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**CITY OF GREELEY  
Purchasing**

**Request for Proposal  
RFP #F22-11-102**

**Image Campaign**

**for**

**Communication & Engagement Department**

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**REQUEST FOR PROPOSALS (RFP)**  
**RFP #F22-11-102**

Procurement Contact: Shantelle Griego  
Email Address: Purchasing@greeleygov.com  
Telephone Number: 970-350-9333

**Proposals must be received no later than:**

December 2, 2022, before 4:00PM (MT)

*Proposals received after this date and time will not be considered for award.*

**ONLY ELECTRONIC RFP RESPONSES WILL BE ACCEPTED DURING THE COVID-19 EVENT**

Email your RFP Response to purchasing@greeleygov.com. Submit your RFP response to this email only –please do not email to multiple people. Only emails sent to purchasing@greeleygov.com will be considered as responsive to the request for proposals. Emails sent to other City emails may be considered as non-responsive and may not be reviewed.

Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB.

The RFP number and Project name must be noted in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

Electronic submittals will be held, un-opened, until the time and date noted in the RFP documents or posted addenda.

| <b>Schedule of Events<br/>(subject to change)</b> | <b>All times are given in local<br/>Colorado time</b>                       |
|---|---|
| RFP Issued  | November 7, 2022  |
| Optional Pre-Proposal Conference                  | November 15, 2022, at 10:00AM virtual via Microsoft Teams, click link below |
| Inquiry Deadline                                  | November 17, 2022, before 4:00PM  |
| Final Addendum Issued                             | November 22, 2022   |
| Proposal Due Date and Time                        | December 2, 2022, before 4:00PM   |
| Interviews (tentative)                            | Week on December 12, 2022   |
| Notice of Award (tentative)                       | Week of January 2, 2022   |

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## Microsoft Teams meeting

**Join on your computer, mobile app or room device**

[Click here to join the meeting](#)

Meeting ID: 277 784 858 017

Passcode: wqf5w5

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## **SECTION I. BACKGROUND, OVERVIEW, AND GOALS**

### **A. Background**

The intent and purpose of this Request for Proposal (RFP) is to establish a contract through competitive negotiation for an integrated image marketing campaign for the City of Greeley, titled "My Greeley, a story best lived in." The desired active run period for this campaign is February 1, 2023, to January 31, 2026. This campaign plan will be built and delivered in a holistic and cohesive manner so that various audiences find consistent and relevant content with which to interact regardless of the medium on which the interaction occurs and that each are connected, especially in the digital space (social media, blog, website, video, etc.), as well as within the community.

The City of Greeley, located along the front range of northern Colorado, is seeking an agency to strengthen its image through an integrated marketing campaign (create, develop, and implement). The city is looking to take the next steps in the campaign, transition from "My Greeley . . . to using the revised established brand and transitioning to "Greeley, a story best lived in.", - dropping the "My" in 2023.

The image campaign aims to communicate that we as a community are Greeley proud and encourages residents and visitors to participate in the campaign by sharing their Greeley story and experience.

Campaign milestones:

- 2020 launch: The myGreeley.com campaign launched in March 2020 around the same time when the pandemic affected our communities.
- 2021 research and redefine: The city took the opportunity to work with a creative agency to redefine the campaign and build the assets to soft relaunch the campaign at the end of 2021.
- 2022 digital and engagement focus: The campaign focused on organic engagement with some paid awareness strategies in 2022. We developed an extensive editorial calendar that highlighted blog stories, media pitching, commercial development and execution, and integration of digital and traditional media. Also, in 2022 "Greeley Grub" was launched as part of an engagement program to build business influencers to participate in the My Greeley campaign in a personalized way.

### **B. Overview**

The City of Greeley is seeking an agency with extensive branding and marketing experience to develop and implement campaign strategies and assets that influence and strengthen the City's established and distinctive "Greeley, a story best lived in." campaign. This selected agency will strategize, advise and help execute the city's campaign and to positively influence Greeley's image regionally and beyond. The strategies developed and executed will positively shift perceptions, attitudes and marketability with/to prospective businesses, residents and visitors. The nexus of the City's Image Campaign stems from a long-standing community survey in which "quality of life" surfaced as a reason people love Greeley. This campaign is rooted in the stories, culture, business, activities, and community that make Greeley a story best lived. Recognizing the value in the stories of people who call Greeley home, we've always seen the campaign that's built from the inside out. A campaign that features experiences, moments, places and people that "are" Greeley with the intent that those stories positively shift Greeley's identity. The image campaign supports the spectrum of council priorities by enhancing the entire organization's ability to take ownership of our image and promote our stories through an engaging vehicle. It impacts our community perception by asking for

engagement and participation with our community and visitors to share perceptions, experiences, and stories that positively shape and influence perceptions of the Greeley community - locally, regionally, and nationally. The city seeks to bring on an agency that will NOT significantly alter the campaign's intent or creative assets, but that will seek solutions that elevate and enhance the established element to leverage continuous integrated messages to target audiences.

**TARGET AUDIENCES:** The image marketing campaign is aimed at regional prospective economic growth targets (residents, businesses, tourists), visitors, residents, students (K-12, high school and college more specifically), and other.

To assist in developing the campaign, the City of Greeley will provide the selected firms with the City of Greeley Image Campaign logo, brand guidelines, and other digital assets. The selected agency will work in partnership with the City of Greeley Communications & Engagement (C&E) Department to implement and execute some of the image campaign's communications, engagement, and marketing strategies. The consultant and/or firm should consider that, like most local government campaigns, budgets are conservative, it would be wise to present a scope of work with recommendations that are executable with the organization's resources. For example, the recommendations should be prioritized and doable in phases.

The City of Greeley is requesting proposals to include a separate itemized section for media buying and placement strategy as an option for the city to consider as an added-value option. The selected agency must show qualifications for media buying and planning, buy, track and measure media purchases for the image campaign. Various types of media could include, but are not limited to, broadcast, digital, radio, social media, print and outdoor.

Currently, the campaign purchases media through a variety of ad hoc channels, including various accounts for streaming commercials, digital ad accounts for placement, radio, social media, and with individually negotiated contracts with regional print media and other partners. Our goal is to bring that into the overall media buy plan and analytics. While we do anticipate continuing a mix of both digital and traditional media, our goal is to move towards a more unified and strategic approach to media purchasing and reporting on campaign initiatives.

Our goals for unifying our media purchase and reporting under one contractor include:

- Gained efficiencies and effectiveness of paid media
- Better understanding of the data about our target audience and how to reach them
- Leveraging search
- Growth in engagement and awareness
- Growth in new audiences
- Growth in repeat visitors and website users

### **C. Goals**

The goal of the image campaign is to develop and execute an integrated, multi-faceted marketing and communication plan that includes overarching image and brand awareness efforts as well as guidance for targeted campaigns for select groups, i.e., regional prospective economic growth targets, visitors, residents, etc.

## **SECTION II. STATEMENT OF WORK**

### **A. Scope of Services**

Please include the following in your proposal:

- Completed "Cost Schedule" excel document listing:
  - itemized costs for project scope and any additional service fees, including the costs for the optional scope of work listed below
  - description of services and deliverables with associated detailed costs
- Project timeline
- Description of process
- Examples of relevant place branding work (please exclude any work that may have been done with the City of Greeley in previous contractual agreements)
- Letter of interest with primary contact information
- Name(s) and title of key personnel and associated costs and fees

The chosen agency will be required to:

- Outline and specify how they will implement and execute an integrated marketing plan using the established elements of the image campaign and creation of new assets.
- Identify strategies to reach various target audiences.
- Create engaging myGreeley.com website content that is interactive while informative with the current content.
- Conduct subject interviews and provide transcriptions, audio, video footage, and photography of subjects for the City of Greeley to use to develop campaign materials.
- Develop engaging content for English and Spanish-speaking segments for cross platform promotions.
- Develop and produce creative and primary image campaign materials, including editorial calendar, content which may include photographs, billboards, online ads, webpage headers and graphics, marketing content (podcasts, blogs, posts, articles, short-form videos), radio spot scripts, and commercial videos (videos cannot be static images or all graphics, must utilize real motion video).
- Provide brand campaign assets that the City can manipulate and make additional assets (graphics, raw and editable photos/photography, transcriptions, audio files, video footage, ads, blogs, etc.)
- Develop news-worthy stories to execute media pitching strategies and report.
- A web-based or in person presentation of the concepts and materials. Only one presentation will be required of each firm.
- Report on campaign initiative performance indicators.

