Request for Proposal #2025-RFP-25

Marketing Agency of Record for the Joplin Bike Park

Issued on: September 10, 2025
Proposal Responses Due: 4:00pm CST on Tuesday, October 15, 2025

Mail responses to:

City of Joplin
ATTN: Drew Douglas
602 S. Main St.
Joplin, MO 64801

Staff: Drew Douglas, Director of Marketing & Communications
Email: ddouglas@joplinmo.org

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NOTICE TO BIDDERS

The City of Joplin, Missouri will accept sealed bid proposals until Wednesday, 4:00 pm, October 15, 2025, at Joplin City Hall, 602 S Main Street, Joplin, Missouri, 64801 to PURCHASE the following:

Marketing Agency of Record for Joplin Bike Park

Specifications and bid forms are available from Drew Douglas, Director of Marketing & Communications by calling 417-624-0820 ext.1206, emailing ddouglas@joplinmo.org or by writing to the address indicated above. Any bids received after the specified deadline will be returned to the vendor.

The City reserves the right to evaluate all bids, to reject any or all bids and re-bid at a later date. The City may waive any irregularities in the bid or negotiate variances from specifications, and make awards that are in the best interests of the City. The City will have final decision in all matters regarding acceptance of bids and issuance of awards.

The City encourages minority and female-owned businesses to submit bids on all City purchases.

Leslie Haase, CPA
Finance Director

Publication Date: September 10, 2025

1 Executive Summary & Background

The City of Joplin is seeking proposals from qualified full-service marketing agencies, to enter a services contract as the marketing agency of record for the City's bike park. The initial term of the contract will be 3-years, with option to extend an additional 2 years before the City will let the contract out to bid again.

This RFP is issued by the City's Marketing & Communications Department, in collaboration with the Parks & Recreation Department and VisitJoplin, also known as the Convention and Visitor's Bureau or CVB Department.

While the agency of record will be responsible for creation of promotional content to be uploaded to the dedicated website which the City will be building for the Bike Park, the actual development of the permanent bike park website and implementation on a Content Management System (CMS) is included in the scope of work of a separate RFP for comprehensive website development services.

2 General Instructions & Requirements

2.1 RFP Schedule

The City anticipates that the following timetable will apply to this RFP. The dates following the RFP issue date are subject to change:

Activity	Date
RFP Issued	September 10, 2025
RFP Due Date	October 15, 2025
Finalist Interviews (if required)	October 22-24, 2025
Vendor Selection	October 27, 2025
Complete Contract	October 31, 2025
Present Contract to Council for Approval	November 3, 2025
Consultant to Commence Work	November 17, 2025

2.2 Proposal Requirements

Each Proposal must include the following:

The Proposal must detail how the Consultant will provide the Scope of Services required by this RFP and the cost of providing each service and product outlined herein. Price guarantees should be included if applicable. Consultants are encouraged to present in their proposals any alternative or creative means of providing any item or service specified in the Scope of Services, and the effect that approach would have on the proposed prices.

2.2.1 Company Profile

Provide the following information relative to your firm:

1) Firm name and business address, including telephone number and email addresses.
2) Year established (include former firm names and year established). Identify the country and state in which the firm was incorporated or adopted.
3) Provide the firm's type of ownership and, if applicable, parent company or subsidiaries. Include dates of any corporate mergers and/or acquisitions, including all present and former subsidiaries with dates of any and all restructuring since the founding date. Also, provide any licensure in Missouri.
4) Clarify the business address and telephone number of the office(s) at which the work is to be accomplished. Also include the name, address, and telephone number of the project manager.
5) Describe your firm's market positioning, core services, specialties/unique services, and describe the ideal or typical customer for your firm.

2.2.2 Organizational Structure

Describe your firm's organizational structure and discuss how you anticipate organizing your project team to manage this project and provide ongoing support and evolution of the marketing campaign during the course of the contract. Roles for each person should be clearly defined along with reporting relationships/chain-of-command.

2.2.3 Key Staff Resumes

Provide a list of key project team members to be assigned to this project if awarded. Provide resumes for the project manager and other key managerial staff along with technical information including work experience, education, and work-related achievements. The key people proposed for the project must actually participate, and please indicate the percentage of each team members' schedule would be dedicated to this project. If, because of extenuating circumstances, a member must be replaced, the City must approve the new project team member.

2.2.4 Experience & Qualifications

Explain your firm and project team's experience and qualifications as they relate to the proposed project in terms of technical scope, tasks involved, deliverable products, and other elements of the work as they relate to the evaluation criteria and all requirements of this RFP. The Proposal should provide all information which the Consultant considers pertinent to its qualifications for performing the work called for by the RFP. Be sure to note any award-winning marketing campaigns with an explanation of which awards were earned and what innovative or creative approaches on your part led to such recognitions. We would like to see a portfolio of.

