REQUEST FOR PROPOSALS
(“RFP”)

for

OFFICIAL TRICENTENNIAL MERCHANDISER

Date Issued: September 2, 2016
Responses Due: September 16, 2016
BACKGROUND
In 2018, the City of San Antonio will celebrate its 300th anniversary, a significant event highlighting the 300 years of the city’s history, culture, personality, spirit, and friendliness, along with its future progression. As one of this country’s oldest cities, San Antonio an abundance of riches dating back to the Spanish colonization of Texas for residents and visitors to explore and experience.

The Tricentennial Office of the City of San Antonio (“City”) and the San Antonio Tricentennial Celebration Commission (“Commission”) are soliciting for an official merchandiser to manage all merchandise, inventory, online, store-front, mobile store, and retail opportunities for this historic event of the 300th birthday of San Antonio.

The Commission will oversee, direct, and approve all Tricentennial celebration planning, services, and implementation.

SCOPE OF WORK
- Comprehensively manage all merchandise, inventory, online, store-front, mobile store, and retail opportunities
- Create and expedite overall merchandising strategy for the Tricentennial brand
- Production of Tricentennial branded items to be sold online and store-front sales outlets

E-COMMERCE RETAIL
- Implementation of measures to protect against cyber-security threats and methods to maximize fraud protection (and requisite insurance in the event of a data breach)
- Creation of online and mobile-friendly e-commerce site, which will be built into the official Tricentennial website. This should include a reliable and respected payment system, including utilization of a third-party merchant, such as PayPal. Chosen Merchandiser will need to collaborate with KGB Texas and Webhead to ensure successful integration on SanAntonio300.org. Merchandiser will provide troubleshooting and technical support in regard to online sales’ website issues to minimize periods where sales are unavailable.
- Creation and maintenance of merchandise images (including maintaining the quality of trademarks currently owned by the City for the purpose of the Tricentennial) and entire e-commerce webpage.
- Circulation of new products that are in line with the overall Tricentennial branding and merchandise strategy.
- Develop streamlined online ordering system for Tricentennial to order giveaways and deliver in a timely manner.
- Maintain product inventory for e-commerce.
- Inventory tracking, product labeling, and shipping including costs will be managed by the official merchandiser.
- Recommend online products to maximize sales profit and engage with Tricentennial partners to distribute additional products licensed by the Tricentennial Commission.
- Regular reporting of sales and inventory to be provided by official merchandiser to the Tricentennial Commission staff
- Obtain any type of required sales tax permits (State and City) and bear the responsibility of submitting the required taxes/reports to government entities.

STORE FRONT RETAIL
- Inventory tracking, product labeling, and shipping will be managed by the official merchandiser.
- Recommend storefront products to maximize sales profit on an ongoing basis.
- Utilize current and develop new corporate retail relationships and securing executed contracts to distribute and sell Tricentennial merchandise in established retail locations, subject to Tricentennial Commission staff approval. Address potential retail locations and sales opportunities.
- Regular reporting of sales and inventory to be provided by official merchandiser to the Tricentennial Commission staff
- Working with retail locations to ensure that merchandise displays are visible, managed, and stocked.

MOBILE STORE FOR TRICENTENNIAL EVENTS
Proposal should include implementation and investment for integration of a Tricentennial branded mobile kiosk to be located at designated Tricentennial and other predetermined community events and opportunities.

- Staffing should be provided by and managed by Merchandiser

FINANCING

- The Tricentennial Commission will not provide any up-front costs for the strategy and implementation of the merchandise production, distribution, and e-commerce development.
- A division of net profits from sales of merchandise should be established to ensure merchandiser is adequately compensated for services outlined in the scope of work. Merchandiser should provide, within the proposal, the outline of the division of net profits (which may contain varying percentages over time) between the Commission and Merchandiser. The Tricentennial Commission seeks innovation in compensation to merchandiser.
- The Merchandiser is incentivized to develop, recommend, and secure retail outlets and high demand merchandise items, and identify key events and locations to boost sales.
- Mobile store staff should be paid based on commissions from sales at each event.

TERM

The term for the contract awarded in response to this RFP is from October 1, 2016 – December 31, 2018, with a possible 3-month extension to sell all final inventory and account for final documentation.

RESPONDENTS SHALL PROVIDE THE FOLLOWING INFORMATION WITH THEIR SUBMISSION RESPONSE TO THIS RFP:

Respondents may include other information in the executive summary to establish its profile.

RESPONSE SUBMISSION:

Responses, five (5) hard copies and one electronic copy, should be submitted in person or by mail to:

Submission Address:
Tricentennial Commission
Attn: Michael Vela
RFP for Official Tricentennial Merchandiser
Centro des Artes Building
101 S. Santa Rosa, San Antonio, Texas 78207

Any submissions after September 16, 2016, 12:00 PM CST, will not be accepted.

EVALUATION CRITERIA:

The commission may appoint a selection committee to perform the evaluation. Each submission will be reviewed under the RFP. Criteria to be evaluated may include the items listed below:

Experience, Background, Qualifications (50 points)

Proposed Plan (50 points)

A. Respondent Information: Provide the following information regarding the Respondent.

Respondent Name: ____________________________________________

(NOTE: Give exact legal name.)
Principal Address:____________________________________________________________
City:_________________________ State:__________ Zip Code:________
Telephone No.________________________ Fax No:________________________
Website address:________________________________________________________

B. **Contact Information:** List the one person who the City may contact concerning your proposal or setting dates for meetings.

   Name:______________________________ Title:______________________________
   Address:________________________________________________________________
City:_________________________ State:__________ Zip Code:________
Telephone No.________________________ Fax No:________________________
Email:__________________________________________________________________

**REFERENCES**

Provide three (3) references, that Respondent has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

**Reference No. 1:**

   Firm/Company Name ______________________________________________________
   Contact Name: __________________________ Title: __________________________
   Address: __________________________________________________________________
   City: __________________________ State: __________ Zip Code: __________
   Telephone No.________________________ Fax No: __________________________
   Email: __________________________________________________________________

**Reference No. 2:**

   Firm/Company Name ______________________________________________________
   Contact Name: __________________________ Title: __________________________
   Address: __________________________________________________________________
   City: __________________________ State: __________ Zip Code: __________
   Telephone No.________________________ Fax No: __________________________
   Email: __________________________________________________________________

**Reference No. 3:**

   Firm/Company Name ______________________________________________________