### **Additional Option**

The chosen agency may also submit an optional scope of service for media planning, buying and reporting. A separate itemized section for media buying and placement strategy is included in the "Cost Schedule" excel document as an option for the city to consider as an added-value option. The following information is an overview for optional scope of work to be reviewed:

It is our goal also to find an agency partner that can bring certain "added value" components to the relationship, as well as include the negotiation of media opportunities for the image campaign. These added value components could include providing strategic counsel to our internal communication

and engagement team, which includes the brand and image manager, content marketing and digital communication supervisors, web developer, and a social media/e-marketing specialist.

The selected agency will work with the city to identify measurable goals (per strategy) that will be tracked and measured to evaluate success and/or track conversions. The selected agency will be responsible for placing and scheduling media placement and provide reporting and analysis within a mutually agreed amount of time following a performance for city staff evaluation.

The selected agency will provide the City of Greeley with media buying services for the creative content generated for the City's image campaign, including, but not limited to.

1. Strategy and planning of media campaigns in conjunction with the city's communication and engagement staff;
2. Media buying of Radio, Outdoor, Television/Cable, Digital/Internet/Mobile, Print, Promotions, and Specialty Media; (Please ensure your proposal includes specific goals attainable via each media source and the necessary support, access, and tools required of the city. A detailed descriptions of work (strategies/tactics) and associated costs will need to be submitted as part of the selected agencies invoice for service.)
3. Reconciliation of all media placements and cost report;
4. Provide a media placement performance analytics and tracking report per strategy;
5. Frequent reporting on media buys and holistic campaign (quarterly-campaign and post-campaign reports at a minimum).
6. The agency will pay all invoices from media/vendors on behalf of City within thirty (30) days of receipt.
7. Media buying agency will be compensated for their work on a professional fee basis. Please provide your hourly rate and/or fee schedule.
8. Media buying agency will submit their invoice for services monthly to the City.
9. Media buying agency will coordinate with the city's communications and engagement department to cooperate on and determine all creative deadlines and make sure media deadlines are met.

## **B. Period of Award**

The completion date of providing the required product and services shall be January 31, 2026.

If the City desires to extend the contract, no later than thirty (30) days prior to expiration, the City's Purchasing Contact may send a notice in writing to the vendor requesting firm pricing for the next twelve-month period. After the City evaluates the firm pricing proposal from the vendor, it will determine whether to extend the contract. All awards and extensions are subject to annual appropriation of funds. The provisions of the foregoing paragraphs with respect to extensions of the terms of the contract shall be null and void if the contract has been terminated or revoked during the initial term or any extension thereof. All decisions to extend the contract are at the option of the City.

## **C. Minimum Mandatory Qualifications of Offeror**

The City, with support from other initiative supporters, will use the following criteria to select the firms. Points listed are for evaluation purposes. Your RFP response should contain the following information:

1. Demonstrated experience in identity campaign creation including a strong portfolio that shows successful and relevant experience moving an organization or community beyond old stereotypes and misperceptions.
2. Ability to see the Greeley community with fresh eyes and from an outsider's perspective with an understanding of the need for Greeley to move beyond traditional thinking in its messaging and visual representations. Ability to see beyond basic messaging needs and conceptualize new and innovative ways of designing and delivering those messages.
3. Description of the services to be provided based on the advertised budget and timeline. Include specific billing method and payment details.
4. Information about your firm including length of years in business, number of partners, number of employees, and core strengths. The firm's ability and intention to commit its most experienced as well as its most talented creative staff to this project, listing the project manager(s) and staff who will be assigned to this project with the main contact for the city listed with their contact information. The firm's ability to be fully engaged in the process, make on-site visits as necessary and complete the project within the time line identified in this RFP.
5. References - a list of no less than three previous or current clients for whom the proposed staff have performed similar duties. Include contact name, phone number, duration of contract, and a brief synopsis of the project.

### **SECTION III. ADMINISTRATIVE INFORMATION**

**A. Issuing Office:**

The City's contact name listed herein is to be the sole point of contact concerning this RFP. Offerors shall not directly contact other personnel regarding matters concerning this RFP or to arrange meetings related to such.

**B. Official Means of Communication:**

All official communication from the City to offerors will be via postings on an electronic solicitation notification system, the Rocky Mountain Bid System ([www.rockymountainbidsystem.com](http://www.rockymountainbidsystem.com)). The Purchasing Contact will post notices that will include, but not be limited to, proposal document, addenda, award announcement, etc. It is incumbent upon offerors to carefully and regularly monitor the Rocky Mountain Bid System for any such postings.

**C. Inquiries:**

Prospective offerors may make written inquiries by e-mail before the written inquiry deadline concerning this RFP to obtain clarification of requirements. There will be opportunity to make inquiries during the pre-proposal conference, if any. No inquiries will be accepted after the deadline. Inquiries regarding this RFP (be sure to reference RFP number) should be referred to:

E-Mail: [Purchasing@greeleygov.com](mailto:Purchasing@greeleygov.com)  
Subject Line: RFP #F22-11-102



Response to offerors' inquiries will be published as addenda on the Rocky Mountain Bid System in a timely manner. Offerors cannot rely on any other statements that clarify or alter any specification or other term or condition of the RFP.

**Should any interested offeror, sales representative, or manufacturer find any part of the listed specifications, terms and conditions to be discrepant, incomplete, or otherwise questionable in any respect, it shall be the responsibility of the concerned party to notify the Purchasing Contact of such matters immediately upon discovery.**

**D. Insurance: (Exhibit 3)**

The successful contractor will be required to provide a Certificate of Insurance or other proof of insurance naming the City of Greeley as "additional insured". Coverage must include COMMERCIAL GENERAL LIABILITY coverage with minimum limits of \$2,000,000, and WORKER'S COMPENSATION coverage with limits in accordance with State of Colorado requirements.

COMPREHENSIVE AUTOMOBILE LIABILITY with minimum limits for bodily injury and property damage coverage of at least \$1,000,000, plus an additional amount adequate to pay related attorneys' fees and defense costs, for each of Consultant's owned, hired or non-owned vehicles assigned to or used in performance of this Agreement.

The City shall be named as additional Insured for General and Auto Liability Insurance.

Awarded offeror must present the City with proof of PROFESSIONAL LIABILITY COVERAGE with a minimum limit of \$1,000,000. (this is required for professional design service type RFP's and will be removed on other professional type RFP's)

**E. Modification or Withdrawal of Proposals:**

Proposals may be modified or withdrawn by the offeror prior to the established due date and time.

**F. Minor Informalities:**

Minor informalities are matters of form rather than substance evident from the response or insignificant mistakes that can be waived or corrected without prejudice to other vendors. The Purchasing Manager may waive such informalities or allow the vendor to correct them depending on which is in the best interest of the City.

**G. Responsibility Determination:**

The City will make awards only to responsible vendors. The City reserves the right to assess offeror responsibility at any time in this RFP process and may not make a responsibility determination for every offeror.

**H. Acceptance of RFP Terms:**

A proposal submitted in response to this RFP shall constitute a binding offer. The autographic signature of a person who is legally authorized to execute contractual obligations on behalf of the offeror shall indicate acknowledgment of this condition. A submission in

response to this RFP acknowledges acceptance by the offeror of all terms and conditions as set forth herein. An offeror shall identify clearly and thoroughly any variations between its proposal and the RFP in the cover letter. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.