2.2.5 References

Each Consultant must furnish a minimum of three (3) references. References should be listed for similar type of work as requested in this RFP. Each reference must identify and describe the project worked on and specify the originating and final project manager for the party providing the reference. References may or may not be reviewed or contacted, at the sole discretion of the City.

2.2.6 Methodology, Process and Timeline

Each Consultant must provide a description of their approach, methodology and process, along with a proposed project timeline to implement the marketing campaign, especially the minimum required expectations as outlined in the scope of work for the first 12 months of the contract.

2.3 Addenda to the RFP & Questions

The City may, at its sole discretion, issue Addenda to this Request for Proposals containing responses to questions and requests for information, clarifications or revisions of the RFP, or any other matters that the City deems appropriate. Addenda will be issued to those to whom the City sent the original RFP.

Any question, request for clarification, or request for additional information regarding this RFP should be submitted no later than October 3, 2025 via e-mail to ddouglas@joplinmo.org, or in writing, to Drew Douglas (Attn: City Website RFP), City of Joplin, 602 N. Main St., Joplin, MO 64801. No oral response by any employee or agent of the City shall be binding on the City or shall in any way be considered a commitment by the City. If a Consultant finds any inconsistency or ambiguity in the RFP, the Consultant is requested to contact Drew Douglas, Director of Marketing & Communications, at the above address.

2.4 Proposal Terms & Conditions

The following terms and conditions apply to proposals submitted in response to this RFP:

2.4.1 Interviews

The City reserves the right to conduct in-person or virtual interviews or require presentations of any or all proposers prior to selection. The City will not be liable for any costs incurred by the proposer in connection with such interviews/presentations. If finalist interviews are held, the interview process shall determine the final recommendation.

2.4.2 Requests for Additional Information

The proposer shall furnish such additional information as the City of Joplin may

reasonably require. The City reserves the right to make investigations of the qualifications of the proposer as it deems appropriate.

2.4.3 Acceptance/Rejection/Modification to Proposals

The City reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and to waive minor irregularities in the procedures.

2.4.4 Proposals Binding

All proposals submitted shall be binding for one hundred twenty (120) calendar days following the opening.

2.4.5 Proposer's Certification

By submitting a proposal, the proposer certifies that the proposal has been fully read and understood. The proposer has full knowledge of the scope and nature and quality of work to be performed. The proposer further certifies that no employee of the City has any direct or indirect financial interest in any resultant contract, and that no gratuities will be offered or provided to the City of Joplin employees or their family members.

2.4.6 Non-Exclusive Contract

The agreement resulting from this RFP shall be a non-exclusive contract, and the City reserves the right to purchase same or like services from other sources the City deems necessary and appropriate.

2.4.7 Late Proposals

Proposals received by the City after the time specified for receipt will not be considered. Proposers shall assume full responsibility for timely delivery of the proposals to the location designated for receipt of proposals. The City of Joplin is not responsible for the U.S. Mail or private couriers regarding mail being delivered by the specified time so that a proposal can be considered. All proposals will be received at the time and place specified and made available for public inspection when an award decision is made.

2.4.8 Completeness

All information required by the Request for Proposal must be supplied to constitute a legitimate proposal. The City of Joplin reserves the right to use any and all information presented in any response to the Request for Proposal. Acceptance or rejection of the RFP does not affect this right.

2.4.9 Execution of Agreement

It is anticipated the City will make their selection of a firm by November 17, 2025. The successful proposer shall enter into a contract with the City for the performance of work awarded and shall simultaneously provide any required bonds, indemnities and insurance certificates prior to the commencement of work. A copy of the sample

agreement is attached. Failure to comply within the established deadline for submittal of required documents may be grounds for cancellation of the award.

2.5 Responsibility for Costs

The Consultant shall be fully responsible for all costs associated with the development, preparation, transmittal, and submission of any Proposal or material submitted in response to this RFP. The City assumes no contractual or other obligations as a result of the issuance of this RFP, the preparation or submission of a Proposal by a Consultant, the evaluation of Proposals, or the selection of any Consultant for further negotiations.

2.6 Proposal Submission Instructions

In order for the City to adequately compare proposals and evaluate them uniformly and objectively, all proposals shall be submitted in accordance with this format. The proposal should be prepared simply and economically, providing straight-forward and concise information as requested.

Respondents shall carefully read the information contained in this RFP and submit a complete response to all requirements and questions. Incomplete qualifications will be considered non-responsive and subject to rejection. It is not necessary to repeat the question or statement in the response; however, it is essential to reference the page number and question number.

