



3595 South Main Street
Salt Lake City, Utah 84115

REQUEST FOR PROPOSAL
RFP# HC2026-08
Marketing & Digital Services
Multifamily Properties

Paul Wellington
Procurement Manager

Issued
06/02/2026

I. INTRODUCTION

The Housing Authority of the County of Salt Lake City dba; Housing Connect (HC) is inviting independent contractors and/or professional firms to submit proposals for Marketing and Digital services for Multifamily properties. Under Housing Connects direction, the successful firm will be responsible for Marketing and Digital services related to various Multifamily properties as described in the Scope of Work in this RFP. Housing Connect is interested in a long-term relationship with a firm(s) that will get to know more about what Housing Connect does for Salt Lake County and the residents that we serve.

II. PURPOSE

Housing Connect is requesting proposals from qualified marketing agencies to provide branding, Website development, digital advertising, SEO, and ongoing marketing support for several multifamily housing communities.

We are looking for firms with experience in multifamily housing and lease-up marketing. Experience working with affordable, mixed-income, or community-focused housing developments is preferred.

Pricing and service information should be provided on a per-property basis for the communities listed below.(Properties). Additional properties may be added in the future as our portfolio continues to grow and transition toward a broader market-focused leasing strategy.

It is anticipated that this RFP may result in **Indefinite Delivery Indefinite Quantity (IDIQ) Contracts** awarded. Provided the proposals are reasonable and in the best interest of Housing Connect, and the Proposer has and/or will comply with all applicable local, state and federal laws and requirements. National Proposer's or firms may choose to partner with local contractors or firms in responding to this RFP.

Housing Connect reserves the right to reject any and all proposals, to waive any informality or irregularity in the RFP, whenever it is in the best interest of Housing Connect to do so. Housing Connect may use deductive alternates in the proposal procedure to comply with budget limitations.

Please respond to this RFP in its entirety including the following exhibits:

- EXHIBIT A CONTACT INFORMATION FORM
- EXHIBIT B PROPOSAL FORM
- EXHIBIT C CLIENT REFERENCE
- EXHIBIT D CERTIFICATION REGARDING DEBARMENT OR SUSPENSION
- EXHIBIT E HUD FORM 5369 B (INSTRUCTIONS TO OFFERERS-NON-CONSTRUCTION)
- EXHIBIT F HUD FORM 5370 (GENERAL CONDITIONS FOR NON-CONSTRUCTION CONTRACTS)
- EXHIBIT G SECTION 3 CLAUSE AND SECTION 3 STATEMENT HUD 24 CFR PART 135

RFP Summary	Housing Connect is soliciting RFP's (Bids) from licensed, insured and experienced Marketing agencies to provide Marketing and Digital Services
Issue Date	Tuesday June 02, 2026
Contact person for questions	Paul Wellington Email pwellington@housingconnect.org
All RFP documents, including updates and addenda are available on the Housing Connect website	Housing Connect (www.housingconnect.org)
How to submit questions	June 12,2026 12:00PM, is the deadline for questions. Questions must be sent to: pwellington@housingconnect.org. Use the subject line "RFP HC2026-08 Marketing & Digital services. All pertinent answers will be posted to www.housingconnect.org by 5:00 PM June 16,2026.
How to respond to this RFP	Submit together to pwellington@housingconnect.org : <ul style="list-style-type: none"> ○ One complete original response, with original signatures <ul style="list-style-type: none"> • Attachment 1: Contact Information Form • Attachment 2: Proposal Form • Attachment 3: Client Reference Form • Attachment 4: Certification Regarding Debarment or Suspension • Attachment 5: Section 3 Business Certification Form • Copy of current business license for the State of Utah
BID submittal deadline	Thursday June 25, 2026, 3:00 p.m., Mountain Time Proposals must be received as described above no later than the date and time indicated.
Anticipated award by Housing Connect	TBD
Anticipated service start date	TBD

III. Contract Term

The **Indefinite Delivery Indefinite Quantity (IDIQ) Contracts** resulting for this RFP shall be effective for a period of one-year with four, one-year renewal options for a total of five-years. Housing Connect may choose to award contracts to more than one firm for the services that are needed.