**I. Protested Solicitations and Awards:**

Right to protest. Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract must protest in writing to the City Manager as a prerequisite to seeking judicial relief. Protestors are urged to seek informal resolution of their complaints initially with the Purchasing Manager. A protest shall be submitted within ten (10) calendar days after such aggrieved person knows or should have known of the facts giving rise thereto. A protest with respect to an invitation for bids or request for proposals shall be submitted in writing prior to the opening of bids or the closing date of proposals, unless the aggrieved person did not know and should not have known of the facts giving rise to such protests prior to bid opening or the closing date for proposals.

1. Stay of procurement during protests. In the event of a timely protest under Subsection (A) of this Section, the Purchasing Manager shall not proceed further with the solicitation or award of the contract until all administrative and judicial remedies have been exhausted or until the City Manager makes a written determination on the record that the award of a contract without delay is necessary to protect substantial interest of the City. (Ord. 75, 1984 §2 (part))

**J. Confidential/Proprietary Information:**

All proposals will be confidential until a contract is awarded and fully executed. At that time, all proposals and documents pertaining to the proposals will be open for public inspection, except for the material that is proprietary or confidential. However, requests for confidentiality can be submitted to the Purchasing Contact provided that the submission is in accordance with the following procedures. This remains the *sole responsibility* of the offeror. The Purchasing Contact will make no attempt to cure any information that is found to be at a variance with this procedure. The offeror may not be given an opportunity to cure any variances after proposal opening. **Neither a proposal in its entirety, nor proposal price information will be considered confidential/proprietary.** Questions regarding the application of this procedure must be directed to the Purchasing Contact listed in this RFP.

**K. Acceptance of Proposal Content:**

The contents of the proposal (including persons specified to implement the project) of the successful contractor shall become contractual obligations into the contract award. Failure of the successful offeror to perform in accordance with these obligations may result in cancellation of the award and such offeror may be removed from future solicitations.

**L. RFP Cancellation:**

The City reserves the right to cancel this RFP at any time, without penalty.

**M. Negotiation of Award:**

In the event only one (1) responsive proposal is received by the City, the City reserves the right to negotiate the award for the services with the offeror submitting the proposal in lieu of accepting the proposal as is.

**N. Contract: (Exhibit 2)**

A sample copy of the contract award the City will use to contract for the services specified in this RFP is included as Exhibit 2 for your review. The attached contract is only a sample and is not to be completed at this time.

**O. RFP Response/Material Ownership:**

All material submitted regarding this RFP becomes the property of the City of Greeley, unless otherwise noted in the RFP.

**P. Incurring Costs:**

The City is not liable for any cost incurred prior to issuance of a legally executed contract and/or a purchase order.

**Q. Utilization of Award by Other Agencies:**

The City of Greeley reserves the right to allow other State and local governmental agencies, political subdivisions, and/or school districts to utilize the resulting award under all terms and conditions specified and upon agreement by all parties. Usage by any other entity shall not have a negative impact on the City of Greeley in the current term or in any future terms.

**R. Non-Discrimination:**

The offeror shall comply with all applicable state and federal laws, rules and regulations involving non-discrimination on the basis of race, color, religion, national origin, age or sex.

**S. News Releases:**

Neither the City, nor the offeror, shall make news releases pertaining to this RFP prior to execution of the contract without prior written approval of the other party. Written consent on the City's behalf is provided by the Public Information Office.

**T. Certification of Independent Price Determination:**

1. By submission of this proposal each offeror certifies, and in the case of a joint proposal each party, thereto certifies as to its own organization, that in connection with this procurement:
  - a) The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offeror or with any competitor;
  - b) Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the offeror and will not knowingly be disclosed by the offeror prior to opening, directly or indirectly to any other offeror or to any competitor; and
  - c) No attempt has been made or will be made by the offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

2. Each person signing the Request for Proposal form of this proposal certifies that:
  - a) He/she is the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein and that he/she has not participated, and will not participate, in any action contrary to (1.a) through (1.c) above; or
  - b) He/she is not the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein but that he/she has been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated, and will not participate, in any action contrary to (1.a) through (1.c) above, and as their agent does hereby so certify; and he/she has not participated, and will not participate, in any action contrary to (1.a) through (1.c) above.
3. A proposal will not be considered for award where (1.a), (1.c), or (2.) above has been deleted or modified. Where (1.b) above has been deleted or modified, the proposal will not be considered for award unless the offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the City's Purchasing Manager, or designee, determines that such disclosure was not made for the purpose of restricting competition.
4. The Contract Documents may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same document. The Contract Documents, including all component parts set forth above, may be executed and delivered by electronic signature by any of the parties and all parties consent to the use of electronic signatures.

**U. Taxes:**

The City of Greeley is exempt from all federal excise taxes and all Colorado State and local government sales and use taxes. Where applicable, contractor will be responsible for payment of use taxes.

**V. Assignment and Delegation:**

Neither party to any resulting contract may assign or delegate any portion of the agreement without the prior written consent of the other party.

**W. Availability of Funds:**

Financial obligations of the City of Greeley payable after the current fiscal year are contingent upon funds for that purpose being appropriated, budgeted and otherwise made available. In the event funds are not appropriated, any resulting contract will become null and void without penalty to the City.

**X. Standard of Conduct:**

The successful firm shall be responsible for maintaining satisfactory standards of employees' competency, conduct, courtesy, appearance, honesty, and integrity, and shall be responsible for taking such disciplinary action with respect to any employee as may be necessary.

The City may request the successful firm to immediately remove from this assignment any employee found unfit to perform duties due to one or more of the following reasons:

1. Neglect of duty.
2. Disorderly conduct, use of abusive or offensive language, quarreling, intimidation by words or actions or fighting.
3. Theft, vandalism, immoral conduct or any other criminal action.
4. Selling, consuming, possessing, or being under the influence of intoxicants, including alcohol, or illegal substances while on assignment for the City.

Agents and employees of Contractor or Consultant working in City facilities shall present a clean and neat appearance. Prior to performing any work for the City, the Contractor or Consultant shall require each of their employees to wear ID badges or uniforms identifying: the Contractor or Consultant by name, the first name of their employee and a photograph of their employee if using an ID badge. Their employee shall wear or attach the ID badge to the outer garments at all times.

**Y. Damages for Breach of Contract:**

In addition to any other legal or equitable remedy the City may be entitled to for a breach of this Contract, if the City terminates this Contract, in whole or in part, due to Contractor's breach of any provision of this Contract, Contractor shall be liable for actual and consequential damages to the City.

**Z. Other Statutes:**

1. The signatory hereto avers that he/she is familiar with Colorado Revised Statutes , 18-8-301, et seq. (Bribery and Corrupt Influence) and 18-8-401, et seq. (Abuse of Public Office) as amended, and that no violation such provisions is present.
2. The signatory hereto avers that to his/her knowledge, no City of Greeley employee has any personal or beneficial interest whatsoever in the service or property described herein. See CRS 24-18-201 and CRS 24-50-507.

## **SECTION IV. PROPOSAL SUBMISSION**

Following are the response requirements for this RFP. All specific response items represent the minimum information to be submitted. Deletions or incomplete responses in terms of content or aberrations in form may, at the City's discretion, render the proposal non-responsive.

Instructions for electronic submittal. Email your RFP Response to [purchasing@greeleygov.com](mailto:purchasing@greeleygov.com). Submit your RFP response to this email only – please do not email to multiple people. Only emails sent to [purchasing@greeleygov.com](mailto:purchasing@greeleygov.com) will be considered as responsive to the request for proposals. Emails sent to other City emails may be considered as non-responsive and may not be reviewed.

Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB.

The RFP number and Project name must be noted in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

Electronic submittals will be held, un-opened, until the time and date noted in the RFP documents or Posted addenda.