The respondent shall submit by mail:

1) One (1) original with (3) identical copies of the proposal in print.
2) One (1) USB drive containing a PDF file of the proposal.
3) Hard copies of the proposal and RFP response materials must be enclosed in a sealed envelope, box, or container addressed as noted below and mailed.
4) The package must clearly identify the submittal deadline and that the response is for the Bike Park Marketing Agency RFP #2025-RFP-25
5) An original signature must be included on the "City of Joplin Request for Proposal Submission Form"
6) **Email submissions** will not be accepted.

Sealed proposal packages must be received at Joplin City Hall no later than 4:00 p.m. CST on Wednesday, October 15, 2025. Proposals will not be accepted after this time. Proposals shall be addressed as follows:

Joplin City Hall
2nd Floor, Attn: Drew Douglas
602 S. Main St.
Joplin, MO 64801

Submitted envelopes should be marked: "REQUEST FOR PROPOSAL NO. 2025-RFP-25: Marketing Agency of Record for Joplin Bike Park"

3 Project Scope of Work

3.1 General Statement

The City of Joplin, Missouri seeks to contract a Marketing Agency of Record to be responsible for comprehensive marketing services for the city's new destination bike park.

The bike park will be a world-class facility designed not only to serve the needs of local bicycle enthusiasts, but to become a national and even global destination for members of the mountain biking community around the world.

The marketing agency of record for the bike park will be responsible for providing the following services annually, or as needed; reporting and seeking approval for all such activity from the City's Director of Marketing & Communications:

3.1.1 Annual Marketing Plan & Proposed Budget

The City will have a limited marketing budget allotted for promotion of the bike park in each year's budget, and the total budget may vary year-to-year. In Fiscal Year 2026, the Marketing & Communications Department will allot no more than $50,000 for marketing of the Bike Park from the department's overall advertising budget. If the City should choose to cut the overall advertising budget, the Director may be forced to cut the amount allocated towards marketing the bike park. IF grants or other funding sources (such as donations or business sponsorships) can be identified and acquired to augment the campaign marketing budget, either by the City or the Agency, then the campaign budget would increase by the total amount of additional funding so acquired for the relevant budget year. Expressed as a formula:

MarCom advertising budget for bike park promotion ($50,000 in FY 2026)
+ VisitJoplin advertising budget allotment for bike park promotion
+ Grants for bike park promotions and marketing
+ Sponsorship revenues allocated for bike park marketing
+ Bike Park merchandise sales revenue allocated for marketing
+ Any other donations or revenue sources allocated for bike park marketing
= Total bike park marketing budget for the current budget year.

The Agency shall recommend a strategic marketing plan and draft budget for executing said plan to the Director of Marketing & Communications by June 1st for each year of the contract, for inclusion in the early drafts of the City's budgeting process. The

Director of Marketing & Communications will review each year's proposed marketing plan and budget and may recommend changes. The Director will advocate for the approved plan and budget to be fully funded in each year's city budget, however final City budgets are not officially adopted by City Council until the end of October, for the new fiscal year beginning November 1st, therefore, the Agency may not know the final approved marketing budget for the bike park until Oct. 31 each year.

The first year Marketing Plan and Budget for promoting the Bike Park should be presented to the Director of Marketing & Communications by end of November 2025 for review and revisions, and shall be adopted no later than December 31, 2025, to allow prompt implementation of bike park promotions and marketing. Adjustments to the marketing plan and budget allocating the spending for execution of the plan may be approved by the Director of Marketing & Communications in writing at any time. The second-year plan and proposed budget will then be due in June 2026 for the 2027 fiscal year and so on for each successive year this contract is active.

Any additional funding such as grants, donations or sponsorships which are allocated towards marketing and promotion of the Bike Park must be accounted for by an amendment to the current year's marketing plan and budget, and such amendment allocating additional funds and outlining marketing activities supported by the increased budget amount must be approved by the Director of Marketing & Communications and the Director of Parks & Recreation prior to the expenditure of such funds.

3.1.2 Expected Costs and Billing for Marketing Services

Agency shall bill a flat monthly fee for these services (including professional project management, creative, production, ordering of ad placements and reporting), and pass through hard costs including ad placements, printing, and ordering of merchandise at no markup. Additional work beyond the adopted annual marketing plan must be approved by the Director of Marketing & Communications, will depend upon availability of budgeted funds, and may be billed hourly.

3.2 Creative Materials

Agency shall be responsible for development of creative materials to support the marketing and promotion of the bike park including but not limited to:

3.2.1 Merchandising

Design retail merchandise and SWAG to be sold on the Bike Park website and by the Parks & Recreation Department. Revenue from the sale of these items should go exclusively towards additional marketing budget for the Bike Park or maintenance and improvements for the Bike Park.

