



Winston-Salem

Recreation and Parks Department

RFQ Issue Date:	Wednesday, November 8, 2017
Questions Due:	Friday, December 8, 2017 – 5:00 PM Eastern Standard Time (EST)
Responses to Questions Due:	Friday, December 15, 2017 – 5:00 PM EST (Will be posted on the City of Winston-Salem website Bids Page): http://www.cityofws.org/Bids)
Submittals Due:	Friday, January 12, 2018 – 5:00 PM EST
Firm Interviews:	Monday, January 22, 2018 – Friday, January 26, 2018
Firm Selected:	Monday, January 29, 2018
Contract Start:	Anticipated Thursday, February 8, 2018

TABLE OF CONTENTS

I. BACKGROUND.....3

II. PURPOSE OF REQUEST.....4

III. SCOPE OF SERVICES.....4

IV. RFQ PROCESS DETAILS5

V. SUBMITTAL FORMAT6

VI. SUBMITTAL CONTENT.....7

A. Cover Letter

B. Table of Contents

C. Executive Summary

D. Project Approach and Schedule

E. Independent Contractor Qualifications

VII. SELECTION PROCESS.....7

A. Selection Committee

B. Review of Submittals

C. City of Winston-Salem Rights to Reject or Modify

D. Additional Projects or Tasks

VIII. CONTRACT AMOUNT.....8

IX. INSURANCE REQUIREMENTS.....8

X. CITY CONTRACT FORM.....9

**CITY OF WINSTON-SALEM
HISTORIC BETHABARA PARK
REQUEST FOR QUALIFICATIONS
FOR PROFESSIONAL SERVICES**

I. BACKGROUND:

In October of 1753, a small group of Moravian Brethren traveled down the Great Wagon Road from Bethlehem, Pennsylvania to establish Bethabara, the first Moravian settlement in the Wachovia tract of North Carolina. As the furthest reaching settlement on the frontier and a bustling center for trades and commerce, Bethabara became a frequent stop for both Native and European travelers. The fact that they had the only doctor in the region heightened its popularity, with people traveling over 100 miles to seek medical attention from Dr. Kalberlahn. During the French and Indian War, Bethabara housed over 300 refugees between its two palisade forts—one in the heart of town and the other at the mill.

Although Bethabara, meaning “house of passage,” was always meant to be a temporary stop on the road to Salem, the French and Indian War along with other unexpected factors delayed Salem’s construction. Eventually, as peace returned to the Wachovia region, the Moravian Church mandated that almost all Bethabara families abandon the village for Salem, deconstructing their houses and bringing the materials with them to rebuild in the new town. Although many were heartbroken to leave the place they called home for decades, some stayed, covering the foundations of the abandoned town with topsoil and converting the settlement to allow for larger fields. Bethabara remained a small agricultural village for decades and the congregation of Bethabara Moravian continued to worship in the 1788 Gemeinhaus until the 1950s.

In 1964, archaeologist Stanley South underwent extensive archaeological research to uncover the foundations of the palisade fort and buildings once inhabited by a thriving community. After his research revealed vast cultural resources, civic and business leaders in Winston-Salem came together to establish a 501(c)(3) nonprofit, Historic Bethabara Park, Inc., to protect, preserve, and interpret Bethabara as a unique cultural and natural resource. Now a National Historic Landmark and designated Local Landmark, the Trustees of Historic Bethabara Park continue to accomplish their vision and mission with the collaboration of the Moravian Church’s Southern Province, the State of North Carolina, and, especially, the City of Winston-Salem.

Historic Bethabara Park provides programming and educational experiences to thousands of visitors annually. Most notably, the park stewards the 1788 Moravian Church, or, Gemeinhaus, which is the oldest extant church with attached residence in the United States. The park also boasts Medicinal and Community Gardens, 183 acres of natural space, wetlands, greenways, and birding trails. The Park provides family recreation and entertainment for citizens and visitors, children’s hands-on educational programs and tours, and is recognized as an exceptional international tourist destination. The City is seeking an independent contractor to provide special event, marketing, and public relations services.

II. PURPOSE OF REQUEST:

The City of Winston-Salem, North Carolina is seeking Letters of Interest and Statement of Qualifications (LOI/SOQs) from qualified independent consultants to perform professional services for providing special event, marketing, and public relations services for Historic Bethabara Park. Park staff and a member of the City of Winston-Salem Recreation and Parks Department will interview each contractor.