To facilitate the evaluation, offeror shall submit and organize all responses in the same order as listed in Section V. Proposals that are determined to be at a variance with this requirement may not be accepted. The City only accepts proposals in hard copy format and does not accept proposals submitted via fax or email.

Late proposals will not be accepted. It is the responsibility of the offeror to ensure that the proposal is received at the City of Greeley's Purchasing Division on or before the proposal due date and time.

## **SECTION V. RESPONSE FORMAT**

The following items are to be included in your proposal, in the order listed. Deviation from this may render your proposal non-responsive.

- A. Cover Letter.** Include a cover letter introducing your company, summarizing your qualifications, and detailing any exceptions to this RFP (please note that significant exceptions may make your proposal non-responsive). This letter should also provide principal contact information for this RFP, including address, telephone number, fax number, e-mail, and website (if applicable).
- B. Use of Subcontractors/Partners.** There may be areas for use of subcontractors or partners in this project. If you are utilizing this approach, your proposal must list the subcontractors/partners, their area(s) of expertise, and include all other applicable information herein requested for each subcontractor/partner. Please keep in mind that the City will contract solely with your company, therefore subcontractors/partners remain your sole responsibility.
- C. Minimum Mandatory Qualifications.** Include an itemized description of how your company meets each of the minimum mandatory qualifications outlined in Section II, C. Failure to meet or exceed these requirements will disqualify your response.
- D. Company Information**
  - 1. Provide the following information as listed: Company Name, Address, Phone Number, and Names of Principals.
  - 2. Identify the year in which your company was established and began providing consulting services.
  - 3. Describe any pending plans to sell or merge your company.
  - 4. Provide a comprehensive listing of all the services you provide.
- E. Evaluation Criterion**
  - Evaluation Criterion #1 – Overview of Company**
    - Describe your customer service philosophy.
    - List the number of people that you can commit to working on this project and the amount of time each is expected to spend on the project.

- Provide the names and resumes of the key personnel that will be performing the proposed services, including the primary project manager.
- List the names of the subcontractors you expect to use, the services to be provided by the subcontractors and the amount of time that each is expected to spend on the project. Also, include the names and resumes of the key subcontractor personnel who will be working on the project.

#### **Evaluation Criterion #2 – Personnel and Company Qualifications**

- Provide information from at least three portfolio examples of similar scope demonstrating experience in identity campaign creation or cultivating campaigns. Do not include City of Greeley examples if you have previously done work for the city.
- Provide three references. Include, at a minimum, the following information: 1) company name, 2) contact name, 3) phone number, 4) fax number, 5) email address, 6) brief description of project scope and value, 7) status of project. The City reserves the right to contact the references provided in your proposal as well as other references without prior notification to you.

#### **Evaluation Criterion #3 – Proposed Scope of Work**

- Describe any project approaches or ideas that you would apply to this project and that you feel would enhance the quality of your services.
- Describe how the team will handle quality control, specifically how design issues would be monitored and resolved, plans checked and cross-referenced and bid documents ensured to be complete, accurate, and coordinated with subcontractors.
- Provide a specific timeline or schedule for the work. (Spell out mile marks if needed. Example: including development of preliminary design & cost estimates, meetings with City staff, completion of final design, cost estimates and bidding documents.) Show milestones and completion dates on the schedule.
- Describe the methods and timeline of communication your firm will use with the City's project manager, other involved City staff, and other interested parties.

#### **Evaluation Criterion #4 – Value**

- Provide a cost for the consulting services and products broken down per task listed under the ***Scope of Services***, above in the "Cost Schedule" excel document provided. Description of the services to be provided based on the advertised budget. Include specific billing method and payment details. Show a breakdown of all reimbursable expenses required to complete the work. If applicable, the subcontractors' costs must be shown as separate items. Also, provide hourly rates for your firm and all subcontractors. These rates will be considered valid throughout the project.

#### **F. Proposal Acknowledgement: (Exhibit 1)**

Include this form as provided in Exhibit 1.

## **SECTION VI. EVALUATION AND AWARD**

### **A. Proposal Evaluation**

All proposals submitted in response to this RFP will be evaluated by a committee in accordance with the criteria described below. Total scores will be tabulated, and the highest ranked firm will enter into negotiations.

If the City requests presentations by short-listed offerors, committee members may revise their initial scores based upon additional information and clarification received in this phase. Please note that presentations have been tentatively scheduled per the Schedule of Events on the first page of this RFP. If your company is invited to give a presentation to the committee, these dates may not be flexible.

In preparing responses, offerors should describe in great detail how they propose to meet the specifications as detailed in the previous sections. Specific factors will be applied to proposal information to assist the City in selecting the most qualified offeror for this contract. Following is the evaluation criteria that will be used. Criteria will be assigned a points value.

1. Overview of Company 30 Points
2. Personnel Qualifications 20 Points
3. Proposed Scope of Work 40 Points
4. Value/Cost of Efforts 10 Points

A presentation and/or demonstration may be requested by short-listed offerors prior to award. However, a presentation/demonstration may not be required, and therefore, complete information should be submitted with your proposal.

### **B. Determination of Responsibility of the Offeror**

The City of Greeley awards contracts to responsible vendors only. The City reserves the right to make its offeror responsibility determination at any time in this RFP process and may not make a responsibility determination for every offeror.

The City of Greeley's Municipal Code defines a "Responsible Offeror" as one who has "the capability in all respects to perform fully the contract requirements, and the tenacity, perseverance, experience, integrity, reliability, capacity, facilities, equipment, and credit which will assure good faith performance." The City reserves the right to request information as it deems necessary to determine an offeror's responsibility. If the offeror fails to supply the requested information, the City shall base the determination of responsibility upon any available information or may find the offeror non-responsible if such failure is unreasonable.



## **COOPERATIVE PURCHASING STATEMENT**

The City of Greeley encourages and participates in cooperative purchasing endeavors undertaken by or on behalf of other governmental jurisdictions. To the extent, other governmental jurisdictions are legally able to participate in cooperative purchasing endeavors; the City of Greeley supports such cooperative activities. Further, it is a specific requirement of this proposal or Request for Proposal that pricing offered herein to the City of Greeley may be offered by the vendor to any other governmental jurisdiction purchasing the same products. The vendor(s) must deal directly with any governmental agency concerning the placement of purchase orders, contractual disputes, invoicing, and payment. The City of Greeley shall not be liable for any costs or damages incurred by any other entity.

**EXHIBIT 1**  
**PROPOSAL ACKNOWLEDGEMENT**

The offeror hereby acknowledges receipt of addenda numbers \_\_\_\_\_ through \_\_\_\_\_.

Falsifying this information is cause to deem your proposal nonresponsive and therefore ineligible for consideration. In addition, falsification of this information is cause to cancel a contract awarded based on one or both of the above preferences.

By signing below, you agree to all terms & conditions in this RFP, except where expressly described in your cover letter.