3.2.1.1 First Year Minimum Expectation: Merchandise

In the first 6 months following execution of this contract, the Agency shall deliver at minimum:

- 3 different t-shirt designs
- 2 different hat designs
- 2 different bumper-sticker/decal designs

3.2.2 Video Content

Creation of video content to promote the park and major events to be hosted at the park.

3.2.2.1 First Year Minimum Expectation: Video

In the first 6 months following execution of this contract, the Agency shall deliver at minimum:

- 3-5 minute overview video about the park
- 60-second video ad promoting the park
- 30-second video ad promoting the park
- Video documenting and celebrating the Bike Park's grand opening event.

3.2.2.2 City Ownership of Video Product

All video b-roll shall be color corrected and provided free of watermarks or graphic overlays to the City's Marketing & Communications Department to be added to the City's b-roll archive for use in future video projects. The City will own all video footage produced by the Agency for the Bike Park for our unlimited use indefinitely without additional compensation to the Agency.

3.2.3 Photography & Photo Content

High-quality, professional, and high-resolution action photography, event photography, and aerial photography of the park, it's major events, and people enjoying the park.

3.2.3.1 First Year Minimum Expectation: Photography

In the first 6 months following execution of this contract, the Agency shall deliver at minimum:

- Marketing Photos Package (20+ High-Res Edited Stills)

3.2.3.2 City Ownership of Photography

All distribution-ready stills shall be edited and provided free of watermarks or graphic overlays to the City's Marketing & Communications Department to be added to the City's photo archive for use as the City deems fit. The City will own all photography produced by the Agency for the Bike Park for our unlimited use indefinitely without additional compensation to the Agency.

3.2.4 Graphic Design & Document Production

Graphic design and document layout of brochures, event flyers, park maps, etc. to be used in promoting the park and its major events. Printing and production costs shall be passed through with no markup and will be deducted from the total marketing budget for the Bike Park.

3.2.4.1 First Year Minimum Expectation: Graphics & Documents

In the first 6 months following execution of this contract, the Agency shall deliver at minimum:

- Printable PDF map (pocket or trifold) of the Bike Park.
- Social media graphics for major events to be held in the Bike Park.
- Event flyers for any major events to be held in the Bike Park.
- All ad designs required to implement the first year campaign plan.

3.3 Paid Media

3.3.1 Influencer Relationship Management

Manage influencer relationships with high-profile and relevant people widely-recognized in the cycling community, comping certain travel costs for them to visit the park, with the contractual expectation that influencers will generate positive content about riding bicycles in the park. Valid travel expenses include mileage, airfare, hotel, and per-diem (influencer only - no additional entourage) which shall be billed with no markup and deducted from the total marketing budget for the bike park.

3.3.1.1 First Year Minimum Expectation: Influencer Visits

In the first 12 months following execution of this contract, the Agency shall deliver at minimum:

- 2 Renowned cycling professionals to create and post social media content about the Joplin Bike Park.
- 1 other outdoor lifestyle/travel influencer (with a documented social media following of no less than 500,000) to create and post social media content about the Joplin Bike Park.

3.3.2 Media Buy Strategy & Ad Placements

Manage media buying and ad placement strategy. This may include traditional print and broadcast media, digital media, social media advertising, out-of-home (billboards, etc.) and over-the-top advertising on video and/or audio streaming platforms. Reporting and receipting of all ad placements and performance metrics shall be provided to the City's Director of Marketing & Communications on a monthly basis.

Priority should be given towards design, production and placement of ads in relevant mountain biking or cycling-related magazine publications and websites, podcasts, and video media such as prominent YouTube or Tik-Tok channels about bicycles.

3.3.2.1 First Year Minimum Expectation: Advertising

In the first 12 months following execution of this contract, the Agency shall deliver at minimum:

- 2 placements in cycling magazines + websites
- 1 placement on a cycling or outdoor adventure related podcast
- 1 placement on a prominent cycling or outdoor adventure related YouTube channel
- 6-month billboard placement contract including locations along I-44 and/or I-49
- Paid search and social media ads for targeted audiences
- Traditional broadcast TV, OTT, and video streaming ads targeting Joplin, Springfield, Kansas City, Tulsa, and Northwest Arkansas media markets.

3.3.3 Outbound Sponsorships

Manage bike park sponsorship of appropriate events, influencers, podcasts, YouTube channels, etc. (i.e.: All episodes of this podcast are sponsored by the Joplin Bike Park.) All sponsorship agreements funded through the bike park's marketing budget must be approved by the Director of Marketing & Communications, Director of Parks & Recreation, and the City Attorney.