IV. Proposal Timeline

Release of RFP	Friday June 02,2026
Questions Due	June 12, 2026 @ 12 PM MST
Answers to Questions	June 16, 2026 @ 5 PM MST
Proposals Due	June 25, 2026 @ 3 P M MST
Interviews (if needed)	TBD
Evaluation Process	TBD
Award of Contract	TBD

HC may insert elective choices such as site visits, oral interviews, presentations, demonstrations, shortlists, best and final offers, etc.

Questions regarding the contents of this RFP must be submitted in writing through email on or before, June 12, 2026 – 12 PM MST and directed to the RFP Contact listed below. All questions submitted will be answered by issuing an Addendum to the RFP and will be posted on Housing Connect’s website by, June 16,2026 – 5 PM MST.

A. Contact Information

This RFP is being issued, as will any addenda by Housing Connect (HC). The contact person for the HC is:

Paul Wellington Procurement Manager
Housing Connect
3595 South Main Street
Salt Lake City, Utah 84115

pwellington@housingconnect.org

V. PROPOSAL CONDITIONS

A. Authorized Signatures

All proposals must be signed by an individual authorized to bind the Proposer to the provisions of the RFP.

B. Term of Offer

Proposals shall remain open, valid, and subject to acceptance anytime within nine (9) months after the proposal opening.

C. Required Review

Proposers should carefully review this solicitation for defects and questionable or objectionable material. Comments concerning defects and objectionable material must be made in writing and received by the RFP contact at least ten days before the proposal’s due date. This will allow issuance of any necessary amendments. It will also help prevent the opening of a defective solicitation and exposure of proposals upon which award could not be made. Protests based on any omission or error, in the content of this RFP, may be disallowed if not brought to the written attention of the RFP Contact, at least five days before the Deadline for Proposals.

D. Incurred Costs

HC is not obligated to pay any costs incurred by Proposer in the preparation of a proposal in response to this RFP. Proposers agree that all costs incurred in developing a proposal are the Proposer's responsibility.

E. Amendments/Addenda to RFP

HC reserves the right to issue addenda or amendments to this RFP if HC considers that changes are necessary or additional information is needed.

Changes to a proposal or withdrawal of proposals will only be allowed if acceptable requests are received prior to the deadline that is set for receipt of proposals. No amendments or withdrawals will be accepted after the deadline.

F. Selection Criteria for Professional Services

Specific & Recent Marketing & Digital experience **30 Points** This criterion considers the experience of both firm(s) and the individual(s) proposed to be assigned to the project in successfully completing similar projects.

- A. Scope and Quality of the services **30 Points** This criterion considers the extent to which the proposed services meet Housing Connects objectives, targets and defined scope; distinctiveness and overall quality of the proposal.
- B. Proposed Cost **20 Points** This criterion considers the Offerors proposed cost and the benefit to Housing Connect financially.
- C. Thorough, Relevant and Organized Responsiveness to the RFP **15 Points** This criterion considers the Proposers Totality, Organization, and ability to address the objectives.
- D. Section 3 **5 Points** Demonstrate how your firm will meet the requirements of Section III as outlined under EXHIBIT H

G. Right of Rejection

Offers must comply with all of the terms of the RFP, and all applicable local, state, and federal laws, codes, and regulations. HC may reject as non-responsive any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Proposers may not qualify the proposal nor restrict the rights of HC. If Proposer does so, the proposal may be determined to be a non-responsive counter-offer and the proposal may be rejected.

No proposal shall be rejected, however, if it contains a minor irregularity, defect or variation and if the irregularity, defect or variation is considered by HC to be immaterial or inconsequential, HC may choose to accept the proposal.