\_\_\_\_\_  
Original Signature by Authorized Officer/Agent

\_\_\_\_\_  
Type or printed name of person signing

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Vendor Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Proposal Valid Until (at least for 90 days)

\_\_\_\_\_  
E-Mail Address

\_\_\_\_\_  
Website Address

**Project Manager:**

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Vendor Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Email Address

**EXHIBIT 2**  
**SAMPLE CONTRACT**

(incorporated by Reference)

[COG Sample Contract\\_F22-11-102.pdf](#)

# EXHIBIT 3 CERTIFICATE OF INSURANCE

| <b>ACORD</b>   | Client#: 12170   | GRECI  | <b>CERTIFICATE OF LIABILITY INSURANCE</b> | DATE (MM/DD/YYYY)<br>05/14/2013 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
|--|--|--|---|---------------------------------|-------------------------------|---|---|---|------------|--------|------------|---|--|--|------------|--|------------|---|---|---|--|--|--|--|--|---|---|--|--|--|--|--|---|--|--|--|--|--|---|
| THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.  |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| <b>IMPORTANT:</b> If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| PRODUCER<br>ABC Insurance Company<br>P. O. Box 1234<br>Anywhere, USA   |  | CONTACT NAME:<br>PHONE (A/C, No, Ext):<br>FAX (A/C, No):<br>E-MAIL:<br>ADDRESS:<br>PRODUCER CUSTOMER ID #:   |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURED<br>Sample Certificate  |  | <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th style="text-align: left;">INSURER(S) AFFORDING COVERAGE</th> <th style="text-align: left;">NAIC #</th> </tr> <tr> <td>INSURER A: Financial Rating of A</td> <td></td> </tr> <tr> <td>INSURER B:</td> <td></td> </tr> <tr> <td>INSURER C:</td> <td></td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> <tr> <td>INSURER F:</td> <td></td> </tr> </table> |   |                                 | INSURER(S) AFFORDING COVERAGE | NAIC #  | INSURER A: Financial Rating of A                          |   | INSURER B: |        | INSURER C: |   | INSURER D:   |  | INSURER E: |  | INSURER F: |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER(S) AFFORDING COVERAGE  | NAIC #   |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER A: Financial Rating of A   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER B:   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER C:   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER D:   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER E:   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| INSURER F:   |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th style="width:20%;">COVERAGES</th> <th style="width:30%;">CERTIFICATE NUMBER:</th> <th style="width:30%;">REVISION NUMBER:</th> </tr> </table>   |  |  |   |                                 | COVERAGES                     | CERTIFICATE NUMBER:   | REVISION NUMBER:  |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| COVERAGES  | CERTIFICATE NUMBER:  | REVISION NUMBER:   |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.  |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:5%;">INSR</th> <th style="width:5%;">TYPE OF INSURANCE</th> <th style="width:5%;">POLY</th> <th style="width:5%;">EFFECT</th> <th style="width:5%;">POLY</th> <th style="width:5%;">EFFECT</th> <th style="width:5%;">LIMITS</th> </tr> </thead> <tbody> <tr> <td>1</td> <td> <b>GENERAL LIABILITY</b><br/> <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br/> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br/>           GENL AGGREGATE LIMIT APPLIES PER:<br/> <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC         </td> <td></td> <td></td> <td></td> <td></td> <td>           EACH OCCURRENCE \$1,000,000<br/>           DAMAGE TO RENTED PREMISES (Ex occurrences) \$100,000<br/>           MED EXP (Any one person) \$5,000<br/>           PERSONAL &amp; ADV INJURY \$1,000,000<br/>           GENERAL AGGREGATE \$2,000,000<br/>           PRODUCTS - COMP/OP AGG \$2,000,000         </td> </tr> <tr> <td>2</td> <td> <b>AUTOMOBILE LIABILITY</b><br/> <input checked="" type="checkbox"/> ANY AUTO<br/> <input type="checkbox"/> ALL OWNED AUTOS<br/> <input type="checkbox"/> SCHEDULED AUTOS<br/> <input checked="" type="checkbox"/> HIRED AUTOS<br/> <input checked="" type="checkbox"/> NON-OWNED AUTOS         </td> <td></td> <td></td> <td></td> <td></td> <td>           COMBINED SINGLE LIMIT (Ex accident) \$1,000,000<br/>           BODILY INJURY (Per person) \$<br/>           BODILY INJURY (Per accident) \$<br/>           PROPERTY DAMAGE (Per accident) \$<br/>           \$<br/>           \$         </td> </tr> <tr> <td>3</td> <td> <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR<br/> <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE<br/>           DEDUCTIBLE \$<br/>           RETENTION \$         </td> <td></td> <td></td> <td></td> <td></td> <td>           EACH OCCURRENCE \$<br/>           AGGREGATE \$<br/>           \$<br/>           \$         </td> </tr> <tr> <td>4</td> <td> <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br/>           ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/ MEMBER EXCLUDED? (Mandatory in NH)<br/>           If yes, describe under DESCRIPTION OF OPERATIONS below         </td> <td></td> <td></td> <td></td> <td></td> <td> <input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER<br/>           E.L. EACH ACCIDENT \$100,000<br/>           E.L. DISEASE - EA EMPLOYEE \$100,000<br/>           E.L. DISEASE - POLICY LIMIT \$500,000         </td> </tr> </tbody> </table> |  |  |   |                                 | INSR                          | TYPE OF INSURANCE   | POLY  | EFFECT  | POLY       | EFFECT | LIMITS     | 1 | <b>GENERAL LIABILITY</b><br><input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br>GENL AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC |  |            |  |            | EACH OCCURRENCE \$1,000,000<br>DAMAGE TO RENTED PREMISES (Ex occurrences) \$100,000<br>MED EXP (Any one person) \$5,000<br>PERSONAL & ADV INJURY \$1,000,000<br>GENERAL AGGREGATE \$2,000,000<br>PRODUCTS - COMP/OP AGG \$2,000,000 | 2 | <b>AUTOMOBILE LIABILITY</b><br><input checked="" type="checkbox"/> ANY AUTO<br><input type="checkbox"/> ALL OWNED AUTOS<br><input type="checkbox"/> SCHEDULED AUTOS<br><input checked="" type="checkbox"/> HIRED AUTOS<br><input checked="" type="checkbox"/> NON-OWNED AUTOS |  |  |  |  | COMBINED SINGLE LIMIT (Ex accident) \$1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>\$<br>\$ | 3 | <b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR<br><b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE<br>DEDUCTIBLE \$<br>RETENTION \$ |  |  |  |  | EACH OCCURRENCE \$<br>AGGREGATE \$<br>\$<br>\$ | 4 | <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b><br>ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/ MEMBER EXCLUDED? (Mandatory in NH)<br>If yes, describe under DESCRIPTION OF OPERATIONS below |  |  |  |  | <input checked="" type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER<br>E.L. EACH ACCIDENT \$100,000<br>E.L. DISEASE - EA EMPLOYEE \$100,000<br>E.L. DISEASE - POLICY LIMIT \$500,000 |
| INSR   | TYPE OF INSURANCE  | POLY   | EFFECT                                    | POLY                            | EFFECT                        | LIMITS  |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| 1  | <b>GENERAL LIABILITY</b><br><input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY<br><input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR<br>GENL AGGREGATE LIMIT APPLIES PER:<br><input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC |  |   |                                 |                               | EACH OCCURRENCE \$1,000,000<br>DAMAGE TO RENTED PREMISES (Ex occurrences) \$100,000<br>MED EXP (Any one person) \$5,000<br>PERSONAL & ADV INJURY \$1,000,000<br>GENERAL AGGREGATE \$2,000,000<br>PRODUCTS - COMP/OP AGG \$2,000,000 |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| 2  | <b>AUTOMOBILE LIABILITY</b><br><input checked="" type="checkbox"/> ANY AUTO<br><input type="checkbox"/> ALL OWNED AUTOS<br><input type="checkbox"/> SCHEDULED AUTOS<br><input checked="" type="checkbox"/> HIRED AUTOS<br><input checked="" type="checkbox"/> NON-OWNED AUTOS  |  |   |                                 |                               | COMBINED SINGLE LIMIT (Ex accident) \$1,000,000<br>BODILY INJURY (Per person) \$<br>BODILY INJURY (Per accident) \$<br>PROPERTY DAMAGE (Per accident) \$<br>\$<br>\$  |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
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| DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)<br>City of Greeley is named as Additional Insured on General Liability. Waiver of subrogation is included on Work Compensation. This insurance is primary and noncontributory to insurance policies held by the City.  |  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <th style="width:50%;">CERTIFICATE HOLDER</th> <th style="width:50%;">CANCELLATION</th> </tr> <tr> <td style="vertical-align: top;">           City of Greeley<br/>           1000 10th St<br/>           Greeley, CO 80631-3808         </td> <td style="vertical-align: top;">           SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br/><br/>           AUTHORIZED REPRESENTATIVE         </td> </tr> </table>  |  |  |   |                                 | CERTIFICATE HOLDER            | CANCELLATION  | City of Greeley<br>1000 10th St<br>Greeley, CO 80631-3808 | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| CERTIFICATE HOLDER   | CANCELLATION   |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |
| City of Greeley<br>1000 10th St<br>Greeley, CO 80631-3808  | SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.<br><br>AUTHORIZED REPRESENTATIVE  |  |   |                                 |                               |   |   |   |            |        |            |   |  |  |            |  |            |   |   |   |  |  |  |  |  |   |   |  |  |  |  |  |   |  |  |  |  |  |   |

## **EXHIBIT 4**

### Debarment/Suspension Certification Statement

The proposer certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal, State, County, Municipal or any other department or agency thereof. The proposer certifies that it will provide immediate written notice to the City if at any time the proposer learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstance.