3.4 Earned Media and Community Engagement

3.4.1 Media Relations

Agency shall coordinate with the Director of Marketing & Communications on all Public Relations/Media Relations activity including but not limited to:

- Press Releases
- Media Pitches
- Cycling professionals and Social Media influencer pitching (unpaid)
- Publicity stunts and special events

3.4.1.1 First Year Minimum Expectation: Media Relations

In the first 12 months following execution of this contract, the Agency shall deliver at minimum:

- Draft press release announcing Grand Opening Event and assist in development of the distribution list for this release to target cycling-related media and the local and regional cycling community. City Marketing & Communications Department can provide contact list for Joplin area local media and surrounding media markets using Meltwater. City's Director of Marketing & Communications to provide review, approval and distribution of the press release.

- Draft press releases announcing any major events scheduled to be held in the park. City's Director of Marketing & Communications to provide review, approval and distribution of any such event press releases.

3.4.2 Community Engagement & Volunteer Coordination

Agency shall advise and assist the City in community engagement efforts regarding the bike park, which may include activities such as:

- The bike park grand opening to be held in Spring 2026.
- Annual stakeholder open houses where the public can provide feedback about the park and its events and provide direction regarding future park improvements.
- Agency shall manage any social media communities for park volunteer groups and stakeholders, on behalf of the City, and under the direction and supervision of the Director of Marketing & Communications and the Director of Parks & Recreation.

3.5 Owned Media

3.5.1 Bike Park Website Content

While the City's Marketing & Communications Department will manage the Content Management System (CMS) access and websites, the Agency shall be responsible for developing new creative and promotional content to be added to the Bike Park website, shall advise on page layouts, and may be given access to add content directly to the website through the CMS selected by the City. At minimum, content shall be provided to the City's Director of Marketing & Communications and Webmaster to be added to the bike park website in a timely manner.

3.5.2 Email Marketing & Newsletter

Agency shall develop an email marketing and newsletter strategy for the Bike Park in collaboration with the Marketing & Communications Director. Agency shall create content to be included in the newsletter and any other email marketing as needed to promote the bike park and maintain an engaged core audience of park enthusiasts. The e-newsletter shall be sent using the City's preferred email marketing platform account (currently Constant Contact), and the contact list for the bike park newsletter subscribers shall be property of the City, also to be maintained within the City's preferred email marketing platform and not to be shared or sold without the express written consent of the City.

3.5.3 Social Media Account Management

Agency shall represent the City in managing the Bike Park's official social media presence, posting quality content (including photos, videos, or information about upcoming events) on a weekly basis at minimum, and responding to questions posted as comments or direct messages to the Bike Park's official accounts.

3.6 Event Planning & Coordination

Agency shall coordinate with VisitJoplin and the Parks & Recreation Department in developing a calendar of major and special events, along with regular programming of activities to be hosted in the bike park.

Agency shall then take the lead on developing creative materials or event branding for new events to be hosted by the City in the bike park. Branding of any city-owned events must be coordinated with the City's Director of Marketing & Communications. The Directors of VisitJoplin and the Parks & Recreation Department should also be consulted.

Agency shall also assist the City in bringing in events organized by outside organizations to be held in our bike park. All special events will need to go through the City's established special event permitting process.

Marketing and Communication of any events to be held in the Bike Park must be coordinated with the City's Marketing & Communications Director, to ensure the city's other communications methods are able to provide additional promotion of the bike park's calendar of events. We need to be aware of all events scheduled in the park.

3.6.1 Activities Not in Scope

3.6.1.1 Inbound Sponsorships

All inbound sponsorships of the bike park by any entity will be managed by the City, to ensure compliance with all federal and state laws. If the Agency encounters any entity seeking to sponsor the Bike Park, advertise their business within the Bike Park, or make a donation towards the Bike Park, all such entities must immediately be connected with the Director of Parks & Recreation in order to negotiate terms of the sponsorship, and to ensure proper approval of any such agreement with the City Attorney and City Finance Director. The Agency shall not be compensated in any way for introducing the City to potential or actual sponsors nor for helping establish any such sponsorship relationships. However, any sponsorships which result in an increase to the total marketing budget allotted for promoting the Bike Park, will result in additional marketing budget to be managed by the Agency for as long as this contract is active.

3.6.1.2 Establishment of a Non-Profit to Support the Bike Park

Any collection of persons or entities, which may or may not include the Agency or the City, may establish, sponsor, or make donations to a 3rd party non-profit with the purpose of supporting, promoting, maintaining, or organizing volunteers in support of the City's Parks & Recreation Department and the Bike Park specifically. In the occasion of such an event, the Agency shall not profit from the establishment of such a non-profit, and shall not be paid or otherwise compensated by the City for working to establish or support such a non-profit, except for any increases to the total marketing budget for the Bike Park resulting from the activities of such non-profit. The total

marketing budget for the bike park shall be managed by the Agency according to the approved marketing plan, for as long as this contract is active.