III. SCOPE OF SERVICES:

The contractor shall provide special event coordination and public relations services (hereinafter, “Services”) for the Park, which Services shall include, but are not limited to, the following:

1. Meet with the Historic Parks Supervisor of Historic Bethabara Park (hereinafter “Supervisor”) every two weeks to design and produce special events at the Park that are representative of the park’s history and significance;
2. Identify and onboard community partners and local vendors for special events;
3. Manage the park’s social media content, specifically Facebook, Instagram, and Twitter to advertise special events and produce “this day in history” content.
4. Circulate event information and update all pertinent community special events calendars;
5. Secure and coordinate media coverage for special events, write promotional articles about the history of the Park for local and state publications, issue press releases;
6. Directly promote Park activities and events to nearby assisted living communities, apartment complexes, and neighborhoods;
7. Oversee compliance with the Park special events budget with the Senior Office Administrator;
8. Attend, coordinate, and supervise special event production, which duties shall include, but are not limited to, coordinating Park volunteers as well as Park partners, such as the Bethabara Concert Band. The events for 2018 include:
 - Earth Day, April 7
 - Bethabara Highland Games, May 5
 - Summer Nights Concert Series, June 14, July 12, August 9, September 13, and October 11
 - Apple Festival, September 15
 - Dark in the Park, October 11
 - Fröhliche Weihnachten! (Merry Christmas), December 1
 - Piedmont Chamber Singers Carols by Candlelight, December 8
9. Take photographs during special events to create social media posts throughout event;
10. Coordinate invoices, billings and grant reimbursement requests with Supervisor and Senior Office Administrator;
11. Coordinate with City officials all needed special permits for road closings, food vendors health inspections, etc.;
12. Produce events listed in the annual special events calendar with the assistance of the

- Supervisor, including, but not limited to, designing an event map, scheduling musicians, exhibitors, police, EMT, volunteers, re-enactors, craftsman, vendors, equipment (including chairs, tables, sound, staging, supervise audio equipment production); be physically present to supervise the placement and removal of all necessary equipment;
13. Arrange for the manufacture and posting of special event promotional signs on Bethabara Road and elsewhere, as needed;
 14. Write a brief post-event description and critique based on personal observation and comments of participants and archive with all materials from events online and in park files (program, map, flyer, etc.);
 15. Maintain email list and distribute email flyers for special events;
 16. Perform duties within the context of “The HBP Mission Statement,” “HBP Mission and Special Events,” and the Strategic Plan; particularly the sections on “Performance Standards” and “Strategic Goal: Develop and Initiate a Strategic Marketing Plan”
 17. Work with City of Winston Salem TV-13 to produce commercials for Park Events;
 18. Execute any other activities necessary for promotion of the Park;

IV. RFQ PROCESS DETAILS:

The procurement process outlined herein is being pursued in accordance with the Mini-Brooks Act under G.S. 143-64.31, and the City of Winston-Salem procurement policies, and all other applicable rules and laws.

The City of Winston-Salem shall not be liable for any expenses incurred in the preparation and presentation of the submittals by interested consultants.

Questions arising from this RFQ must be submitted in writing to Historic Bethabara Park (mailing address below) or via email to Historic Parks Supervisor, of the City of Winston-Salem, Samantha Smith (samanthas@cityofws.org), Assistant Historic Parks Supervisor, Diana Overbey (dianao@cityofws.org), or Senior Office Administrator, Debbie Leonard (debbiel@cityofws.org) by the date and time noted on the cover page of this RFQ. Since consultants may send one or more emails as questions arise, please use the format below in the subject line.

- Historic Bethabara Park Marketing RFQ Questions <Your Name> Email 1
- Historic Bethabara Park Marketing RFQ Questions <Your Name> Email 2 (etc.)

Responses to questions received will be posted on the Bids Page of the City of Winston-Salem website (<http://www.cityofws.org/Bids>) by close of business on the date noted on the cover page of this RFQ. The City of Winston-Salem reserves the right to contact the contractor submitting a question in order to clarify the question received. The City of Winston-Salem further reserves the right to modify, summarize, or otherwise alter the content of questions so as to protect the identity of the requestor and to provide responses that the City of Winston-Salem deems, in its sole discretion, to best inform interested parties of potentially relevant information. The City of Winston-Salem further reserves the right to decline to answer questions. Interested parties are responsible for monitoring the City of Winston-Salem website for updates or announcements concerning this bid process.

The timeline for this procurement process is noted on the cover page of the RFQ. Submittals must be delivered to Historic Bethabara Park by the date and time (Eastern Standard Time) identified on the cover page and as follows:

By Mail:

Number of hard copies	5 printed copies of your Submission (Letter of Interest and Statement of Qualifications)
Delivery Address	Historic Bethabara Park 2147 Bethabara Road Winston-Salem, NC 27106
Attention	Samantha Smith, Historic Parks Supervisor
Package label	Statement of Qualifications – Historic Bethabara Park Special Event/Marketing/Public Relations RFQ

By Email:

Number of copies	1 copy of your Submission (Letter of Interest and Statements of Qualifications) as an attachment in PDF format
Delivery Address	samanthas@cityofws.org
Attention	Samantha Smith, Historic Parks Supervisor
Subject Line	Letter of Interest and Statement of Qualifications – Historic Bethabara Park Special Event/Marketing/Public Relations RFQ

If submitting by email, clearly state your name, address, and contact information in the body of the email. If delivering by mail, submittals must be provided in a sealed envelope or package with your name and address clearly indicated on the envelope or package by the date and time noted on the cover page of this RFQ. Submittals received after the deadline will not be considered. All submittals received on time become the property of the City and will not be returned. The City of Winston-Salem reserves the right to request additional information or clarification from any applicant or allow corrections of errors or omissions.