Minor informalities may be waived by HC when they:

- Do not affect responsiveness.
- Are merely a matter of form or format.
- Do not change the relative standing or otherwise prejudice other offers.
- Do not change the meaning or scope of the RFP.
- Are trivial, negligible, or immaterial in nature.
- Do not reflect a material change in the work; or
- Do not constitute a substantial reservation against a requirement or provision.

In such cases the Proposer will be notified of the deficiency in the proposal and given an opportunity to correct the irregularity, defect or variation or HC may elect to waive the deficiency and accept the proposal.

This RFP does not commit HC to award a contract. HC reserves the right to reject any or all proposals if it is in the best interest of HC to do so. HC also reserves the right to terminate this RFP process at any time.

H. Clarification of Offers

In order to determine if a proposal is reasonably acceptable for award, communications by the lead of the Evaluation Committee are permitted with a Proposer to clarify uncertainties or eliminate confusion concerning the contents of a proposal. Clarifications may not result in a material or substantive change to the proposal. The Evaluation Committee may be adjusted as a result of a clarification under this section.

I. Public Records Act

All information submitted in the Proposal or in response to request for additional information is subject to disclosure under the provisions of the Utah Public Records Act (Utah Government Code Chapter 2 Government Records Access and Management Act 63G-2-301. Public records.). Proposals may contain financial or other data that constitutes a trade secret. To protect such data from disclosure, Proposers should specifically identify the pages that contain confidential information by properly marking the applicable pages and inserting the following notice on the front of its response:

NOTICE

The data on pages _____ of this Proposal response, identified by an asterisk () or marked along the margin with a vertical line, contains information which are trade secrets. We request that such data be used only for the evaluation of our response but understand that disclosure will be limited to the extent that the HC determines is proper under federal, state, and local law.*

The proprietary or confidential data shall be readily separable from the Proposal in order to facilitate eventual public inspection of the non-confidential portion of the Proposal.

HC assumes no responsibility for disclosure or use of unmarked data for any purpose. In the event disclosure of properly marked data is requested, the Proposer will be advised of the request and may expeditiously submit to the HC a detailed statement indicating the reasons it has for believing that the information is exempt from disclosure under federal, state, and local law. This statement will be used by the HC in making its determination as to whether or not disclosure is proper under federal, state or local law. The HC will exercise care in applying this confidentiality standard but will not be held liable for any damage or injury, which may result from any disclosure that may occur.

J. Disclosure of Criminal and Civil Proceedings

HC reserves the right to request the information described herein from the Proposer selected for contract award. Failure to provide the information may result in a disqualification from the selection process and no award of contract to the Proposer. HC also reserves the right to obtain the requested information by way of a background check performed by an investigative firm. The selected Proposer also may be requested to provide information to clarify initial responses. Negative information provided or discovered may result in disqualification from the selection process and no award of contract.

The selected Proposer may be asked to disclose whether the firm, or any of its partners, principals, members, associates or key employees (as that term is defined herein), within the last ten years, has been indicted on or had charges brought against it or them (if still pending) or convicted of any crime or offense arising directly or indirectly from the conduct of the firm's business, or whether the firm, or any of its partners, principals, members, associates or key employees, has within the last ten years, been indicted

on or had charges brought against it or them (if still pending) or convicted of any crime or offense involving financial misconduct or fraud. If the response is affirmative, the Proposer will be asked to describe any such indictments or charges (and the status thereof), convictions and the surrounding circumstances in detail.

In addition, the selected Proposer may also be asked to disclose whether the firm, or any of its partners, principals, members, associates or key employees, within the last ten years, has been the subject of legal proceedings as defined herein arising directly from the provision of services by the firm or those individuals. "Legal proceedings" means any civil actions filed in a court of competent jurisdiction, or any matters filed by an administrative or regulatory body with jurisdiction over the firm or the individuals. If the response is affirmative, the Proposer will be asked to describe any such legal proceedings (and the status and disposition thereof) and the surrounding circumstances in detail.

For purposes of this provision "key employees" includes any individuals providing direct service to HC. "Key employees" do not include clerical personnel providing service at the firm's offices or locations.

