

Legal Notice

Town of Branford
Request for Proposals

**Digital Marketing Services for
Branford Economic Development Commission**

The Town of Branford, Connecticut, is requesting proposals for digital marketing services from qualified consultants to enhance its online presence in support of its economic development efforts.

The request for proposals documents are on file for review at the Town of Branford website www.branford-ct.gov and on the State of CT DAS website.

Sealed proposals marked “**Digital Marketing Services for Branford Economic Development Commission**”, will be received at the Finance Department, Attention, Purchasing Clerk, 1019 Main Street, Branford, CT 06405 by **11:30 a.m. on Thursday, May 30, 2024**. Proposals received after the deadline date and time will not be considered. Proposals will be publicly opened and read immediately after submission deadline in the basement conference room located on the ground level of Town Hall.

The Board of Selectmen or the majority reserves the right to select or reject any and/or all bids containing alternate proposals, to waive any informality in proposals and to reject any and/or all bids or accept such bids as shall, in their judgements, be in the best interest of the Town of Branford.

Tyechia Pettway
Purchasing Clerk

**Town of Branford
Request for Proposals**

**Digital Marketing Services for
Branford Economic Development Commission**

Introduction

The Town of Branford is requesting proposals for digital marketing services from qualified consultants to enhance its online presence in support of its economic development efforts.

Description

The Town of Branford Economic Development Commission is soliciting proposals for digital marketing services to enhance its online presence and attract businesses to consider relocation to Branford, CT. The scope of work includes three key items.

Scope of Services

1) Search Engine Optimization (SEO):

- Provide recommendations and implement strategies to improve website visibility and ranking on search engines.
- Delivery monthly reports to track progress and adjust strategies as necessary.

2) Facebook Postings:

- Develop engaging and business-focused content for two posts per week on the Branford Economic Development Commission Facebook page.
- Create visually appealing designs and compelling copy to attract businesses considering relocation to Branford, CT.
- Ensure consistency in branding and messaging across all posts.
Current Facebook page: <https://www.facebook.com/DiscoverBranford>

3) LinkedIn Page Creation and Management:

- Create a professional LinkedIn page for the Branford Economic Development Commission, highlighting its mission, services and benefits of relocating to Branford, CT.
- Post two business-oriented updates per week, tailored to attract potential businesses to Branford.
- Engage with the LinkedIn community through comments, shares, and connections to expand reach and visibility

Required Information

- ❖ **Intro letter that includes a description of the firm/team and its digital marketing overview capabilities.**
- ❖ **Include the reasons why we should choose your company for our digital marketing services.**
- ❖ **Include your knowledge of the local business environment.**
- ❖ **Include examples of your work that directly relates to this project.**

Questions

Questions regarding this RFP should be directed to the Perry Maresca, Economic and Business Development Manager at pmaresca@branford-ct.gov.

TOWN OF BRANFORD
Bid Proposal Sheet

Bid Proposal for:

Digital Marketing Services
for Branford Economic Development Commission

We hereby propose to furnish all labor and materials required by the contract documents as follows:

Scope of Work	Price
1) Search Engine Optimization (SEO)	\$ _____
2) Facebook Postings	\$ _____
3) LinkedIn Page Creation and Management	\$ _____
Total Price	\$ _____

Company Name: _____

Company Address: _____

Signature of Authorized Representative

Date

Title

Bid Bond Required **NO**

Bid Bond Enclosed (if required) **NO**

Performance Bond Required **NO**

Town of Branford Professional Services – Insurance Requirements

Contractor/Vendor shall agree to always maintain in force during the contract the following minimum coverage and shall name the Town of Branford as an Additional Insured on a primary and non-contributory basis to all policies except Workers Compensation. All policies should also include a Waiver of Subrogation. Insurance shall be written with Carriers approved in the State of Connecticut and with a minimum AM Best's rating of "A-"VIII.