V. SUBMITTAL FORMAT:

All submittals must be responsive to the general format and guidelines outlined within this RFQ. A responsive submittal is one that follows the general guidelines of this RFQ, includes all documentation requested, is submitted following the general format outlined herein, displays sound justifications for recommendations, and is submitted on time. Failure to comply may result in the submittal being deemed nonresponsive.

- A. All consultants shall visibly mark as “Confidential” any page in the Submission that is considered to contain proprietary information, the release of which would constitute an unreasonable invasion of personal privacy. All unmarked pages will be subject to release in accordance with state law. Consultants should be prepared, upon request, to provide justification of why such materials should not be disclosed under the North Carolina Public Records Act, Chapter 132 of the North Carolina General Statutes.
- B. All Submissions are limited to twelve (12) pages inclusive of the cover sheet, and shall be typed on 8.5 x 11 inches with 1-inch margins from all sides, type font size not less than

11 points, and single spaced and printed on one side. To reduce costs and to facilitate recycling; binders, dividers, tabs, etc. are discouraged. One staple in the upper left-hand corner is preferred. Submissions containing more than twelve (12) pages will not be considered.

VI. SUBMITTAL CONTENT:

Each submission should be assembled as follows:

A. Cover Letter (one page)

The letter should address the contractor's interest, project specific experience and expertise, as well as why the contractor should be selected to provide these services.

B. Table of Contents (including page numbers) – (one page)

C. Executive Summary (one page)

Provide a summation of how you will best accomplish the Scope of Services with any specific experience, strengths, and expertise you possess.

D. Project Approach and Schedule (maximum three pages)

Provide a general timeline of how you would approach these tasks, including a monthly schedule that identifies marketing and planning milestone dates.

E. Independent Contractor Qualifications (maximum six pages)

Identify and describe in detail your knowledge, skills, and abilities as a historical researcher, public historian, marketer, public relations specialist, social media influencer, and/or special events coordinator.

1. Provide a sample "This Day in History" post (image and text).
2. Describe your process when looking for and onboarding new vendors.
3. How can we engage local, startup, and/or Minority/Women Owned Businesses?

VII. SELECTION PROCESS:

A. Selection Committee

After all submissions are received by January 12, a Selection Committee composed of Historic Bethabara Park staff (employees of the City of Winston-Salem) will review the submissions to ensure that the responding consultants adhered to the instructions found within the RFQ.

B. Review of Submittals

The Selection Committee shall identify the highest qualified consultants to perform the requested services on the basis of the consultant experience, expertise, project approach, and timeline presented in the response to the RFQ and schedule interviews with the highest qualified submissions for the week of January 22. After completion of interviews, the Selection Committee will notify the selected consultant by January 29 and start the contracting process.

C. City of Winston-Salem Rights to Reject or Modify

This request does not commit the City of Winston-Salem to enter into an agreement, to pay any costs incurred in the preparation and submittal of a proposal in response to this request or in subsequent interviews and negotiations, or to procure a contract for the project. Once the City makes a selection of the most qualified consultant to perform a service, the City will negotiate a contract for those services with the best-qualified firm. The City reserves the right to terminate negotiations with the selected firm and proceed to another firm should negotiations fail.

D. Additional Projects or Tasks

This request does not commit the City of Winston-Salem to enter into an agreement, to pay any costs incurred in the preparation and submittal of a proposal in response to this request or in subsequent interviews and negotiations, or to procure a contract for the project. Selection of contractor will be based on the entirety of the information submitted. Special emphasis shall be given to project experience particularly in the emphasized areas listed above, as well as ability to work within a schedule. The City reserves the right to award this work in a manner that is in the best interest of the City. The contract fee is pre-determined and is not negotiable. The City reserves the right to terminate negotiations with the selected firm and proceed to another firm should contract negotiations fail.

The City may elect to negotiate with the contractor to perform additional services on these or other projects. Additional work or contracts, if any, will be dependent on consultant performance on originally assigned work.

VIII. CONTRACT AMOUNT:

The selected Independent Contractor will be awarded a non-negotiable rate of \$30,000/year paid in monthly installments.

IX. INSURANCE REQUIREMENTS:

The selected Independent Contractor will be required to show proof of Professional Liability Insurance of at least \$1,000,000.00. For more information, see the “Insurance” section in the attached Independent Contractor Agreement.

X. CITY CONTRACT FORM:

The City of Winston-Salem reserves the right to award projects in a manner that is in the best interest of the City of Winston-Salem. It may combine, divide, add to, or reduce the scope of work to the benefit of the City of Winston-Salem. The selected independent contractor will be required to enter into an Independent Contractor Agreement with the City of Winston-Salem for professional services. No work may begin until the contract is fully executed by both parties.