DUNS # (Optional) \_\_\_\_\_

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

**EXHIBIT 5**

*My* **GREELEY**

**STYLE  
GUIDE  
2021**

# LOGO AND BRAND

Greeley has a style all its own. As the communication outreach for the City of Greeley, the My Greeley brand has been carefully created and curated to impart the unique sense of personal pride and enthusiasm that Greeley residents have for their city. From its personalized logo and playful color palette to its signature brush stroke boxes and photo frames, it's meant to not only attract the eye, but also draw the audience deeper into the stories and even participate by sharing their own Greeley experiences, whether as a resident, visitor, student or working professional.

As the My Greeley campaign tells its brand story across a wide, diverse array of media, it is critical to retain consistency across all campaign elements. This guide has been developed to provide anyone with permission to use our brand and logo with guidelines, protocols and specifications for usage, which should be followed without exception unless given implicit approval to do otherwise by the My Greeley communication team.



The My Greeley brand logo is created with 2 typefaces. The “My” portion is made from the font “Breaksong Rough Regular”. The Greeley portion uses the font OPTI Aurora Grotesk Nine Medium. It is available to use as a graphic file and should not be recreated with the original fonts.



# COLOR PALETTE

Color is an integral part of the My Greeley brand. A cheerful bright color palette is available to use. Additional colors may be used (special promotional themes for example) with approval from MyGreeley communication team.

## Primary Colors



C0 M79 Y80 K0  
R241 G93 B64  
#f15c40



C2 M28 Y83 K0  
R248 G187 B72  
#f7bb47



C29 M13 Y96 K0  
R192 G194 B59  
#c0c23b



C48 M19 Y12 K1  
R131 G175 B200  
#83aec7

## Secondary Colors

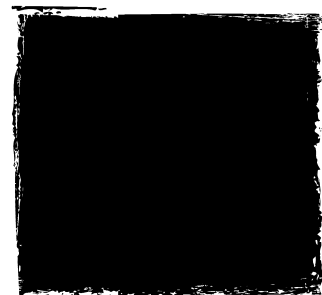


C50 M81 Y45 K29  
R102 G51 B102  
#663366



C68 M26 Y55 K5  
R248 G187 B72  
#59927f

## Basic Colors



100k



60%K



20%k



10%k

# MYGREELEY.COM TAGLINE LOCKUP

The My Greeley campaign uses a strong directional MyGreeley.com graphic with tagline - A Story Best Lived In. The lockup is featured on a Brush Stroke Box of which the color should match the background color of the headline.

The My Greeley Tagline Lockup should be used whenever possible to engage consumers to visit our website to find out more information on events, happenings and to read more about the story of the City of Greeley.



# GRAPHIC ASSETS

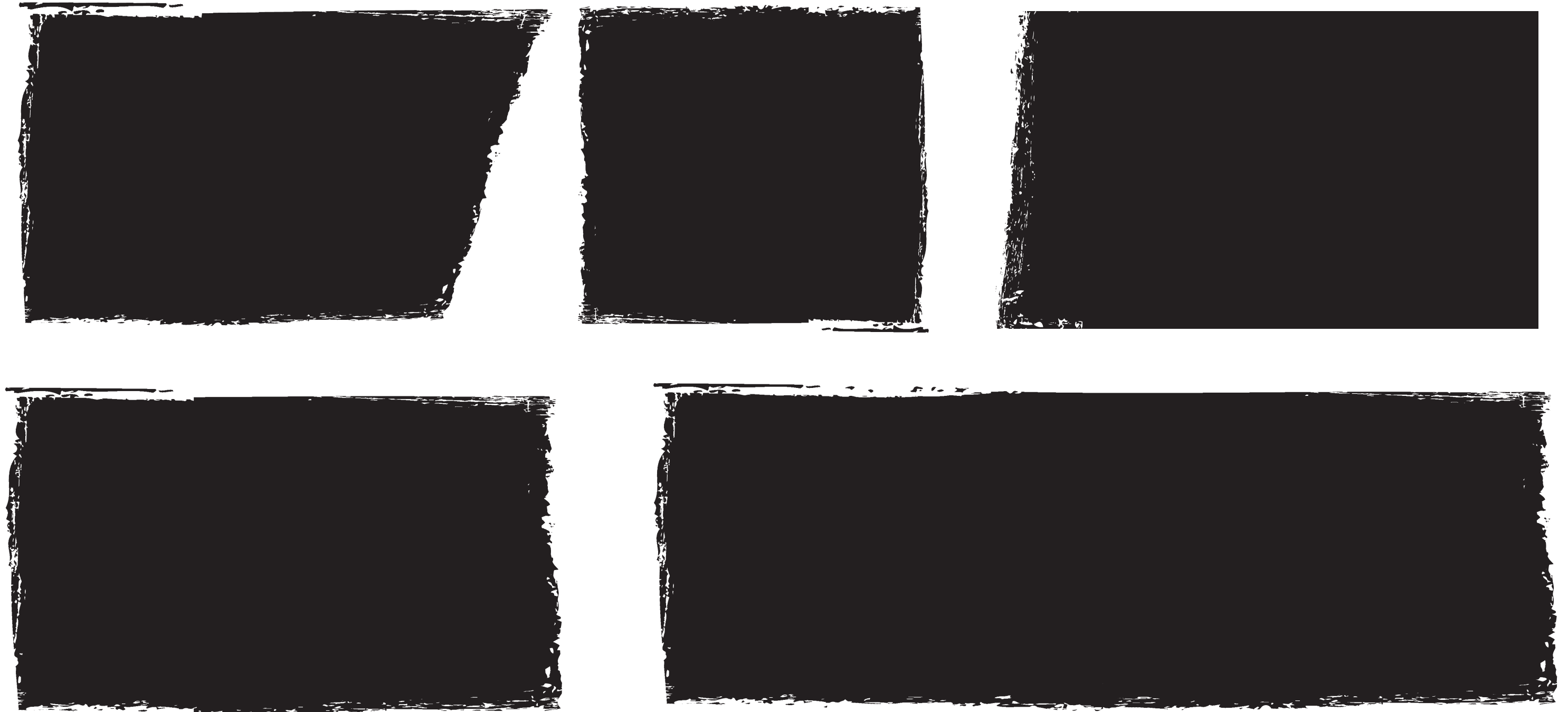
---

## BRUSH STROKE BOXES AND PHOTO FRAMES

As part of the My Greeley brand Brush stroke boxes are available to use for background color on headlines and promotional callouts.

The Brush Stroke Boxes are created as a bitmap tiff file and the color can be changed working in inDesign like you would change the color of text. Import the Brush Stroke Box you would like to use as the background color then use the picture selection tool to use one of the pre-determined colors.

