



REQUEST FOR PROPOSAL
FOR
PUBLIC RELATIONS SERVICES

ISSUE DATE: December 13, 2024 AT 5:00 PM

PROPOSAL DUE DATE & TIME: January 6, 2025 AT 5:00 PM

Prepared by:
City of Nome
Department of Administration
P.O. Box 281
Nome, Alaska 99762

Issue Date: December 3, 2024

Issued By: City of Nome
Interim City Manager
Brooks W. Chandler
PO Box 281
Nome, AK 99762
Phone: 907-443-6601

For: City of Nome
City Clerk
Daniel Grimmer
PO Box 281
Nome, AK 99762
Phone: 907-443-6611
Email: Dgrimmer@nomealaska.org

The City of Nome is requesting proposals from qualified persons to provide public relations services for the **City of Nome**. Proposals can be accepted via email and shall be received no later than 5:00 pm, January 6, 2025 for the services and/or items described herein. Proposals can be sent to:

Daniel Grimmer, City Clerk
Dgrimmer@nomealaska.org

No late proposals shall be accepted or considered. Any proposal can and may be withdrawn prior to the scheduled due date.

All inquiries shall be directed to the City Clerk, Daniel Grimmer via email and must be submitted and received before 5:00 pm, December 30, 2024. No bid security bond is required for proposals.

The City of Nome reserves the right to cancel this RFP and/or reject any or all proposals. All costs incurred by those participating in this RFP are the sole responsibility of the Proposer and will not be reimbursed by the City of Nome.

No proposal may be withdrawn for a period of sixty (60) days after the opening of the proposal, except as provided in the RFP.

All proposals must be based on the sample contract attached hereto. Any changes or exceptions must be noted on the proposal. Extensive changes may render the proposal non-responsive.

Qualifications will be worth 60% of the overall points and the price proposal will be worth 40% of the overall points. The contract will be awarded to the responsive Proposer with the highest scored Final Proposal. Only one Proposal from any individual, firm, partnership, or corporation, under the same or different names, will be considered.

1. Introduction and Background:

The City of Nome, (pop.3,800) is situated on the shores of the Bering Sea 538 miles northwest of Anchorage, Alaska. The City of Nome is the largest Municipality on the Seward Peninsula and home to the Port of Nome. It is designated as a first- class city and is located within the Nome Census Area, which is an unorganized borough and operates under the Council/City Manager form of government.

The City of Nome is seeking assistance in the provision of information to and communication with the public from an experienced, qualified person or firm. The successful proposer will work closely with the assistant city manager in the development and implementation of public relations strategies and processes under the broad policy guidance of the City Council based on the attached Scope of Work. The goal is to

increase the City of Nome's capability to provide timely and accurate information to the general public and members of the news media. They must possess strong leadership and communication skills with considerable knowledge of principles and techniques of public relations. They will be expected to serve as a training resource to the assistant city manager in development and implementation of the City of Nome's initial public information standard procedures. Thereafter the firm will be asked to provide specific public relations services on an as needed basis including responding promptly to requests generated by significant public events, crises and emergencies. Previous experience in the field of public relations projects for state or municipal governments is preferred.

2. **Initial Term.** The initial term of the contract will be one (1) year from March 1, 2025 to February 28, 2026.

3. Proposal Requirements:

The work to be performed will be a collaborative effort between the City of Nome's City Council, the Assistant City Manager and the professional selected. The consultant will help develop core strategies for public relations capable of being implemented by the assistant city manager with the support of the selected professional. Once broad strategies have been developed the consultant will prepare or review information to be disseminated to the public with the Assistant City Manager. These services will be provided as requested subject to an annual budget approved by the Nome City Council.

The City of Nome will consider proposals from persons with specific experience related to public relations services for municipalities and state governments preferably knowledge and/or previous work in the State of Alaska. The following information is required to be submitted in the order listed and shall not exceed ten (10) pages total:

- a. In compliance with this request for proposal and subject to all terms and conditions imposed herein, which are hereby incorporated by reference, complete the information below as an acknowledgement that the Proposer offers and agrees to furnish the services and/or items requested in this solicitation if selected.

Legal Name and Address:

_____ Date: _____
_____ Print Name: _____
_____ Signature: _____
_____ Zip: _____ Title: _____
_____ Phone: _____
_____ Fax: _____
_____ Business License # _____

- b. Brief history including number of years' experience and professional background.
- c. List of similar work conducted within the last 6 years, with a focus on Alaska experience. Please include at least three references. By submitting a proposal the Proposer authorizes the City of Nome to verify all information referenced in the proposal and to check all references identified by the proposer.
- d. Description of proposed services and approach.

- e. Fee structure associated with proposed services including reimbursable expenses. The expectation is that Proposers will provide services at hourly rates as requested by the City of Nome.

4. Disqualification of Proposers: Proposers may be disqualified for any of the following reasons:

- Reason to believe collusion exists.
- The Proposer is involved in any litigation against the City of Nome.
- The Proposer is in arrears of an existing contract or has failed to perform on previous contracts with the City of Nome.
- Failure to provide required information as requested.

5. Insurance Requirements:

- **Commercial General Liability Insurance:** \$1,000,000 per occurrence with \$2,000,000 aggregate, Coverage must be provided for Bodily Injury Liability, Broad Form Property Damage Liability, Contractual Liability, and Products and Completed Operations coverage. Completed Operations coverage is to be maintained for a minimum period of two years after the completion of the Agreement.
- **Workers' Compensation insurance** (unless proposer has no employees) in accordance with the statutory coverages required by the State of Alaska and Employers Liability insurance with limits not less than \$1,000,000 and, where applicable, insurance in compliance with any other statutory obligations, whether State or Federal.

6. Contact Information: During the process until proposals are submitted there will be no contact with City of Nome personnel other than the Department of Administration.

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