		(Minimum Limits)
General Liability	Each Occurrence	\$1,000,000
	General Aggregate	\$2,000,000
	Products/Completed Operations Aggregate	\$2,000,000
Excess/Umbrella Liability	Each Occurrence	\$1,000,000
	Aggregate	\$1,000,000
Professional Liability	Each Occurrence	\$1,000,000
	Aggregate	\$1,000,000
Cyber Liability ⁽¹⁾	Each Occurrence	\$1,000,000
	Aggregate	\$1,000,000
Workers' Compensation and Employers' Liability ⁽²⁾	WC Statutory Limits	
	EL Each Accident	\$500,000
	EL Disease Each Employee	\$500,000
	EL Disease Policy Limit	\$500,000

If any policy is written on a "Claims Made" basis, the policy must be continually renewed for a minimum of two years from the completion date of this contract. If the policy is replaced and/or the retroactive date is changed, then the expiring policy must be endorsed to extend the reporting period for claims for the policy in effect during the contract for two years from the completion date.

Original, completed Certificates of Insurance must be presented to the Town of Branford prior to contract issuance. Contractor/Vendor agrees to provide replacement/renewal certificates at least 30 days prior to the expiration date of the policies. Should any policy be cancelled for nonpayment of premium, 10 days written notice must be provided to the Town. Should any of the policies be cancelled for other reasons, limits reduced or, coverage altered, 30 days written notice must be given to the Town.

Notes

- (1) Cyber Liability is required if Contractor is on Town's network or houses Town information on their network.
- (2) Workers Compensation is required if employees come onto Town property.

TOWN OF BRANFORD
OFFICE OF THE TREASURER



1019 Main Street
Post Office Box 150
Branford, CT 06405

(203) 488-8394
FAX: 315-3736

**General Requirements for Bidding
and
Instructions to Bidders**

NOTICE

Information provided in these specifications is ***CONFIDENTIAL*** and is to be used only for the purpose of preparing a proposal. It is further expected that each bidder will read these specifications with care, for failure to meet every one or a combination of specified conditions may invalidate the proposal.

The Town reserves the right to reject any or all bids or any portion thereof and to accept the bid deemed to be in the best interest of the Town of Branford.

Bidders are requested to submit quotations on the basis of these specifications. Alternate quotations will receive consideration providing such alternatives are clearly explained.

The information contained herein is believed to be accurate and is based upon the latest available information but is not to be considered in any way as a warranty.

Revised 8/2021
Standard Form

SECTION I - General Terms and Conditions

A. Compliance with Laws

The bidder shall at all times observe and comply with all laws, ordinances and regulations of the federal, state and local governments, which may in any way affect the preparation or the performance of the contract.

B. Timetable

Price quoted must be valid for **90** days. Delivery and installation completion dates must be included in the bid proposal.

C. Consideration of Proposals

The Board of Selectmen, or a majority of them, reserve the right to select or reject alternate proposals; to waive informality in proposals; and to reject any and all bids, or accept such bid as shall in its judgement be to the best interest of the Town of Branford.

D. Bid Bond *NOT REQUIRED*****

1. A certified check or bank draft made payable to the “Treasurer, Town of Branford”, or a satisfactory bid executed by the bidder and a surety company in an amount no less than five percent (5%) of the base bid, may be required with each proposal.
2. Checks or drafts will be returned to unsuccessful bidders within ten (10) business days of the bid award.

E. Performance Bond *NOT REQUIRED*****

Successful bidders may be required to furnish a Performance and Payment Bond in the amount of 100% of the contract sum.

F. Protection of Work and Property *NOT REQUIRED*****

Successful bidders shall be responsible for protection of their equipment and materials against theft, damage or deterioration on the site.

G. Competency of Bidders

1. Bidders shall have had proven experience in the field of work.
2. Bidders shall submit with their bid a listing of recent work performed within the State of Connecticut of the size equal to or greater than the work being bid. ****See Required Information Section on Page 3****

H. Alternates

1. Any alternates to specified materials or workmanship must be separately listed and described in detail.
2. Alternates will be considered in awarding the contract only if they provide, as a minimum requirement, all features contained in the specifications.
3. The Town of Branford reserves the sole right to determine through its agents the equality of alternate products and/or installation procedures.

I. Bid Requirements

1. Each bidder shall return two (2) copies of the proposal sheet entitled “Bid Proposal”. Each bid proposal must be signed by an authorized agent of the bidder.
2. Each bidder must complete and have **notarized** the “Non-Collusion Affidavit of Bidder” form. This form must accompany all bids being submitted.
3. Each bidder must be in good standing with the Town of Branford.
4. Successful bidders must obtain any required governmental approvals.

