

# REQUEST FOR PROPOSAL

City of Macomb Marketing

City of Macomb  
232 East Jackson Street  
Macomb, Illinois



macomb  
illinois

*Small-town* living. Community *driven.*

Sealed proposals are requested on the list of materials, supplies, equipment or services set forth herein, subject to all conditions outlined in the Proposal Document, including:

SECTION I:	REQUEST FOR PROPOSAL
SECTION II:	PROJECT DESCRIPTION/SPECIFICATIONS
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Sealed proposals will be received only at the Office of the City Clerk, 232 E. Jackson St., Macomb, IL on the date and time hereinafter stated at which time they will be received for furnishing the items specified below.

## SECTION I REQUEST FOR PROPOSAL

**Date of Request:** 7-22-2025

**Item Description:** City of Macomb marketing

**Questions Due:** 8/7/2025

**Proposal Opening:** 8-14-2025

All proposals must be delivered by the specified opening time of the proposal. Proposals arriving after the specified time will not be accepted. Mailed proposals, which are delivered after the specified time, will not be considered regardless of postmarked time on the envelope. All proposals must be in writing and must contain an original signature by an authorized officer of the firm - Electronic proposals (telephone, FAX, email, etc.) are **NOT** acceptable.

The City of Macomb reserves the right to amend, modify or cancel this RFP at any time. If the City decides to amend or modify the RFP, or otherwise provide additional information, an addendum will be issued by the City and furnished to all vendors who have notified the City of their interest in the RFP.

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## SECTION II PROJECT DESCRIPTION/SPECIFICATIONS

We at the City of Macomb are looking to partner with a creative marketing firm for marketing services for the City. Together we will devise a marketing plan, work with our videographer CGI to develop the plan, and then put it out to the surrounding 250 mile radius. The McDonough County Quality of Life committee is partnering with the City on this initiative. CGI Digital information can be found at [cgidigital.com](http://cgidigital.com)

For this RFP, do not give us your marketing plan for Macomb, but what your experiences are for similar initiatives and how you helped others to get their story out creatively.

### **Data and Historical Information**

The City of Macomb is a vibrant, welcoming community of 15,600 residents in West-Central Illinois in McDonough County. It is home to Western Illinois University, Spoon River College, NTN-Bower, Pella Windows, and Yetter Manufacturing Company. The City, a non-home rule community, operates under a non-partisan Strong Mayor/Council form



of government with a City Administrator. Municipal staff consists of 8 departments under the City Administrator including, Finance and HR, City Attorney, Community Development, Marketing & Downtown Development, Fire Department, Police Department, Public Works, and Transit.

The City has four partners that it works closely with to move the community forward. These are the Macomb Park District, the Macomb Area Economic Development Corporation, the Macomb Area Chamber, and the Macomb Area Convention and Visitor's Bureau.

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### SECTION III GENERAL INFORMATION AND INSTRUCTION

1. The Vendor's proposal may be withdrawn at any time prior to the proposal opening. No proposal may be withdrawn after the proposal opening.
2. The Vendor's proposal should be prepared in a concise manner and provide adequate detail and descriptions of the vendor's capabilities to satisfy the requirements of this RFP. Vendors who deviate from these instructions may be considered non-responsive and risk being disqualified at the discretion of the City of Macomb.
3. Vendors are advised to become familiar with all conditions, instructions, and specifications governing their proposal. Once the award has been made, a failure to have read all the conditions, instructions, and specifications of their contract shall not be cause to alter the original contract or for vendor to request additional compensation.
4. Vendors agree to defend, save and hold harmless the City of Macomb from and against all demands, claims, suits, costs, expenses, or damages, as based on the activities of this contract.
5. Successful Vendor shall not assign the contract or subcontract the whole or any part of the contract without express written consent of the City of Macomb. Such consent shall neither relieve the bidder from their obligation nor change the terms of the contract.  
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6. The City of Macomb will be the sole and exclusive judge of quality, compliance with proposal specifications or any other matter pertaining to their proposal. The City of Macomb reserves the right to award their proposal in any manner it deems to be in the best interest of the City of Macomb.

7. All proposals shall be exclusive of tax; City of Macomb staff will compute all tax involved when applicable.

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## SECTION IV PROPOSAL FORMAT

Proposals should be organized into the following sections and provide sufficient detail for the City of Macomb to make an informed decision and comparison of all proposals. Additional information, such as marketing brochures and promotional materials, may be included at the end of the proposal.

To provide the best proposal to the City, please explain how your firm will develop a relationship with the City to learn our wants and needs in the campaign. Your proposal should show your commitment to learning the City and our uniqueness. We do not want a cookie cutter approach, but want something specifically made for us.

1. **Executive Summary:** A brief narrative stating the vendor's proposed solution.
2. **Company Background:** Provide company background information, including products and services offered by the company. The City requests that proposing vendors provide a contact person, such as a designated account executive or relationship manager, including an alternative.
3. **Proposed Scope of Services:** Clearly identify the scope of services to be provided. Please provide details regarding the following topics:
  - a) Develop a marketing plan for the City
  - b) Work with CGI to develop marketing videos
  - c) Assist the City to distribute the marketing in a 250 mile radius of Macomb.
4. **Proposed Schedule for Delivery and Installation:** The goal is to complete the plan during the fall of 2025 and start the marketing after that.
5. **References:** Provide a list of client references of similar sized and/or municipal accounts that you have serviced for the past two years and are currently serving. A contact person, telephone number and email address will need to be provided for each client
6. **Cost Proposal:** Proposal must include proposed cost, this should include but not be limited to all out-of-pocket costs, broken down by each major component of all functions. This shall include the hourly rate costs, and total number of costs, of each individual that will work on project implementation.

