Statement of Qualifications
for
Print and Media Marketing
for the
City of Shreveport
Department of Community Development
September 08, 2010 – September 28, 2010

The City of Shreveport, Department of Community Development is seeking firms to provide print and media marketing for the Department of Community Development.

Respondents must have a minimum of five (5) years experience in media and marketing; must be an independent party, and the agency must not reflect any real or apparent conflict of interest with the City of Shreveport. Respondents must be willing to comply with local procurement requirements and regulations governing federally-funded programs. Minority and women owned firms are encouraged to apply.

STATEMENT OF QUALIFICATIONS (SOQ)

This SOQ must include at a minimum a brief history of the firm or organization and a narrative of qualifications; resources committed to the project; a listing of sub-consultants (if applicable); references including a listing of governmental bodies for which the respondent has been under contract and a similar project.

I. Agency Information

- A. Name, Address, Telephone Number, Facsimile Number, Contact Person
- B. Type of Organization
- C. Narrative of Qualifications
- D. Resources (staff, equipment, materials to be committed to this project)

II. Sub-Consultants

- A. Names, Education, Experience, and Qualifications

III. References

- A. A list of governmental agencies for which the respondent has been under contract
- B. Similar projects reference list

A selection committee will review all submissions. All responses will be evaluated on the basis of the information requested. Responses will be scored and ranked with the highest rating being awarded a contract. In the event of a tie, the most qualified respondent whose SOQ is deemed most advantageous to the City of Shreveport with all factors considered will be awarded a contract. The selection of finalists may require verbal presentations.

These funds are administered by the City of Shreveport and made available by the U. S. Department of Housing and Urban Development.

This statement of qualifications can be obtained at the Department of Community Development, 401 Texas Street, First Floor, Shreveport, LA 71101, during regular business hours, beginning September 08, 2010, Monday through Friday, 8:30 A. M. and 4:30 P. M. The statement of qualifications is also posted on the city's website at www.shreveportla.gov.

If interested in applying for these professional services, please respond no later than 5:00 p.m., September 28, 2010. All responses shall be directed to Ms. Bonnie Moore, Director, Department of Community Development, Post Office Box 31109, Shreveport, LA 71130 or hand delivered to 401 Texas Street, Room 329, Shreveport, LA, 71101, (318) 673-7503. **(APPLICATIONS MAY NOT BE SENT BY FACSIMILE (FAX) or BY ELECTRONIC MAIL (E-MAIL).**