Brush stroke design boxes



Brush stroke Image Frame



Brush stroke design box color examples

## City Lifestyle Ad Layout

## MyGreeley Cultural Concept

7.083" X 4.75" City Lifestyles 1/2 page Ad



## MyGreeley Outdoor Activities Concept

7.083" X 4.75" City Lifestyles 1/2 page Ad



## Layout Anatomy

Basic layout is designed with a 9 square grid that can be divided up in various ways like the examples shown

### Multiple image design

This example shows how the cultural ad above is designed with these layout principles.

|   |       |  |
|---|-------|--|
| MyGreeley headline and brushstroke area |       | Copy and MyGreeley.com/tag lockup area |
| Image                                   | Image |  |
|   | Image |  |
| QR Code/CTA                             |       |  |

### Single image design

|  |  |
|--|--|
| <p>MyGreeley headline<br/>and brushstroke area</p>               |  |
| <p>Single Image</p> <p>CTA over top of image toward the left</p> | <p>Copy and MyGreeley.<br/>com/tag lockup area</p> |

### Single image design example





# Greeley Tribune Newspaper Ad Layout

10" X 10" Greeley Tribune 1/2 page Ad

# My GREELEY

*this is where the headline goes*

ADD YOUR STORY TO THE CULTURE  
OF GREELEY SCAN THE CODE

MY  
GREELEY  
.COM  
A STORY BEST  
LIVED IN.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tion ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Ut wisi enim ad minim veniam.

# My GREELEY

*this is where the headline goes*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Ut wisi enim ad minim veniam.

ADD YOUR STORY TO  
THE CULTURE OF GREELEY  
SCAN THE CODE

**MY  
GREELEY  
.COM**  
A STORY BEST  
LIVED IN.

## Layout Anatomy

Basic layout is designed with a 9 square grid that can be divided up in various ways like the examples shown



Social Media Layout

instagram 1080 X 1080  
One image layout



instagram 1080 X 1080  
Two image layout



instagram 1350 X 1920



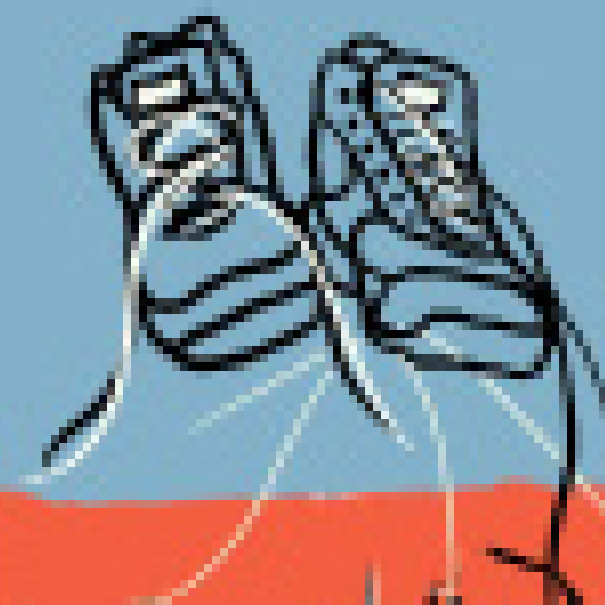
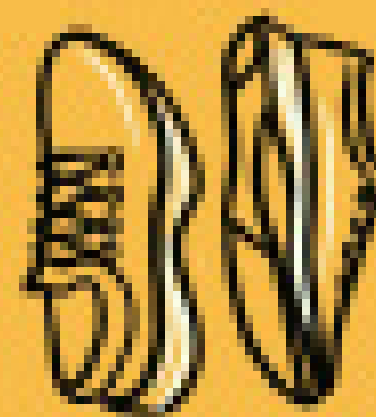
instagram 1080 X 1080  
Four image layout



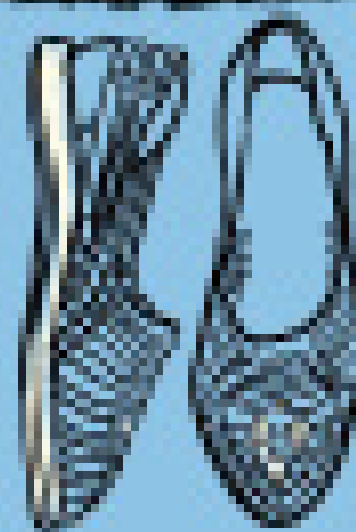
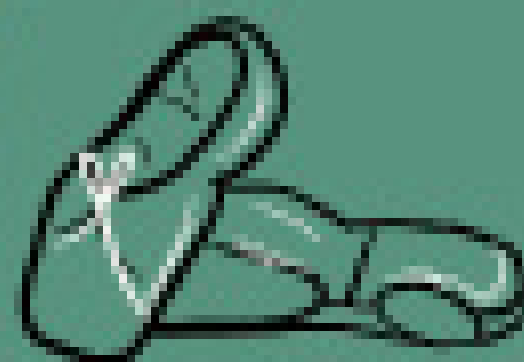
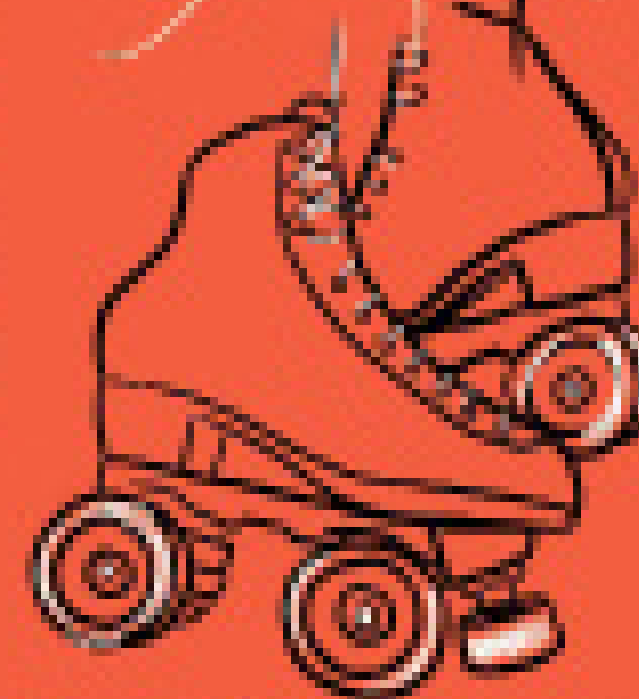


**EVENT SETUP**





**MY  
GREELEY  
.COM**  
A STORY BEST  
LIVED IN.





MyGREELEY

has both feet  
planted in the future.



There's rich agricultural history here; more than 41 Greeley-based farms and ranches have been certified Centennial, designating over 100 years of same-family ownership and operation. Yet their history is one built not on nostalgia, but innovation. Less leaving your fortune to the weather gods and more smart farming, precision technology and automation to deliver the highest quality of produce at maximum yield. Which is as good for the local economy as it is for the local appetite.

Learn more about how innovation  
fuels our growth and prosperity at

MY  
GREELEY  
.COM



MyGREELEY

is where i've met  
the Imperial Stout



**THIS IS A LEAD IN** Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam nonummy  
nibh euismod tincidunt ut laoreet dolore magna  
aliquam erat volutpat. modo consequat.

