



CITY OF CLEVELAND

Mayor Justin M. Bibb

PUBLIC SAFETY

December 6, 2024

City of Cleveland Department of Public Safety

ADDENDUM to the Request for Proposal for Police Officer Recruitment Marketing Consultant Services for the Division of Police, Department of Public Safety

Attention: All Interested Vendors

This addendum answers questions received in writing by the City of Cleveland Department of Public Safety.

PART 1. Changes made by this Addendum.

Due Date Extended The due date for responding to this Request for Proposal has been extended. Proposals must be submitted by **Friday, December 20, 2024 not later than 5:00 PM EST. Proposals are to be submitted via email to mgehlmann@clevelandohio.gov. The proposals will not be opened until after the deadline on Friday, December 20, 2024.**

PART 2. Answers to Questions Received.

We received the following questions and have indicated our responses in **bold** below. Similar questions may have been consolidated into one question.

1. Is the RFP listed on OpenGov?

The RFP is not listed on OpenGov and we are not using this platform for this RFP. Responses should be emailed in accordance with the instructions on p. 2 of the RFP to the email address listed above.

2. What is the budget for this project?

The budget for this project is \$260,000.00. The budget is for the creation of the marketing plan and execution of the advertising campaign by the awarded vendor. The advertising campaign will continue until the funding for this project is exhausted.

3. Does the Division of Police want video production included in this project?

Video production is at the discretion of the proposers. The City is seeking the most effective and impactful advertising campaign within the stated budget.



4. Is a local vendor preferred?

All responses to this RFP will be evaluated based on the criteria indicated on pp. 14 – 15 of the RFP.

5. Are out of state/ foreign agencies eligible to bid on this RFP? Is a local office needed? Does an out of state/ foreign agency need to be registered in the State of Ohio?

Out of state and foreign agencies are eligible to bid on this RFP provided they are authorized to do business in the State of Ohio.

6. Do you have an incumbent and will they be participating in this RFP?

This is a stand-alone project which will be administered by the awarded vendor/ agency.

7. Does this project have a subcontracting goal?

Yes. The subcontracting goal for this RFP is 10% Cleveland Small Business. Please see the attached list of certified firms for reference.

8. What are the necessary forms to include with the RFP submission?

The following forms are required to be submitted:

- **Federal Form W-9;**
- **Non-Competitive Bid Contract Statement for 2025 (attached);**
- **Northern Ireland Fair Employment Practices Disclosure; and**
- **City of Cleveland Office of Equal Opportunity Schedules 1 – 4 (included in Appendix B of the RFP).**

Attachment



The information provided in this file is not to be used for unsolicited advertising, spam, or any other unauthorized use.

