



REQUEST FOR PROPOSAL

(RFP 4991)

Grand River Dam Authority and WOKA Whitewater Park

Marketing and PR Services

Grand River Dam Authority

P.O. Box 669

Chouteau, OK 74337

September 10, 2024

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Summary and Background

The Grand River Dam Authority (the “Authority” or “GRDA”) was created in 1935 as a non-appropriated conservation and reclamation district by the State of Oklahoma. GRDA has the power to control, store, preserve, and distribute the waters of the Grand River and its tributaries for any useful purpose, to develop and generate waterpower, electric power and electric energy within the boundaries of the Authority, and to buy, sell resell, interchange, and distribute electric power and energy.

GRDA is Oklahoma’s largest public power electric utility, fully funded by revenues from electric and water sales instead of taxes. GRDA is also a steward of the waters of the Grand and Illinois Rivers in Oklahoma and manages over 70,000 surface acres of premier Oklahoma lake waters, as well as miles and miles of the Scenic Illinois River.

Each day, GRDA strives to be an “Oklahoma agency of excellence” by focusing on its “5E” mission:

We deliver affordable, reliable electricity, with a focus on efficiency and a commitment to environmental stewardship. We are dedicated to economic development, providing resources, and supporting economic growth. Our employees are our greatest asset in meeting our mission to be an Oklahoma Agency of Excellence.

GRDA has been producing and delivering abundant, renewable and reliable electricity since the 1940 completion of Pensacola Dam. In the eight-plus decades since, GRDA has grown from a small, local producer of hydroelectricity to a major power supplier across the region. Today, its diverse electric generation portfolio includes gas, coal, water and wind resources. GRDA delivers electricity to customers across a four-state region via a sophisticated energy delivery network.

GRDA is also a proud member of the [Southwest Power Pool](#), the [American Public Power Association](#), the [Large Public Power Council](#), [The Energy Authority](#) and the [Municipal Electric Systems of Oklahoma, Inc. – Home Page \(meso.org\)](#).

GRDA customers include 15 Oklahoma public power communities, the City of Coffeyville, the City of Siloam Springs, resident industries of the [MidAmerica Industrial Park](#), [Western Farmers Electric Cooperative](#), Citizen Potawatomi Tribal Utility Authority ([CPN Iron Horse Industrial Park \(ironhorsecpn.com\)](#)) and other customers across a four-state region.

The WOKA Whitewater Park officially opened in the spring of 2024. WOKA, which stands for the Waters of Oklahoma and Arkansas, is in Watts, Oklahoma. GRDA and the City of Siloam Springs, Arkansas, joined forces to create this national-caliber whitewater adventure park in the breathtaking Ozark Mountains. With philanthropic support from the Walton Family Foundation, it’s destined to become the crown jewel of outdoor adventure in the region, boasting a 1,200-foot-long channel featuring eight exciting drop-features, designed to challenge and thrill kayakers, surfers, and tubers alike.

Project Scope

GRDA is issuing a request for proposal (RFP), seeking the best value for the marketing firm to assist with GRDA and WOKA Whitewater Park social media, public relations, graphic designs, brand strategies and campaigns to further share the GRDA and WOKA missions:

Monthly Strategic Social Media Content Planning

- GRDA socials (Facebook, X, Instagram, LinkedIn) and provide monthly social media campaign ideas for GRDA municipal customers.
- Create and manage paid social media advertising on an as needed basis
- Design and write social media content
- Post and schedule content
- Manage and monitor social media accounts, including comments, questions, etc.
- Provide monthly reporting

Public Relations

- Write, distribute and provide follow up on GRDA or WOKA press releases as requested.
- Provide media coverage monitoring and reporting, including utilizing media monitoring software.
- Assist with special events, including planning, design, promotion, etc on a as needed basis.

Graphic Design

- Assist with graphic design projects on an as needed basis. This may include graphics, logos, invitations, banners, printing services, etc.

Project Purpose and Description

GRDA is seeking a one-year contract agreement which may be renewed at the same terms and conditions for up to four (4) one-year option periods. Please provide a bid as an annual lump sum amount including all travel expenses.

Request for Proposal and Project Timeline

Request for Proposal will be closed on October 10, 2024, at 2:00 PM CT. Questions and Answers Deadline will end on September 26, 2024, at 5:00 PM CT. The Proposals will be evaluated by GRDA on Best Value Criteria with a contract beginning on October 31, 2024.