**A STORY  
IS BEST  
LIVED IN.**

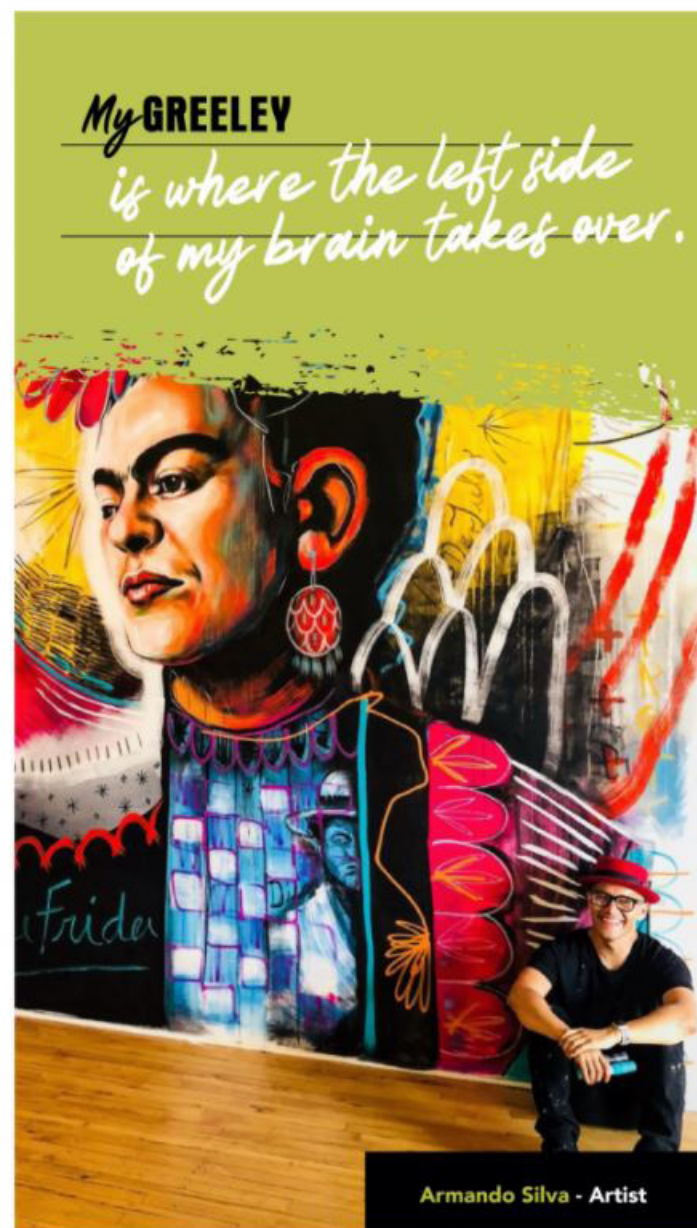


Visit [myGreeley.com](http://myGreeley.com)

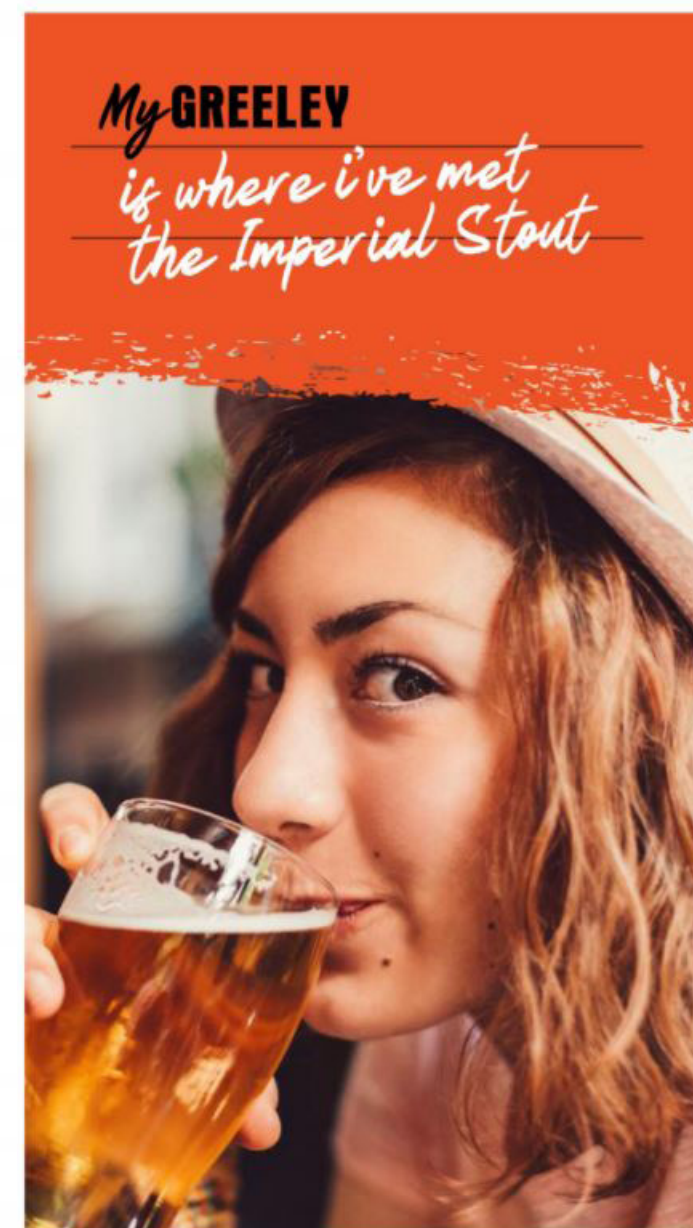
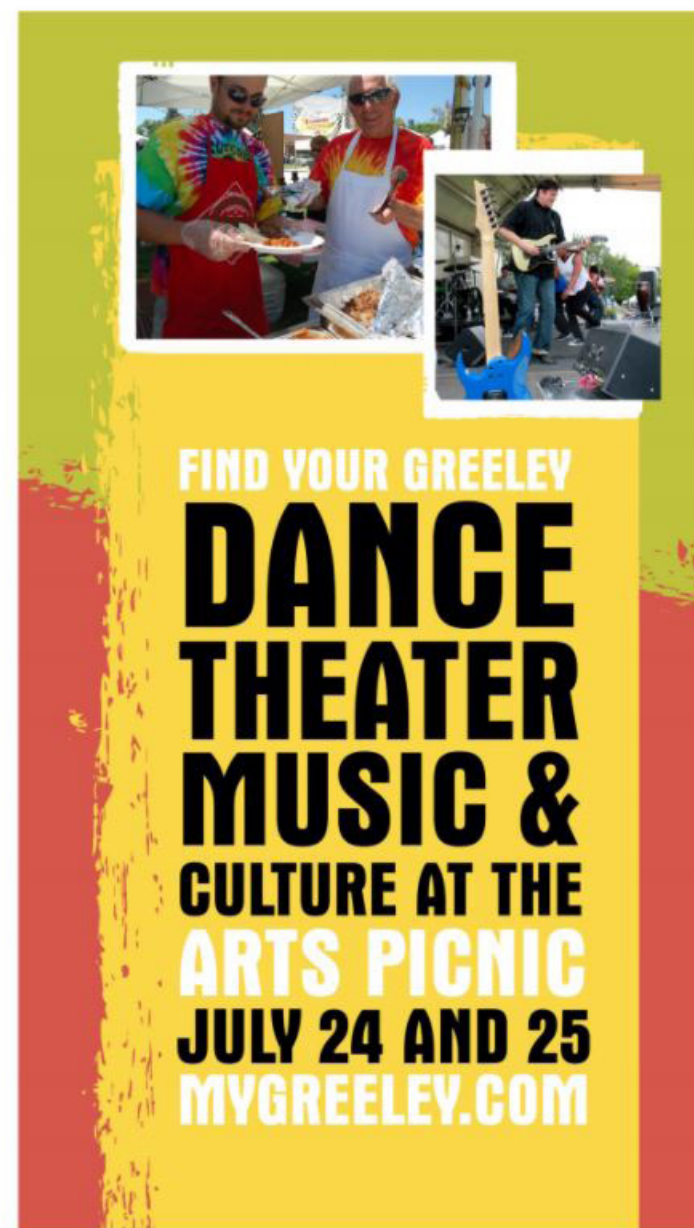


Billboard – MyGreeley.com CTA





Social Media Post – Carousel - Event Specific



Social Media Post – Carousel - Event Specific







**1** Story Font  
*Breaksong Rough Regular*

---

**2** Promotional Font  
**OPTI AURORA GROTESK NINE MEDIUM**

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**3** Communication Font  
**Avenir Family**

Avenir Light  
Avenir Book  
Avenir Roman  
*Avenir Roman Oblique*  
*Avenir Oblique*  
Avenir Medium  
*Avenir Medium Oblique*  
**Avenir Black**  
***Avenir Black Oblique***  
Avenir Heavy  
*Avenir Heavy Oblique*



*My***GREELEY**

## **FOR MORE INFORMATION**

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