K. Debarment and Suspension

Proposer certifies (using Exhibit D) that neither it nor its principals or subcontracts is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency as required by Executive Order 12549.

Further, Proposer affirms that it has no record of unsatisfactory performance with HC in the twenty-four (24) month period immediately preceding the date of issuance of this RFP.

L. Board and Staff Communications

Under no circumstances may any member of HC or any staff member other than the contact specified in Section IV Paragraph A, be contacted during this RFP process in regard to this RFP, by any entity intending to submit a response to this RFP. Failure to comply with this request will result in disqualification.

M. Final Authority to Award

The final authority to award contracts as a result of this RFP rests solely with HC Board of Commissioners or authorized staff as delegated by the Board of Commissioners or based on award amount, by the Board of Commissioners.

VI. SCOPE OF WORK

Funding for Marketing & Digital services comes from various sources: Federal, State, Local governments and private sources. Proposals should consider attendant regulations to these sources that might impact cost of providing the services. Provide pricing for the following services as well as hourly fees and any other associated costs for these services performed on an as-needed basis, for a period defined in Section III.

Pricing and service information should be provided on a per-property basis for the communities listed below. Additional properties may be added in the future as our portfolio continues to grow and transition toward a broader market-focused leasing strategy.

Properties

The Hub of Opportunity
3848 S. West Temple
Millcreek, UT 84115
146 Units

Bodhi
750 W. South Temple
Salt Lake City, UT 84104
80 Units

Villa Charmant
3827 S. 300 East
South Salt Lake, UT 84115
54 Units

East 72
380 East 7200 South
Midvale, UT 84047
89 Units

Scope of Services

1-Branding & Creative

Please include pricing and deliverables for:

- Property logo development
- Visual identity package
- Brand guidelines
- Marketing asset templates

2- Website Development

Landing Page Website

- One-page responsive website
- Lead capture or VIP interest form
- SEO setup and optimization
- PMS/CRM integration capabilities
- Hosting, backups, and security

3- Full Property Website

- Multi-page responsive website
- WordPress or comparable CMS platform
- SEO optimization
- Hosting and maintenance options
- PMS/CRM integrations, if applicable

4- Marketing Collateral

- Property sell sheet or fact sheet design
- Copywriting support
- Print-ready production files

5- Property Visuals

- 3D floor plans
- Community sitemap design

6- Digital Marketing

Google Ads Management

- Keyword research
- Campaign setup and management
- Ongoing optimization
- Reporting/dashboard access

7- Paid Social Advertising

- Facebook and Instagram advertising campaigns
- Lead generation campaigns
- Campaign management and reporting

8- SEO & GEO Optimization

- Technical SEO
- Local SEO
- Google Business Profile optimization
- Conversational / AI search optimization
- Schema markup
- Ongoing optimization and reporting

9- Organic Social Media Management

- Facebook management
 - Instagram management
 - Google Business Profile posting and management
 - Weekly posting options
 - Monthly reporting
-

VII. PROPOSAL SUBMISSION REQUIREMENTS

A. General

1. All interested and qualified Proposers are invited to submit a proposal for consideration. Submission of a proposal indicates that the Proposer has read and understands the entire RFP, to include all appendixes, attachments, exhibits, schedules, and addenda (as applicable) and all concerns regarding the RFP have been satisfied.
2. Proposals must be received by the designated date and time. Late or incomplete proposals will not be accepted.
3. Submit proposals electronically to the contact specified in Section IV – Paragraph A
4. Proposals must be completed in all respects as required in this section. A proposal may not be considered if it is conditional or incomplete.

B. Pricing

Please structure pricing using the following format:

- 1 - One-Time Startup Costs
- 2 - Monthly Recurring Costs
- 3 - Annual Recurring Costs

VIII. INFORMATION REQUESTED OF PROPOSERS

a. Experience

- Relevant multifamily or lease-up experience
- Case studies or examples of similar work

Please also include:

- Contract terms and minimum commitments
- Included revisions and support hours
- Estimated timelines
- Primary point of contact/team structure
- Any exclusions, assumptions, or optional services

b. Price

Please structure pricing using the following format:

- 1 - One-Time Startup Costs
- 2 - Monthly Recurring Costs
- 3 - Annual Recurring Costs

c. Affirmative Action

HC requires each respondent be an Equal Opportunity Employer:
State that the respondent complies fully with all government regulations regarding nondiscriminatory employment practices.