Company Name	Owner First	Owner Last	Physical Address	City	State	Zip	Phone	Email	Certification Type	Capability
BLUE STAR DESIGN, LLC	IULIA	BRIGGS	2949 SCRANTON RD, SUITE 1	CLEVELAND	OH	44113	216-334-1312	INFO@BLUESTAR-DESIGN.COM	CS8	SPECIALIZE IN GRAPHIC DESIGN, WEB & STRATEGIC MARKETING CONSULTING FOR CORPORATIONS, HEALTHCARE INSTITUTIONS, UNIVERSITIES & NON-PROFITS.
CONTEMPORARY DESIGN GROUP, INC.	RENEE	DELUCA DOLAN	26650 RENAISSANCE PARKWAY STE D4, D4	CLEVELAND	OH	44128	216-891-9557	RENEE@CONTEMPORCLEVELAND.COM	CS8	PROVIDE CREATIVE MARKETING, ONLINE AND ENVIRONMENTAL GRAPHIC DESIGN SUPPORT TO MARKETING STRATEGISTS, & COMPANIES
IG GLOBAL SOLUTIONS	ISABEL	GALVEZ-BENITES	17622 MILBURN AVE	CLEVELAND	OH	44135	216-536-7561	IG.GLOBAL.TRANSLATIONS@GMAIL.COM	CS8	TRANSLATION & BILINGUAL MARKETING SERVICES - ENGLISH, SPANISH, PORTUGUESE
MILLENNIAL PRO, LLC	AUSTIN	KIRKLAND	4122 CHESTER AVE.	CLEVELAND	OH	44103	216-316-3010	MILLENNIALPRO.LLC@GMAIL.COM	CS9	MARKETING, GRAPHIC DESIGN, VIDEOGRAPHY, CORPORATE VIDEO DEVELOPMENT, BUSINESS CARDS, FLYERS, WEBSITE DEVELOPMENT, EVENT PLANNING, SOCIAL MEDIA MANAGEMENT, SALES PIPELINE MANAGEMENT, AND ANY ADDITIONAL SERVICE PER REQUEST
SHE EPIC ENTERPRISES	SHANTE	RODDY	3607 ARCHWOOD AVENUE	CLEVELAND	OH	44109	559-235-8431	HELLO@SHEBOSS.TALK.COM	CS8	CONSULTING FIRM SPECIALIZING IN MARKETING, GRAPHIC DESIGN, COMMUNICATIONS, ADVERTISING AND PROMOTIONS AND PUBLIC RELATIONS SERVICES.
SINGLETON & PARTNERS LTD.	RENEE	SINGLETON	2121 ST CLAIR AVE, NE	CLEVELAND	OH	44114	216-254-0570	RENEE@SINGLETONPARTNERS.COM	CS8	MULTICULTURAL MARKETING AGENCY SPECIALIZING IN STRATEGIC PLANNING, MEDIA BUYING, GRAPHIC DESIGN, PRODUCTION, EVENT PLANNING, PUBLIC RELATIONS, AND PROMOTIONS.;
STRATEGIC RESOURCES CONSULTING, LLC	KENNETH	DOVELL	4415 EUCLID	CLEVELAND	OH	44103	216-220-1546	KENN@STRATEGICMOVIE.COM	CS9	PUBLIC RELATIONS CONSULTING SERVICES INCLUDING ADVERTISING, PUBLIC RELATIONS, BRANDING, AND RELATED SERVICES. MARKETING SERVICES INCLUDING ANALYSIS, CONSULTING, MANAGEMENT, RESEARCH, PUBLIC OPINION POLLING, AND TELEMARKETING SERVICES.
STUDIO THINK, LLC	CHRISTINE	LOBAS	5800 DETROIT AVE, 2ND FLOOR	CLEVELAND	OH	44102	216-574-9533	INFO@STUDIO THINK.NET	CS9	STRATEGIC COMMUNICATION AND DESIGN COMPANY SPECIALIZING IN BRAND DEVELOPMENT, MARKETING PLANS & SERVICES, STRATEGY AND DESIGN LOGIC, ADVERTISING, WEB DESIGNS, AND LOGOS.;



CITY OF CLEVELAND
Mayor Justin M. Bibb

Requested By: _____
(Department/Office)

**NON-COMPETITIVE BID CONTRACT
STATEMENT FOR CALENDAR YEAR 2025
(ALL DEPARTMENTS/OFFICES)**

This statement, properly executed and containing all required information must be completed. **IF YOU FAIL TO COMPLY, YOUR PROPOSAL WILL NOT BE CONSIDERED.**

Entity Name: _____

Entity's Mailing Address: _____

COMPLETE SECTION I, II, OR III BELOW, WHICHEVER IS APPROPRIATE, AND SECTION IV.

NOTE: For purposes of this Statement, the "Mayor" and "Mayor's Committee" means Justin Bibb, the Neighbors for Justin Bibb Committee, or any similar campaign committee of Justin Bibb, respectively.

SECTION I. TO BE COMPLETED BY NON-PROFIT CORPORATIONS AND GOVERNMENTAL ENTITIES.

If you are recognized by the IRS as a non-profit corporation or are a governmental entity, mark the appropriate designation below and proceed to the indicated section(s).

_____ NON-PROFIT CORPORATION **GO TO SECTIONS III and IV.**

_____ GOVERNMENTAL ENTITY **GO TO SECTION IV.**

SECTION II. TO BE COMPLETED BY INDIVIDUALS, SOLE PROPRIETORSHIPS, PARTNERSHIPS, INCORPORATED PROFESSIONAL ASSOCIATIONS, UNINCORPORATED ASSOCIATIONS, ESTATES AND TRUSTS.

