

**REQUEST FOR  
QUALIFICATIONS/PROPOSALS  
FOR  
SHOP LOCAL INCENTIVE SYSTEM**

Prepared by:  
City of Jackson, Mississippi  
200 South President Street  
Jackson, MS 39201

## PUBLIC NOTICE

### REQUEST FOR PROPOSALS

The City of Jackson is seeking submission of proposals from qualified professional firms for professional assistance with the following project: Shop Local Incentive System.

Detailed information pertaining to the submission of a response to this request for proposals may be obtained from the Department of Planning and Development, Suite 229, Warren Hood Building: 200 South President Street, Jackson, Mississippi 39201, or by contacting Chloe Dotson at 601-960-1993 or email: [cdotson@city.jackson.ms.us](mailto:cdotson@city.jackson.ms.us).

One (1) original and eight (8) signed copies of the proposal must be received **no later than 3:30 P. M., on Tuesday, June 27, 2023**, at the City Clerk's Office, 219 S. President Street, Jackson, Mississippi 39201. **Mailed proposals should be addressed to the Office of the City Clerk, P.O. Box 17, Jackson, MS 39205-0017. Packets should be sealed and clearly marked "Proposal for The Shop Local Incentive System."**

The City of Jackson is committed to the principle of non-discrimination in public contracting and professional services. It is the policy of the City of Jackson to promote full and equal business opportunity for all persons doing business with the City.

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Chloe Dotson BUPD. MURP., Director  
Department of Planning and Development  
City of Jackson, Mississippi

**REQUEST FOR QUALIFICATIONS/PROPOSALS FOR:**  
**Shop Local Incentive System**

**A. INTRODUCTION**

The City of Jackson, Mississippi Department of Planning and Development ("City") is requesting this Request for Qualifications/Proposals (RFQ/RFP) for a Shop Local Incentive System for businesses in Jackson, Mississippi.

**B. PROJECT DESCRIPTION**

The selected consultant will enter into an agreement with the City to provide a software/system solution that encourages residents to shop in local Jackson businesses. The vendor must provide an application-based fiscal incentive platform that can be easily used by businesses and patrons and the necessary administrative services to launch and maintain the program. The platform is meant to allow patrons to earn City credit through valued actions, like patronage of small businesses in Jackson, MS, and then redeem that credit at other participating Jackson businesses. The scope of services shall be (Appendix "A") strictly adhered to as a minimum of the required deliverables.

**C. TIME FRAME**

Work is scheduled to begin within 30 days of selection with a deliverable date of six months (180 days) later.

**D. SCOPE OF SERVICES**

Respondent proposals should address the preliminary scope of services and applicable specifications provided in Attachment A and as may be further clarified by the City. The preliminary scope of services is to be understood as a minimum and is subject to change at the discretion of the City.

**E. GENERAL PROVISIONS**

The procurement process is subject to applicable provisions of federal, state, and local laws and ordinances.

1. The City will not be liable for any costs incurred in preparing, submitting, or presenting a respondent's submittals or any associated travel costs.
2. Although discussions may be conducted with respondents submitting acceptable proposals, consultant selection may be made without any discussion.
3. The City reserves the right to postpone the opening and/or review of respondent submittals for cause or convenience. The City also reserves the right to reject any and all proposals, in whole or in part, and to waive any information therein.

4. If only one qualified respondent responds by the due date, the City may enter into contract negotiations with that firm.

#### F. CONTENTS OF RESPONDENT SUBMITTALS

**Proposal Format Guidelines:** Interested entities or contractors are to provide the City of Jackson, Mississippi, with a thorough Proposal using the following guidelines: Proposal should be typed and should contain no more than 50 typed pages using a 12-point font size, including transmittal letter and resumes of key people, but excluding Index/Table of Contents, tables, charts, graphic exhibits, and pricing forms. Each proposal will adhere to the following order and content of sections. Proposal should be straightforward, concise and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and providing a complete and clear description of the offer. Proposals that appear unrealistic in terms of technical commitments, lack of technical competence, or are indicative of a failure to comprehend the complexity and risk of this contract may be rejected. The following Proposal sections are to be included in the Proposer's response:

- **Cover Letter:** A cover letter, not to exceed three pages in length, should summarize key elements of the Proposal. An individual authorized to bind the Contractor must sign the letter. Indicate the address and telephone number of the contractor's office located nearest to Jackson, Mississippi, and the office from which the project will be managed. And include the proposed working relationship among the offering agency and subcontractors, if applicable.
- **Background and Project Summary Section:** The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. Refer to **Scope of Work, Appendix A** of this RFP.
- **Method of Approach:** Provide a detailed description of the approach and methodology that will be used to fulfill each requirement listed in the Scope of Work of this RFP. The section should include:
  1. An implementation plan that describes in detail (i) the methods, including controls by which your firm manages projects of the type sought by this RFP; (ii) methodology for soliciting and documenting views of internal and external stakeholders; (iii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work.
  2. Detailed description of efforts your firm will undertake to achieve client satisfaction and to satisfy the requirements of the "Scope of Work" section.
  3. Detailed project schedule, identifying all tasks and deliverables to be performed, durations for each task, and overall time of completion.