4 Evaluation of Proposals:

Scoring of proposals will emphasize related experience of management and assigned agency staff, portfolio of prior marketing creative produced by the agency, availability of key staff to be on location in the bike park as needed, and the skills and other necessary resources to perform the work and provide the required services in a timely manner.

4.1 Company Profile: 10 points

Respondents must provide an explanation of their firm's areas of expertise, core competencies, and experience relevant to the marketing of a destination bike park. The history and trajectory of the firm should be explained in brief.
Respondents must provide a listing of all personnel assigned to this project. If the Respondent needs to hire additional staff to fulfill this engagement, please briefly elaborate with a tentative plan of action.

Include an explanation of each person's area of responsibility for this project, years of related experience, geographic location, and the resume or CV for each professional assigned to this project. Please attach an organizational chart that includes any associated decision-makers who will or may have a role in the proposal or project management process. The City has an interest in hiring a firm with sufficient depth and breadth of staff to provide confidence that the firm will be capable of fulfilling their responsibilities in spite of staff turnover.

4.2 Experience & References: 20 points

Respondent must provide three (3) examples of directly relatable experience corresponding to the services requested by the City. Please include the name, title, address, telephone number, and email for each client contact. Examples proving the ability to coordinate multiple marketing projects should be included and will be considered in the scoring. Scoring will also emphasize the firm's experience and results related to similar type projects. Please note any awards or recognitions earned for prior marketing projects which were of a similar nature.

4.3 Local Presence & Availability: 20 points

While the agency selected does not necessarily have to be headquartered near Joplin Missouri, either some key staff or sub-contractors (for example: videographer and photographer) must be located close enough to Joplin in order to respond on short notice to photo opportunities, attending major events to be held in the park. Therefore,

respondent must detail their plan to have key team members available on-site with minimal to no travel cost.

4.4 Approach Strategy: 10 points

Please describe in detail the proposed methodology for this project. Scoring will emphasize the project approach, proven implementation, and/or management strategies by the team. Please be sure to describe proposed methods for tracking and reporting the effectiveness of the marketing campaign in support of the Bike Park.

4.5 Proposed 1st Year Marketing Budget: 10 points

Please provide a draft 1st year marketing budget of $50,000 based on the requirements outlined in the scope of work and including any other activities you would recommend. Budget must be complete and itemized, including lines for agency fees such as project management, public relations, and creative production. Itemization should include allocations for estimated hard costs such as travel comp for influencers, printing, merchandise, etc. The proposed budget must also indicate how much money will be allocated for paid media placements. Within the allocation for paid media placements, please include a pie-chart visualizing your proposed distribution of advertising costs across media types/strategies.

4.6 Agency Fees: 30 points

Cost will be scored fairly for all bids received. In order to score fairly, we will base the cost score on the total agency fees included in your 1st year proposed budget. The lowest bid will receive 30 points and the highest bid will receive 0 points. All other bids will be scored based on a formula calculating a ratio of difference between the high and low bids.

Please also include a pricing sheet showing hourly costs for each type of service this project may require from your firm, in the case that additional hours of work should be required beyond what you anticipate for the project budget.

5 Sample Services Contract

STANDARD AGREEMENT
FOR CONSULTING SERVICES

THIS AGREEMENT is made and entered into this _____ day of _____, 2025, by and between the City of Joplin, Missouri, a Missouri Municipal Corporation, hereinafter referred to as "City," and _____ hereinafter referred to as "Consultant," and with City and Consultant being referred to collectively as "the Parties."

WITNESSETH:

WHEREAS, City desires to retain a Marketing Agency of Record for the purposes of managing the marketing and advertising activities for the City of Joplin's bike park, as described in City's Request for Proposal, attached hereto and incorporated by reference as Exhibit A; and

WHEREAS, Consultant desires to provide comprehensive marketing strategy and planning, creative development, and advertising placement and performance reporting services pursuant to the terms of this agreement, as described in Consultant's Response to City's Request for Proposal, attached hereto and incorporated by reference as Exhibit B; and

WHEREAS, City has selected Consultant as the lowest and best bidder based on full consideration of all factors, preferences, and conditions deemed applicable by City.