Proposal Evaluation Criteria

This contract may be awarded to multiple vendors. GRDA will evaluate the proposals using the best value criteria for bids received that meet the specifications listed below and the requirements herein. This will include but is not limited to the following items in no order of preference:

GRDA will evaluate all proposals based on the following criteria, to include but not limited to, and in no order of precedence:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and presented in a clear and organized manner.
- Organizational Experience: Bidders will be evaluated on their experience pertaining to the project.
- The ability of your firm to commence work immediately upon selection.
- Contact information.
- References and relevant past performance.
- Your company's service agreement.

Presentations/Demonstrations

In addition to a written response, GRDA invites respondents to present their creative solutions via web demonstration (only web demos are allowed) and will be given up to 2 hours to present their presentation.

Presentation times are available from **9AM to 4PM, October 15-17**. Respondents should include in their response a preferred and alternate date / time (morning or afternoon session).

While GRDA is interested in learning of expanded functionality offered by a respondent's product, every effort should be made to remain focused on addressing the specific requirements in this RFP.

Demonstrations are voluntary. Please note demonstrations may be required as part of the evaluation process.

Cancellation Clause

Cancellation: 30-day cancellation for either party but immediate cancellation for non-performance in written notice to the Contractor.

Each bidder must submit their proposal to jaclyn.porter@grda.com by October 10, 2024.

**ATTACHMENT A: COVER LETTER AND EXECUTIVE SUMMARY
RFP 4991**

(attach cover letter and executive summary)

**ATTACHMENT B: NON-COLLUSION CERTIFICATE
RFP 4991**

A Non-Collusion Certificate shall be included with any competitive bid or contract submitted to the Authority for goods or services exceeding \$5,000.00 for this Request for Proposal or Request for Quote.

A. For purposes of competitive bid or contract, I certify under oath that:

1. I am the duly authorized agent of _____,
(Company Name)
the bidder submitting the competitive bid which is attached to this statement, for the purpose of certifying the facts pertaining to the existence of collusion among bidders and between bidders and state officials or employees, as well as facts pertaining to the giving or offering of things of value to government personnel in return for special consideration in the letting of any contract pursuant to said bid;
2. I am fully aware of the facts and circumstances surrounding the making of the bid to which this statement is attached and have been personally and directly involved in the proceedings leading to the submission of such bid; and
3. Neither the bidder, nor contractor, nor anyone subject to the bidder's or contractor's direction or control, has been a party:
 - a. to any collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding,
 - b. to any collusion with any state official or employee as to quantity, quality or price in the prospective contract, or as to any other terms of such prospective contract, nor
 - c. in any discussions between bidders and any state official concerning exchange of money or other thing of value for special consideration in the letting of a contract, nor, whether competitively bid or not, has paid, given or donated or agreed to pay, give or donate to any officer or employee of the State of Oklahoma any money or other thing of value, either directly or indirectly, in procuring this contract herein.

B. The contractor further certifies that no person who has been involved in any manner in the development of said contract while employed by the State of Oklahoma shall be employed to fulfill any of the services provided for under said contract.

C. If any contract pursuant to this bid is for professional services as defined in 74 O.S. § 85.2.25, and if the final product is a written proposal, report or study, the contractor further certifies that (s)he has not previously provided the state agency or any other state agency with a final product that is a substantial duplication of the final product of the proposed contract.

_____	_____
<i>Authorized Signature</i>	<i>Certified this Date</i>
_____	_____
<i>Printed Name</i>	<i>Title</i>
_____	_____
<i>Telephone Number</i>	<i>Fax Number</i>
	<i>E-Mail</i>

ATTACHMENT C: GRDA VISA PROGRAM

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GRDA payment options are EPay or ACH

Preference may be given to vendors that accept EPay as method of payment if analysis estimates that such appears to result in a lower cost to GRDA. Additional payment terms may also be taken into consideration in the analysis process.

NOTE: This is not a credit card payment at time of sale (POS transaction). It is an electronic VISA payment after an invoice has been submitted and processed for payment. Payment terms on VISA payments are in accordance with those agreed upon on the solicitation and the resulting PO/Contract.