IX. COMPANY QUALIFICATIONS

Proposals shall be considered from responsible organizations or individuals engaged in the performance of Marketing & Digital services for Multifamily Properties. Proposals must include information on competency in performing comparable services, demonstration of acceptable financial resources, and personnel staffing. The proposer shall provide detailed information on references, as well as background and experience with projects of a similar type and scope to include as a minimum:

- a. Brief history of the company
- b. A listing of three to five (3 to 5) references where similar services were performed in the last 36 months. The client reference shall include the name of organization, contact person, address, and telephone numbers.
- c. Proposer shall describe their understanding of the project scope, their proposed approach to performing the services, and submit a proposed schedule. Proposers shall include information on past experience with similar projects. Proposers shall describe how their organization can meet the requirements of this RFP and shall include the following:
 - The number of years the Proposer has provided these services; *and*
 - The number of clients and geographic locations that the Proposer currently works with
 - Provide the name and resume of the Proposer's Representative who, if the Proposer is selected for award, will be responsible for the daily oversight of the Contract from the Proposer's perspective.

X. RFP REQUIREMENTS AND CONDITIONS

Minimum Requirements

This RFP sets forth the minimum requirements that all submissions shall meet. Failure to submit proposals in accordance with this request may render the proposal unacceptable. In addition, the proposer shall provide references.

Submission Requirements

Forms included within this Request for Proposal must be included with proposal.

Collusion

Proposer, by submitting a proposal, hereby certifies that no officer, agent, or employee of the HC has a pecuniary interest in this Proposal; that the Proposal is made in good faith without fraud, collusion, or connection of any kind with any other proposer; and that the proposer is competing solely in its own behalf without connection with, or obligation to any undisclosed person or company.

Disputes

In case of any doubt or differences of opinions as to the participation sought hereunder, or the interpretation of the provisions of the RFP, the dispute process shall apply.

Proposers may appeal the recommended award, provided the appeal is in writing, contains the RFP number, is delivered to the address listed in Section IV – Paragraph A of this RFP, and is submitted according to the time requirements listed below. The following shall apply to protests (unless otherwise specified, this section will use the term “protest” to also include disputes and appeals):

Solicitation: Proposers may protest a solicitation issued by HC. It must be received by the Purchasing Agent before the bid or proposal submittal deadline, or it will not be considered.

Award RFP: Any protest against the award of a contract based on an RFP must be received by HC's Chief Finance Officer (CFO) no later than two (2) full business days after the bid submittal deadline, or before award of the contract, whichever is earlier, or the protest will not be considered.

Award RFP: Any protest against the award of a contract based on an RFP or appeal of a decision by HC to reject a proposal, must be received by the (CFO) and Contracts within three (3) business days after notification to an unsuccessful proposer that they were not selected, or the protest will not be considered.

Rejection of Bid: Any protest of a decision by HC to reject a bid submitted in response to an RFP must be received by the (CFO) and Contracts within two (2) business days after being notified in writing of HC's decision, or the appeal will not be considered.

A written response will be directed to the appealing Proposer within fourteen (14) calendar days of receipt of the appeal, advising of the decision with regard to the appeal and the basis for the decision. The decision of the HC shall be final and binding upon all parties.

XI. INSURANCE REQUIREMENTS

- A. **Proof of Insurance**, shall not be terminated or expired without thirty (30 days) written notice, and are required to be maintained in force until completion of the contract. The Proposer shall require all subcontractors used in the performance of this contract to name HC as an additional insured. Following are the standard types and minimum amounts.