J. Specifications – General

The contract shall include all labor and materials, tools and equipment and services required for proper performance of the work as specified hereinafter and as may be required for proper completion of the work in accordance with the highest standards of the trades involved.

K. Examination of Site *NOT REQUIRED*****

Prior to submission of the bid, contractor shall visit the site, consult with the supervisor, and become thoroughly familiar with all conditions under which the work will be installed. The contractor will be responsible for any assumptions made regarding the site for the work to be performed.

SECTION II - Insurance Requirements

Bidder shall agree to maintain in force at all times during which services are to be performed the following coverages and shall name the Town of Branford as an Additional Insured on a primary and non-contributory basis to the Bidder’s Commercial General Liability and Automobile Liability policies. **These requirements shall be clearly stated in the remarks section on the bidders Certificate of Insurance.** Insurance shall be written with Carriers approved in the State of Connecticut and with a minimum Best’s Rating of “A”VIII-. In addition, all Carriers are subject to approval by the Town of Branford.

		(Minimum Limits)
General Liability	Each Occurrence	\$1,000,000
	General Aggregate	\$2,000,000
	Products/Completed Operations Aggregate	\$2,000,000
Excess/Umbrella Liability	Each Occurrence	\$1,000,000
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	EL Each Accident	\$500,000
	EL Disease Each Employee	\$500,000
	EL Disease Policy Limit	\$500,000

If any policy is written on a “Claims Made” basis, the policy must be continually renewed for a minimum of two (2) years from the completion date of this contract. If the policy is replaced and/or the retroactive date is changed, then the expiring policy must be endorsed to extend the reporting periods for claims for the policy in effect during the contract for two (2) years from the completion date.

Original, completed Certificates of Insurance must be presented to the Town of Branford prior to purchase order/contract issuance. Bidder/Contractor/Vendor agrees to provide replacement/renewal certificates at least 30 days prior to the expiration date of the policies. Should any policy be cancelled for nonpayment of premium, 10 days written notice must be provided to the Town. Should any of the policies be cancelled for other reasons, limits reduced or, coverage altered, 30 days written notice must be given to the Town.

Notes

- (1) Cyber Liability is required if Contractor is on Town’s network or houses Town information on their network.
- (2) Workers Compensation is required if employees come onto Town property.

Hold Harmless Requirements

The contractor shall, at all times, indemnify and save harmless the Town of Branford, its officers, agents, and servants on account of any and all claims, damages, losses, litigation expense, counsel fees and compensation arising out of injuries (including death) sustained by or alleged to have been sustained by the public, any or all persons affected by the contractor's work, or by the contractor, any subcontractor, material, men or anyone directly or indirectly employed by them or any one of them while engaged in the performance of this contract. The Town of Branford shall be named as an additional insured on said policy of public liability insurance to cover all claims against the Town arising out of said contract.

NON-COLLUSION AFFIDAVIT

State of: _____

County of: _____, SS)

_____ ; being first duly sworn, deposes and says that:

- 1) S/he is (owner, partner, officer, representative or agent) of _____ ,
the Bidder that has submitted the attached Proposal:
- 2) S/he is fully informed regarding the preparation and contents of the attached Proposal and of all
pertinent circumstances regarding such Proposal:
- 3) Such Proposal is genuine and is not a collusive or sham Proposal:
- 4) Neither the said Bidder nor any of its officers, partners, owner, agents, representatives, employees
or parties in interest, including this affiant, has in any way colluded, conspired, connived, or
agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham
Proposal in connection with the Contract for which the attached Proposal has been submitted or
to refrain from bidding in connection with such Contract, or has in any manner, directly or
indirectly, sought by agreement or collusion or communication or conference with any other
Bidder, firm or person to fix the price or prices in the attached Proposal or of any Bidder, or to fix
any overhead, profit or cost element of the bid price or the bid price of any other Bidder or to
secure through any collusion, conspiracy, connivance or unlawful agreement any advantage with
the Owner or any person interested in the proposed Contract.
- 5) The price quoted in the attached Proposal is fair and proper and is not tainted by collusion,
conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents,
representatives, owners, employees, or parties in interest.

Signed: _____

Title: _____

Subscribed and sworn before me this _____ day of _____ , 20 _____ .

Notary Public: _____

My Commission expires _____ , 20 _____ .