NOW, THEREFORE, in exchange for valuable consideration each received from the other, the receipt and sufficiency of which are hereby acknowledged, the Parties do hereby agree as follows:

1. Scope of Work and Payment.

a. City agrees to engage Consultant for performance, and Consultant agrees to perform, the services described in Exhibits A and B within the time specified therein. Specifically, Consultant shall serve as City's bike park marketing agency of record for an initial three-year period, with the possibility to extend for an additional two-year period if both City and Consultant agree in writing prior to the end of the initial term of this contract. The initial contract period shall begin on or about November 18, 2025, and is anticipated to end on October 31, 2028.

b. The services of Consultant shall commence only as authorized in writing by City and shall be undertaken and completed as promised by Consultant as described in Exhibits A and B.

c. City agrees to pay Consultant in accordance with the prices and terms set forth in Exhibits A and B for work authorized by City upon presentation of proper invoice and inspection by City of work completed by Consultant. Specifically, City agrees to pay Consultant $xx,xxx per annum for management of the City's bike park marketing budget, and that the Consultant will pass through additional hard costs for marketing expenses not to exceed the City's total approved marketing budget for the bike park in each fiscal year.

d. All creative materials, images, information, data, and reports as are existing, available, and necessary for the carrying out of the work, shall be furnished to Consultant without charge, and the Parties shall cooperate with each other in every way possible in carrying out the scope of services.

e. Consultant shall fully coordinate its activities in the performance of this contract with the activities of City.

f. Consultant represents that Consultant will secure the following at Consultant's own expense: all personnel required to perform the services called for under this contract by Consultant. Such personnel shall not be employees of or have any contractual relationship with City except as employees of Consultant. All the services required hereunder will be performed by Consultant or under Consultant's direct supervision and all personnel engaged in the work shall be fully qualified and shall be authorized under state and local law to perform such services. None of the work or services covered by this contract shall be subcontracted without the written approval of City.

2. Amendments. The covenants and obligations herein contained are the full and complete terms of this Agreement, and no alteration, amendments, or changes to such terms shall be binding unless first reduced to writing and executed with the same formality as this Agreement.

3. Assignment. This Agreement, including payment hereunder, shall not be sub-let, assigned, or otherwise disposed of, except with the prior written consent of the City.

4. Attorney's Fees and Expenses. If City files suit in order to enforce any term of this Agreement and is the prevailing party, Consultant shall be liable for City's reasonable attorney's fees and expenses. In no event shall City be liable for Consultant's reasonable attorney's fees and expenses.

5. Choice of Law and Venue. This Agreement has been made, and its validity, performance and effect shall be determined, in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in Jasper County, Missouri.

6. Compliance with Laws. Consultant shall observe and comply with all Federal, State, and local laws and ordinances that affect those employed or engaged by it on the project, or the material or equipment used, or the conduct of the work, and shall procure all necessary licenses, permits, and insurance.

7. Confidentiality. Any reports, data, or similar information given to or prepared or assembled by the Consultant under this contract which the City requests to be kept as confidential shall not be made available to any individual or organization by the Consultant without prior written approval of the City.

8. Consequential Damages. In no event shall City be liable to Contractor for special,

indirect, or consequential damages.

9. Contract Documents. The contract documents shall consist of the following: this Agreement, City's Request for Proposal, and Consultant's Response to City's Request for Proposal. In the event of conflict between the contract documents, this Agreement will prevail. In the event of conflict between City's Request for Proposal and Consultant's Response to City's Request for Proposal, City's Request for Proposal will prevail.

10. Counterparts. This Agreement may be signed in counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. Facsimile signatures shall be given the same force and effect as original signatures.

11. Entire Agreement. This Agreement (including any Exhibits) contains the entire understanding of the parties with respect to the subject matter hereof. It may not be altered or amended except by an agreement in writing signed by both parties.

12. Ethics. Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement, and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, gift, or contingent fee.

13. Fiduciary Duty. Consultant owes a fiduciary duty to City, including the duty of care and the duty of loyalty. Consultant shall act in the best interest of City.

14. Headings. The headings of paragraphs in this Agreement are for convenience only. The headings form no part of this Agreement and shall not affect its interpretation.

15. Indemnification. Consultant hereby assumes all risk of, and responsibility for, and agrees to indemnify and save harmless City, from and against any and all claims, demands, suits, actions, recoveries, judgments, costs, and expenses, including reasonable attorney's fees and expenses, therewith made, brought or obtained on account of the loss of life or property or injury or damage to the person or property of any person or persons whomsoever, whether such person or persons be Consultant, its agents or employees, or City, its agents or employees, or any third-person in any way connected with the parties hereto, which loss of life or property, or injury or damage to persons or property, shall be due to, or arise out of, result from, or be in any way connected with, this Agreement, except to the extent arising from or caused by the sole or gross negligence or willful misconduct of City, its agents or employees.