Commercial General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage liability; *Housing Connect Additional Insured* or,

Errors and Omissions Liability: \$1,000,000; combined single limit bodily and property damage liability per occurrence and \$3,000,000 aggregate or,

Professional Liability: \$1,000,000 per occurrence and aggregate.

Workers' Compensation: statutory limits

- B. Failure to provide proof of insurance or failure to maintain insurance as required in this bid, or by law, are grounds for immediate termination of the contract. In addition, the awarded bidder should be liable for all re-procurement costs and any other remedies under law.

XII. INDEMNIFICATION & INSURANCE REQUIREMENTS

1. Indemnification

The Proposer agrees to indemnify, defend and hold harmless HC and its authorized officers, employees, agents and volunteers from any and all claims, actions, losses, damages, and/or liability arising out of this Contract from any cause whatsoever, including the acts, errors or omissions of any person and for any costs or expenses incurred by HC on account of any claim therefore, except where such indemnification is prohibited by law.

2. Additional Named Insured

All policies, except for the Workers' Compensation, Errors and Omissions and Professional Liability policies, shall contain additional endorsements naming HC and its officers, employees, agents and volunteers as additional named insured with respect to liabilities arising out of the performance of services hereunder.

3. Waiver of Subrogation Rights

The Proposer shall require the carriers of the above required coverage to waive all rights of subrogation against HC, its officers, employees, agents, volunteers, Proposers and subcontractors.

4. Policies Primary and Non-Contributory

All policies required above are to be primary and non-contributory with any insurance or self-insurance programs carried or administered by HC.

5. Proof of Coverage

The Proposer shall immediately furnish certificates of insurance to HC Procurement Department administering the Contract evidencing the insurance coverage, including the endorsements above required, prior to the commencement of performance of services hereunder, which certificates shall provide that such insurance shall not be terminated or expire without thirty (30) days written notice to the Department. Proposer shall maintain such insurance from the time Proposer commences performance of services hereunder until the completion of such services. Within sixty (60) days of the commencement of this Agreement, the Proposer shall furnish certified copies of the policies and all endorsements.

6. Insurance Review

The above insurance requirements are subject to periodic review by HC. HC reserves the right to reduce or waive any of the above insurance requirements whenever HC determines that any of the above insurance is not available, is unreasonably priced, or is not needed to protect the interests of HC. In addition, if HC determines that heretofore, unreasonably priced or unavailable types of insurance coverage or coverage limits become reasonably priced or available, HC may authorized but not required, to change the above insurance requirements, to require additional types of insurance coverage or higher coverage limits, provided that any such change is reasonable in light of past claims against HC, inflation, or any other item reasonably related to HC's risk. Any such reduction or waiver for the entire term of the Agreement and any change requiring additional types of insurance coverage or higher coverage limits must be made by amendment to this Agreement. Proposer agrees to execute any such amendment within thirty (30) days of receipt.

XIII. CONTRACT CONDITIONS

Americans with Disabilities Act

Proposer must comply with all applicable requirements of federal and state civil rights law and rehabilitation statues.

Law of the State of Utah

The resulting contract will be entered into within the State of Utah and the law of said state, whether substantive or procedural, shall apply to the contract, and all statutory, charter and ordinance provisions that is applicable to public contracts within the County of Salt Lake and the State of Utah shall be followed with respect to the contract.

Contract Terms and Final Selection

The selected company will be expected to sign the HC's Contract Agreement, which will specify the term of service. If the selected applicant and the HC cannot come to terms with respect to the contract, HC reserves the right to select the next most qualified applicant or to terminate this RFP and to re-issue a new RFP if no Proposer is acceptable.

EXHIBIT A – CONTACT INFORMATION FORM

To: Paul Wellington Procurement Manager
Phone: (801) 284.4446
Email: pwellington@housingconnect.org

This document is to acknowledge that we are in receipt of RFP # HC2026-08 –Marketing & Digital services and have noted our intention to bid.

Proposer Name: _____

Address: _____

Contact/Title: _____

Phone: _____

Fax: _____

Email: _____

I PLAN TO SUBMIT A BID.