The City of Macomb pays neither Illinois Sales Tax nor Federal Excise Tax (State Tax Exemption Identification number E9995-1614). Vendors should therefore exclude such taxes from proposals.

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## SECTION V QUESTIONS OR PROPOSAL INQUIRIES

Any questions and inquiries should be directed to:

Scott Coker  
City Administrator  
[scoker@cityofmacomb.com](mailto:scoker@cityofmacomb.com)  
309 837 0501

**Questions must be received in writing on or before date and time listed above.** Responses to any questions or inquiries will be provided to all Vendors who have provided contact information to the City Clerk.

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## SECTION VI ACCEPTANCE OF PROPOSAL

Vendor proposals will be based on the following criteria:

1. Clarity of Proposal and demonstrated success, especially for those proposals who have experience working with municipalities.
2. Responsiveness to achieving the City's objectives and scope of work.
3. The vendor's technical ability, capacity, and time-frame to perform the scope of work.
4. Vendor location and maintenance response time.
5. Total cost of proposal.

City staff shall review all proposals submitted by the proposal due date. City staff shall then make a recommendation to City Council for approval of the Vendor determined to have presented the best proposal. The City reserves the right to reject all proposals and reserves



the right to waive technicalities where such action best serves the interest of the City of Macomb. The City may request additional information to aid in the analyzation of a specific proposal or to take part in additional rounds of more detailed submittals before making their final selection.

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## **SECTION VII CONTRACT NEGOTIATIONS**

The City of Macomb reserves the right to negotiate a contract with the successful Vendor after selection and approval by City Council. Selection will be based only on the proposal submitted and any subsequent interviews conducted. The submission of a proposal shall be deemed a valid offer, which may be accepted within ninety (90) days of the opening of the proposals.

The successful Vendor shall provide a Certificate of Insurance listing the City of Macomb as an additional insured, showing a minimum coverage of \$1,000,000. Additionally, the successful Vendor shall comply with the Illinois Prevailing Wage Act, as applicable.

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## **SECTION VIII ACCEPTANCE OR REJECTION**

The City of Macomb reserves the right to accept or reject any or all proposals, either in part or in whole, as deemed to be in the best interests of the City. Any submission that is deemed non-responsive or does not meet the requirements is subject to rejection.

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## **SECTION IX AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY EMPLOYMENT**

The City of Macomb is an Equal Employment Opportunity Employer. The City is required by various Federal & State Rules and Regulations, to ensure that all those who are contracting with the City of Macomb to provide a service or to start and complete the project, comply with those same rules prohibiting discrimination in hiring and employment of members of protected groups. If a contractor/subcontractor/professional service provider is found in violation of the anti-discrimination provisions of the law, and fails to remedy the situation, the contract may be brought before the City of Macomb City Council, which may subsequently result in cancellation of the contract or the withholding of monies



until the contractor/subcontractor/professional service provider comes into compliance.

As part of the efforts by the City of Macomb to comply with the requirements for Equal Employment Opportunity, as mandated by State and Federal law, the City of Macomb has adopted an *Affirmative Action Plan and Equal Opportunity Policy* which states in part:

It is the policy of the City of Macomb to provide equal opportunity in employment for all persons, to prohibit discrimination in employment because of race, color, religion, sex, national origin, citizenship status (with regard to employment), ancestry, age (40 and over), order of protection status, marital status, physical or mental disability, arrest record, military status, sexual orientation and unfavorable military discharge from military service, or any other protected class.

The successful bidder assures compliance with the policies contained in the City's *Affirmative Action Plan and Equal Opportunity Policy*. Vendors may request copies of the policy and required forms by contacting the City Clerk.

### **Certificate of Compliance**

The City of Macomb shall require all contractors, subcontractors and professional service providers doing business with the City to submit to the City, as part of its bid proposal, a signed Certificate of Compliance in the form attached hereto as Exhibit A. Their statement shall indicate their willingness and intention to uphold Equal Employment Opportunity policies in regard to the selection, hiring, and promotion of members of the protected class, not excluding other such practices as mandated by State and Federal law.

Questions relative to Affirmative Action should be addressed to:

Scott Coker  
City Administrator  
City of Macomb  
232 East Jackson Street  
Macomb, IL 61455  
[scoker@cityofmacomb.com](mailto:scoker@cityofmacomb.com)  
(309) 837-0501





## Exhibit A

### CERTIFICATE OF COMPLIANCE FORM

This is to certify that the following contractor is willing to uphold the City of Macomb's Equal Employment Opportunity policies and execute all required forms, concerning the selection, hiring, and promotion of members of protected classes, not excluding other such practices as mandated by State and Federal law, specifically including but not limited to, Title VII of the Civil Rights Act, the Illinois Human Rights Act and Executive Order 11246.

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Name of Contractor

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By Corporate Officer (Printed Name and Title)

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Signature

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Date

*Please be aware that any information provided herein may be subject to disclosure under the Freedom of Information Act upon request.*