The above-named entity is a (Please mark appropriate designation):

_____ SOLE PROPRIETORSHIP _____ TRUST

_____ INCORPORATED PROFESSIONAL ASSOCIATION _____ ESTATE

_____ UNINCORPORATED ASSOCIATION _____ PARTNERSHIP

_____ LIMITED LIABILITY COMPANY _____ JOINT VENTURE

For purposes of Section II, a "principal" means an individual, an owner, a partner, a shareholder, a member, an administrator, an executor or trustee connected with the above-named entity, or the spouse of any of them.

PLEASE READ PARAGRAPHS (A) and (B) and mark the appropriate paragraph. If paragraph (B) is checked, the City of Cleveland is prohibited by Section 3517.13 of the Revised Code from awarding a non-competitively bid contract over \$500.00 to the entity during calendar year 2025 unless Council makes a direct award.

_____ (A) NO ONE PRINCIPAL of the above named entity made one or more contributions to the Mayor or the Mayor's Committee between January 1, 2023 and December 31, 2024 that totaled in excess of \$1,000.00 per individual. (This paragraph also applies if no principal of the above-named entity made any contributions to the Mayor or the Mayor's Committee).

_____ (B) ONE OR MORE PRINCIPALS of the above named entity made, as individual(s), one or more contributions to the Mayor or the Mayor's Committee between January 1, 2023 and December 31, 2024 that totaled in excess of \$1,000.00.

SECTION III. TO BE COMPLETED BY NON- PROFIT AND FOR-PROFIT CORPORATIONS AND BUSINESS TRUSTS.

_____ NON-PROFIT CORPORATION _____ FOR-PROFIT CORPORATION
_____ BUSINESS TRUST (OTHER THAN INCORPORATED PROFESSIONAL ASSOCIATIONS)

For purposes of Section III, a "principal" means an individual or an entity owning more than 20% of the corporation or business trust or the spouse of any such individual, and a "principal" also means any partner, shareholder, administrator, executor, or trustee or the spouse of any of them.

PLEASE READ PARAGRAPHS (A) (B) (C) and (D) and mark the appropriate paragraph. If paragraph (C) is checked, the City of Cleveland is prohibited by Section 3517.13 of the Revised Code from awarding a non-competitively bid contract over \$500.00 to the entity during calendar year 2025 unless Council makes a direct award. If paragraph (D) is checked, the City of Cleveland is prohibited by Section 3599.03 from awarding a contract to the non-profit corporation.

- _____ (A) NO INDIVIDUAL or entity owned more than 20% of the corporation or business trust between January 1, 2023 and December 31, 2024.
- _____ (B) NO PRINCIPAL of the above named entity made, as an individual, one or more contributions to the Mayor or the Mayor's Committee between January 1, 2023 and December 31, 2024 that totaled in excess of \$1,000.00. (This paragraph also applies if no principal of the above-named entity made any contributions to the Mayor or the Mayor's Committee).
- _____ (C) ONE OR MORE PRINCIPALS of the above named entity made one or more contributions to the Mayor or the Mayor's Committee between January 1, 2023 and December 31, 2024 that totaled in excess of \$1,000.00 individual.
- _____ (D) FUNDS OF THE NON-PROFIT CORPORATION were contributed to the Mayor or the Mayor's Committee at any time.

GO TO SECTION IV.

SECTION IV. TO BE COMPLETED BY ALL ENTITIES.

I do hereby state that I have legal authority to complete this statement on behalf of the above-named entity and to the best of my knowledge and belief the answers herein are true and complete.

Print Name _____ Print Title _____
 Signature _____ Date _____
 Telephone No. _____
 (Area Code)

STATE OF _____)
 COUNTY OF _____) SS:

Before me, a Notary Public in and for said County and State, personally appeared the above-named _____, who acknowledged that (he/she) did sign the foregoing statement and that the same is (his/her) free act deed, personally and as duly authorized representative of _____, and the free act and deed of the entity on whose behalf (he/she) signed.

Notary Public _____
 Date _____

FOR MAYOR'S OFFICE USE ONLY

_____ ELIGIBLE _____
 _____ INELIGIBLE _____
 DATE _____