SECTION 2: SCOPE OF SERVICES/SUBMISSION REQUIREMENTS**

**FOR EACH AREA LISTED BELOW, please provide detailed information in the written response.**

### **Company Information**

1. Provide an executive summary.
2. How many employees are there in the agency? Generally, what are their job categories (i.e., executive leadership, account management, public relations, digital marketing, etc.)?
3. Who would be working directly with Pace on strategy, planning, content creation, project execution, media relations, crisis communications, digital media assets, and day to day account management?
4. Please provide list of nonprofit clients. What are the missions and issue areas they focus on?
5. Describe your agency's reach in providing the types of services required by Pace. Is it statewide, regional, national, or global?

### **Advocacy & Message**

1. Provide a plan on how agency would elevate the awareness and understanding of Pace's proven life changing work, advocacy, and impact for girls and communities with the audiences below.
  - Government officials
  - Philanthropic community – Corporations, Foundations, Individual philanthropists
  - Community Organizers
  - Nonprofit sector
  - Girls and their families
  - General public

### **Strategic Planning**

1. Provide details and examples of strategic planning process from ideation through execution and results. Nonprofit experience preferred.
2. How does agency engage organizational leadership including executive team and board in the strategic planning process?

3. How does agency ensure that the public relations and marketing strategy is prepared and executed in alignment with the organizational strategic plan and objectives?

### **Media Relations**

1. Provide examples of strategies, successes, and content for national mainstream media, political media, business media, emerging media (online, podcast, etc.) and nonprofit sector media.
2. Provide list of current media relationships.
3. Provide plan for executive team engagement to position organization as a thought leader.
4. Outline crisis communications strategy and plan.

### **Account Services**

1. How does agency ensure that their work shows a commitment and understanding to the client's culture as well as mission, values, and guiding principles?
2. What performance guarantees does agency offer?
3. What is the turnover rate of employees in the agency overall, as well as specifically for the team that would perform the bulk of these services?

### **Data Analysis**

1. Provide overview of how agency determines key performance metrics and indicators.
2. How does agency measure, analyze, and report performance and outcomes of key performance metrics and indicators?
3. How do you leverage data to drive your planning and performance?
4. How is a data shared with client? Is it readily accessible?
5. Provide tools and resources available.

### **Budget and Pricing Structure**

1. Explain your budget including process, pricing, and structure.
2. List all potential fees.

### **References**

1. Provide a minimum of three references (a minimum of one non-profit) to include name, address, phone number and length of time associated with your organization.
2. How many clients of similar size to Pace have you lost in the last three years? Explain.
3. Describe any other facets of your agency and your firm's experience that are relevant to this proposal which have not been previously described and you feel warrant consideration.

### **Required Documentation**

1. Provide a Certificate(s) of Liability Insurance showing proof of coverage for general liability and workers' compensation. Minimum limits of \$1 million per occurrence and \$2 million aggregate are required for general liability.
2. Include a completed Conflict of Interest Disclosure Form (Attachment A).
3. Provide a copy of the company's E-Verify Memorandum of Understanding for Employers. The document must include the electronic signature from the Department of Homeland Security. Alternatively, you can provide a screenshot of your E-Verify Company Profile page that includes the Company ID Number and date of enrollment.
4. Provide a signed and dated IRS Form W-9.

### **Contract Requirements**

1. **Intellectual Property:** Intellectual property that originates jointly between agency and Pace as a result of this Contract shall be owned by Pace. Any product or material produced for or in connection with this Contract, shall not be used, published, or divulged by agency, to any other person, firm or corporation in any manner or connection whatsoever without first having obtained written permission of Pace.
2. **Ownership:** Pace retains full rights of ownership, distribution, publication, dissemination, and income from the product(s) produced as a result of this contract. All images and information gathered during performance of this contract must be maintained by Pace and shall not be retained by agency or otherwise used by agency without Pace's prior written consent.

### **Version Update:**

1. Calendar of Events Update
2. Corrected dates on page 3 & 4