When a vendor elects to accept payment by EPay, the vendor will be assigned a 16-digit ghost account number (no physical plastic) which remains at a zero credit limit until an invoice is received from the vendor and processed by GRDA Accounts Payable. Once an invoice from a vendor has been processed for payment the vendor will receive a secure remittance advice via email providing the invoice information and full card account information authorizing the vendor to run the card and post the transaction at which time the account credit limit will return to zero until the next payment.

To learn more about the benefits of the Visa payment program, and to obtain answers to FAQ, click or copy and paste the following URL into your browser: www.bankofamerica.com/epayablesvendors.

Will accept payment by Visa: Yes ____ No ____ (check one)

Visa acceptance signature: _____

Designated Accounts Receivable Contact for Visa remittance advices:

Name: _____

Phone: _____

Email: _____

If a vendor elects to not accept EPay as the payment method, additional terms which provide discounts for earlier payment may be evaluated when making an award. Any such additional terms shall be for discounts for payment to be made no less than ten (10) days and may increase in five (5) day increments up to thirty (30) days. Discounts offered must be in half or whole percent increments. The date from which the discount time is calculated shall be the date of a valid invoice. An invoice is considered valid if it is sent to the proper recipient, the invoiced goods or services have been received, and the invoice includes sufficient detail as identified in the solicitation.



ATTACHMENT D: GRDA ACH FORM RFP 4991

GRDA Request for ACH Transaction and Authorization Form

This form does not need to be filled out if you accept EPay as the form of payment.
If this form has already been provided to GRDA and you are currently being paid
by ACH you do not have to fill the form out again.
This form has previously been provided to GRDA. YES: _____

Thank you for providing the following information as GRDA moves toward a more efficient method of ACH as the payment method to our vendors. Please add the ACH routing and account number to future invoices if possible.

Vendor Information

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

Phone: _____

Send EFT Email Remittance Advice Yes No

If yes, please include email address: _____

ACH Delivery:

Bank Routing Number: _____

Account Number: _____

Bank Name: _____

Bank Address: _____

City: _____ State: _____ Zip Code: _____

Beneficiary Name: _____

Vendor verification signature: _____

Thank you for your business!

Sincerely,

Accounts Payable Department

Accounts.payable@grda.com

We deliver affordable,
reliable ELECTRICITY,
with a focus on EFFICIENCY
and a commitment to
ENVIRONMENTAL
STEWARDSHIP.

We are dedicated to
ECONOMIC DEVELOPMENT,
providing resources and
supporting economic growth.

Our EMPLOYEES
are our greatest asset in
meeting our mission to be an
Oklahoma Agency
of Excellence.



**ATTACHMENT F: LISTING OF APPLICABLE
EXPERIENCE RFP 4991**

**ATTACHMENT G: LIST OF SUBCONTRACTORS
RFP 4991**

Should this proposal be accepted by GRDA, the following subcontractors will be used (Attach additional pages if required. If no work will be subcontracted, state "NONE").:

Subcontractor identification is for information only and award of Contract does not constitute approval of identified subcontractors nor relieve the Bidder of the responsibility for providing qualified subcontractors. If any other subcontractors are used, Contractor must obtain GRDA advanced approval in writing.

Work Subcontracted

Firm Name and Address

INSURANCE REQUIREMENT “B”

MINIMUM INSURANCE REQUIREMENTS

COMPREHENSIVE GENERAL LIABILITY

Bodily Injury	\$500,000.00 per person \$1,000,000.00 per occurrence
Property Damage	\$1,000,000.00 per occurrence

COMPREHENSIVE AUTOMOBILE LIABILITY

Should include owned, non-owned and hired autos

Same limits as General Liability

WORKERS' COMPENSATION

As required by the laws of the State of Oklahoma and Employers' Liability limit of \$100,000.00

These limits could be satisfied by either primary coverage or a combination of primary and umbrella coverage.

A Certificate of Insurance must accompany bids on any work to be performed for GRDA.

The Certificate of Insurance must show the name and address of the insured, the GRDA Purchase Order number and/or description of the job to be performed for GRDA, limits of coverage, policy number, effective and expiration dates, etc. The cancellation clause must provide that the Authority is to receive ten (10) days written notice prior to cancellation or to the making of any material change. The successful bidder must inform the insurance agent to submit a revised Certificate of Insurance at renewal of the coverage if the GRDA work will extend until that time.