4. Detailed description of specific tasks you will require from City staff. Explain what the respective roles of City staff and your staff would be to complete the tasks specified in the Scope of Work.
  5. Proposers are encouraged to provide additional innovative and/or creative approaches for providing the service that will maximize efficient, safe, and cost-effective operations or increased performance capabilities.
  6. Firms, individuals, and entities wishing to be considered shall include in their submissions the steps they will, if selected, implement and adhere to for the recruitment, hiring, and retention of former employees of the City who have been displaced due to layoff or outsourcing of functions and services formerly provided by the City.
- **Qualifications & Experience of the Firm:** Describe the qualifications and experience of the organization or entity performing services/projects within the past three years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:
    1. If the owner is a corporation, please provide: Name of the corporation, corporate office street address, city, state, and zip code, the state where incorporated, date of incorporation, first and last name of officers, local office address, city, state & zip, and the date local office opened its doors for business.
    2. If the owner is a partnership or joint venture, please provide: Name of the partnership or joint venture, principal office street address, city, state, and zip code, state of organization, date of organization, first and last name of the general partner(s), local office address, city, state, and zip code, and date local office opened its doors for.
    3. List all businesses owned or controlled by yourself (applicant) or a business manager doing similar business in Mississippi under another name. List the business name and address and specify who owns or controls the business (e.g., self, business manager, etc.).
    4. List all businesses for which you or your business manager is or was an officer, director, or partner doing similar business in Mississippi under another name. List business name and address, title, and date(s) in position; specify who was in position (e.g., self, business manager, etc.).
    5. How many years have you been in business under your present business name?
    6. Provide a list of current and previous contracts similar to the requirements for Jackson, MS, including all public agencies served (if any). For each, provide a brief description of the scope of work performed, the length of time you have been providing services, and the name, title, and telephone number of the

person who may be contacted regarding your organization's service record. Provide a sample of each background investigation for each contract.

7. Submit a description of the organization's qualifications, experience, and abilities that make it uniquely capable to provide the services specified in the Scope of Work.
8. The City of Jackson is interested in knowing how Proposers support the communities that they serve. Please provide information on your organization's participation in the local community, charitable and civic organizations, and events, including membership in the Greater Jackson Chamber of Commerce, charitable contributions made by your organization, etc.

Any public entity which submits a Proposal should describe in detail how it currently performs services like those identified in the Scope of Work within its or other jurisdictions, including photographs, written policies and/or video of services provided. If you have performed these services under contract for another public entity, please provide references for those entities as set forth above for private Proposers.

- **Financial Capacity:** The City is concerned about bidders' financial capability to perform, therefore, it may ask you to provide sufficient data to allow an evaluation of the firm's financial capabilities.
- **Key Personnel:** It is essential that the Proposer provide adequate experienced personnel capable of and devoted to the successful accomplishment of work to be performed under this contract. The Proposer must agree to assign specific individuals to the key positions.
  - Identify the members of the staff who would be assigned to act for Proposer's firm in key management and field positions providing the services described in the Proposal, and the functions to be performed by each.
  - Include resumes or curriculum vitae of each such staff member, including name, position, telephone number, email address, education, and years and type of experience. Describe, for each such person, the relevant transactions on which they have worked.

## G. SELECTION PROCEDURE

The objective is to select the highest qualified firm for the services to be rendered at a compensation determined as fair and reasonable to the City. To accomplish this objective, respondents will be evaluated on the following basis:

	<u>Evaluation Criteria</u>	<u>Maximum Points</u>
1.	Method of Approach	35
2.	Qualifications of the Firm and Personnel	25
3.	Relevant Project Experience and Capability	20
4.	Project Schedule	20
	Maximum Total Points	100

Before assigning final scores, the City may, at its discretion, schedule face-to-face interviews or telephone conferences with each respondent. Each member of the Committee will then assign up to the maximum points noted above to each criterion based on the respondent's submittals and any other information obtained through interviews and/or telephone conferences. Respondents will be ranked according to their total cumulative points.

Following the completion of the evaluation, the City will enter into contract negotiations with the top-ranked firm. If a mutually satisfactory agreement cannot be negotiated with the top-ranked firm, said firm will be asked to document a final offer in writing before terminating negotiations. Negotiations will then be initiated with the second-ranked firm, and so forth, until a contract has been negotiated with a qualified consultant or halted at the discretion of the City.

The City reserves the right to reject any and all applicants if the requirements as set forth herein are not met or if the City deems a respondent unqualified on the basis of the overall analysis of the criteria outlined above. The City further reserves the right in its sole discretion to select the consultant it considers most favorable to the interest of the City.