16. Independent Contractor. This Agreement does not create an employer-employee relationship between the parties. Consultant is an independent contractor and is not entitled to any benefits including health, dental, vision, disability, life, and unemployment insurance, worker's compensation coverage, and LAGERS. Consultant is an independent contractor and not an employee for all purposes including the application of the Fair Labor Standards Act Minimum Wage and Overtime Payments, Federal Insurance Contribution Act, Social Security Act, Federal Unemployment Tax Act, and the provisions of the Internal Revenue Code, Missouri Revenue and Taxation Laws, and Missouri's Worker Compensation Laws and Unemployment Insurance Laws.

17. Insurance. Intentionally omitted.

18. Intellectual Property. Any information, know-how, data, results, inventions, and any associated intellectual property, that is made, discovered, created, invented, or generated by Consultant in any activities or work under this Agreement shall be owned by City.

19. Non-Appropriation. Notwithstanding any provision herein to the contrary, City is obligated only to make the payments set forth in the attached contract as may lawfully be made from funds budgeted and appropriated for that purpose during City's then current fiscal year at the discretion of City. If no funds are appropriated or otherwise made legally available to make the required payments for this Agreement during the next occurring fiscal year (an "Event of Nonappropriation"), this Agreement will terminate at the end of the then current fiscal year as if terminated expressly. The failure or inability of City to appropriate funds for this Agreement in any subsequent fiscal year shall not be deemed a breach of this Agreement by any party.

20. Notices. All notices required or permitted hereinunder and required to be in writing may be given by first class mail addressed to City and Consultant at the addresses as follows:

City of Joplin, Missouri	Consultant Firm
ATTN: MarCom	ATTN: -------
602 S. Main St.	Street Address
Joplin, MO 64801	City, State Zip code

The date of delivery of any notice given by mail shall be the date falling on the second full day after the day of its mailing.

21. Records and Audits. The Consultant shall maintain accounts and records, including personnel, property, and financial records, adequate to identify and account for all costs pertaining to the Contract and such other records as may be deemed necessary by the City to assure proper accounting for all project funds. These records will be made available for audit purposes to the City or any authorized representative, and will be retained for three years after the expiration of this Contract.

22. Representations. The signatories hereto represent and warrant that they have read this Agreement, that they are fully authorized in the capacities shown, that they understand the terms of this Agreement, and that they are executing the same voluntarily and solely for the consideration described herein.

23. Severability. If any of the provisions of this Agreement shall be construed to be invalid or illegal, the legality or validity of the other provisions of this Agreement shall not be effected thereby. Any illegal or invalid provision of this Agreement shall be severable and any other provisions shall remain in full force and effect.

24. Termination. If, through any cause, Consultant shall fail to fulfill in a timely and proper manner Consultant's obligations under this contract, or if Consultant shall violate any of

the covenants, agreements, or stipulations of this contract, City shall thereupon have the right to terminate this contract by giving written notice to Consultant of such termination and specifying the effective date thereof, at least five (5) days before the effective day of such termination. City may, without cause, terminate this contract upon thirty (30) day's prior written notice. In either such event, all finished or unfinished documents, data, studies, reports, or other materials prepared by the Consultant shall, at the option of City, become its property. Consultant shall be entitled to receive just and equitable compensation for any satisfactory work completed. Notwithstanding the above, Consultant shall not be relieved of liability to City for damages sustained by City by virtue of any such breach of the contract by Consultant.

25. Third-Party Beneficiaries. This Agreement shall not confer any rights or remedies upon any person other than the parties and their respective successors and permitted assigns.

26. Unauthorized Aliens. That pursuant to Missouri Revised Statute Sections 285.525 through 285.555, if this contract exceeds the amount of $5,000.00 and Consultant is associated with a business entity, Consultant shall provide an acceptable notarized affidavit stating that the associated business entity is enrolled in and participates in a federal work authorization program with respect to the employees working in connection with the contracted services, and that said business entity does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. Additionally, Consultant must provide documentation for said business entity evidencing current enrollment in a federal work authorization program.

27. Waiver. Waiver of any provision of this Agreement or breach of this Agreement shall not thereafter be deemed to be a consent by the waiving party to any further waiver, modification or breach by the other party, whether new or continuing, of the same or any other covenant, condition or provision of this Agreement. Failure by one of the parties to this Agreement to assert its rights for any breach of this Agreement shall not be deemed a waiver of such rights.

IN WITNESS WHEREOF, the Parties have hereunto set their hands the date first above written.

CITY OF JOPLIN, MISSOURI

_____
Nicholas Edwards, City Manager

Consultant

_____
By: ----------
Its: authorized signatory

ATTEST:

_____
Holly Nagy, City Clerk