



REQUEST FOR QUALIFICATIONS (RFQ)

The City of Mena, Arkansas, by and through the Mena Advertising and Promotion Commission, is requesting qualifications, from interested and qualified individuals or agencies, to contract for professional services for the purpose of providing festival/event planning, related marketing and graphics for events that promote tourism in Mena. Three (3) years previous work experience in planning and marketing events is required. Proficiency in graphic design is also required.

Respondents must provide at least the following topical items in sufficient detail so that Respondent's qualifications are clearly and adequately understandable.

1. Identify and list comparable planning and other projects completed within the last three (3) years.
2. Qualifications of the applicant and staff -- list all training, experience, the applicable dates, degrees held, and other certifications of each professional to be assigned. Relate their roles and experience to the jobs identified in number 1 above.
3. If applicable, identify previous work done for a governmental body or commission (city or state) governed directly by state statutes. Briefly describe the organization and work done.
4. Include any other details or facts which you believe illustrate the qualifications of you and/or your firm to perform the Commission's assignment.

RESPONSE INSTRUCTIONS

Questions on the foregoing may be directed to the Mena Advertising and Promotion Commission representative, Pasha Watson, (479) 394.8355.

Respondent's RFQ information must be submitted in written form in an envelope clearly marked with the individual's or firm name, date of response, and the words "REQUEST FOR QUALIFICATIONS, EVENT PLANNING".

A Mena Advertising and Promotion Commission representative must receive responses not later than 4:00 pm CDT on January 27, 2022, at the Mena City Hall, 520 Mena Street, Mena, Arkansas 71953. All RFQ's received in response to this notice will be reviewed and scored by a committee appointed by the Mena Advertising and Promotion Commission. Respondents obtaining the highest total scores in the evaluation process will be notified and scheduled for interviews.

The terms of any contract for professional services awarded in conjunction with this RFQ shall be subject to approval of the City of Mena Advertising and Promotion Commission.

This is an Equal Employment Opportunity project and all qualified small, minority, and women businesses are encouraged to apply.