## H. CLARIFICATION OF SPECIFICATIONS

Requests for clarification of any items, requirements, or specifications contained in this RFP/RFQ must be received in writing at the City offices no later than **3:30 P. M., on Tuesday, June 20, 2023. Please fax, email, or deliver all RFP/RFQ clarification requests to:**

Attention: Chloe Dotson BUPD. MURP  
Department of Planning and Development,  
200 South President Street, Suite 229  
Jackson, MS 39201  
Phone: (601)-960-1993  
Fax: (601) 960-2192  
Email: [cdotson@city.jackson.ms.us](mailto:cdotson@city.jackson.ms.us)

## I. RESPONDENT SUBMITTALS

To be considered, one (1) original and eight (8) copies of the required submittals must be received at the City Clerk's Office, 219 S. President Street, Jackson, Mississippi 39201, by **3:30 P. M., on Tuesday, June 27, 2023.** Respondent submissions will be opened by the City on the due date after 3:30 p.m. As soon as possible thereafter, the City shall review the documents that include each respondent's letter of interest, qualifications, and required certifications and assurances.

Respondent submittals should be securely sealed in one or more parcels and clearly marked "Proposal for a Shop Local Incentive System."

Respondent submissions not in compliance with the instructions contained in this section and/or not containing the information requested may be declared "non-responsive" and disqualified from consideration.

## J. MISCELLANEOUS PROVISIONS

**Proposals received after the due date and time will not be considered.** Modifications received after the due date will not be considered. No responsibility will be attached to the City for the premature opening of a package not properly addressed and identified and/or delivered to the wrong office. The City may reject any and all proposals and reserves the right to waive any technicalities, irregularities, or informalities in any proposals or in the proposed procedure.

**Documents.** This RFP/RFQ comprises the following documents (all of which are herein collectively referred to as the "Documents"):

- PUBLIC NOTICE - REQUEST FOR PROPOSALS
- REQUEST FOR QUALIFICATIONS/PROPOSALS
- ATTACHMENT A - PRELIMINARY SCOPE OF SERVICES

**Contract Award.** It is anticipated that if one or more proposals are accepted, the City may enter into one or more contracts for said services or may enter into one Contract with a sub-contract for one or more of the specific elements under the Preliminary Scope of Services provided in Attachment A.

**Owner's Representative.** It is understood that the City will designate an Owner's Representative to provide oversight and administration during the performance of the professional services covered by any contract that is awarded.



**APPENDIX A**

**SCOPE OF WORK**

## **Scope of Work: Shop Local Incentive System/Service**

The Office of Economic Development is seeking a technology partner to provide a software/system solution that encourages residents to shop in local Jackson businesses. The vendor must provide an application-based fiscal incentive platform that can be easily used by businesses and patrons and the necessary administrative services to launch and maintain the program. The platform is meant to allow patrons to earn City credit through valued actions, like patronage of small businesses in Jackson, and then redeem that credit at other participating Jackson businesses. The City would require the partner to provide the following services:

1. The program would be for one year with the potential to extend services for up to 5 years. The preparation for the launch of the program can take no more than three months from the kick-off meeting.
2. The platform must handle the distribution and auditing of a reward/point system, which would allow customers to earn points for shopping at Jackson businesses or participating in local events while redeeming these points at Jackson businesses. Thereby potentially encouraging patronage of two small businesses in Jackson with each dollar.
3. The vendor would complete the establishment and administration of the program. This includes finding and bringing businesses on board, developing the branding and outreach materials for the program, overseeing the system's maintenance, and ensuring the funds' distribution is secure and proper. They will make every effort to ensure participating businesses are distributed throughout the City.
4. Any businesses recruited to be locations to accrue or redeem City credits must be businesses within the City of Jackson. The vendor will coordinate with the City to ensure this program focuses on assisting local small businesses and encourages the shop local campaign.
5. The system cannot require businesses to purchase additional hardware to implement the program.
6. Patrons and businesses must be able to use the service on a personal mobile device easily.
7. The service will provide a monthly reporting system to allow the City of Jackson to track the program's progress and track the types of businesses benefiting most from the program.
8. The service would provide flexibility in the program that would allow the City to adjust reward points by type of business, business location, or other essential characteristics of the businesses like female-owned, minority-owned, within an opportunity zone, or more.
9. Provide the flexibility for credits to be awarded for attendance at public engagement opportunities, including event calendars and page highlights where users can engage directly with the City of Jackson

10. Provide the flexibility for credits to be awarded for non-profit/community-based organization events. Increase the visibility of non-profits and highlight individual commercial corridors or local business events like Hal's St Paddy's Day Parade.

11. Integrate with the existing Jackson Open Gov view point cloud website by assisting in producing an integration with the Jackson Open Gov view point cloud so that participating businesses might be identified in real-time.