- Yes, I will be submitting a bid.
- Maybe, I need to research and get more information (contact HC-information listed above)

NO BID. Indicate *any* of the following. We:

- Do NOT desire to be retained on the proposer list.
- Desire to be retained on the proposer list, but decline to bid based on the following:
 - Cannot comply with specifications/scope of work, Explain: _____

- Cannot meet delivery requirements, Explain: _____

- Do not regularly provide this type of product/service.
- Other, Explain: _____
- Please update my information as listed above.

HOW YOU FOUND OUT ABOUT THE BID. Indicate *any* of the following. We:

- Checked the agency website.
- Received notice by fax or e-mail.
- Newspaper Ad, please list paper: _____
- Trade Publication, please list: _____
- Plan Room, please list: _____
- Other, Explain: _____

EXHIBIT B - PROPOSAL FORM

Proposer Name: _____

1. The undersigned, having familiarized themselves with the local conditions affecting the cost of the work, and with the Specifications, if any thereto, hereby proposes to furnish all labor, materials, equipment and services required to provide such service(s) described in the Scope of Work in accordance therewith.
2. In submitting this proposal, it is understood that the right is reserved by the Housing Connect of the County of Salt Lake to reject any and all proposals. If written notice of the acceptance of this proposal is mailed, telegraphed, faxed, or delivered to the undersigned within thirty (30) days after the opening thereof, or at any time thereafter before this proposal is withdrawn, the undersigned agrees to a contract/agreement in the prescribed form and furnish any required insurance requirements within ten (10) days after the contract is presented to him for signature.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

Date _____, 20____

(Official Address)

(Proposers State License Number)

(Company Name)

(By)

(Title)

(Telephone Number)

EXHIBIT C- CLIENT REFERENCE

CURRENT CLIENT REFERENCES (REQUIRED) – RFP#HC 2026-08 MARKETING & DIGITAL SERVICES

Submit this form with the BID, failure to do so is grounds for disqualification.

Company _____
Address _____
City, ST, Zip _____
Fax/Phone/Email _____
Contact Name/Title _____
Type of Engagement _____

Company _____
Address _____
City, ST, Zip _____
Fax/Phone/Email _____
Contact Name/Title _____
Type of Engagement _____

Company _____
Address _____
City, ST, Zip _____
Fax/Phone/Email _____
Contact Name/Title _____
Type of Engagement _____

Company _____
Address _____
City, ST, Zip _____
Fax/Phone/Email _____
Contact Name/Title _____
Type of Engagement _____

Company _____
Address _____
City, ST, Zip _____
Fax/Phone/Email _____
Contact Name/Title _____
Type of Engagement _____

Bidder's Company Name _____
Legal Structure (corp./partner/proprietor) _____
Principle Office Address _____
City, ST, Zip _____
Phone Number & Fax Numbers _____
Email _____
Federal Employer Identification Number _____
Title of Person Authorized to Sign _____
Print Name of Person Authorized to Sign _____
Date Signed and Authorized Signature _____

EXHIBIT D - CERTIFICATION REGARDING DEBARMENT OR SUSPENSION

In compliance with contracts and grants agreements applicable under the U.S. Federal Awards Program, the following certification is required by all Proposers submitting a response to this RFP:

1. The Proposer certifies, to the best of its knowledge and belief, that neither the Proposer nor its Principals are suspended, debarred, proposed for debarment, or declared ineligible for the award of contracts from the United States federal government procurement or non-procurement programs, or are listed in the *List of Parties Excluded from Federal Procurement and Non-procurement Programs* issued by the General Services Administration.
2. "Principals," for the purposes of this certification, means officers, directors, owners, partners, and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager, plant manager, head of a subsidiary, division, or business segment, and similar positions).
3. The Proposer shall provide immediate written notice to the HC Chief Finance Officer (CFO) if, at any time prior to award, the Proposer learns that this certification was erroneous when submitted or has become erroneous by reason of circumstances changed.
4. This certification is a material representation of fact upon which reliance will be placed when making the award. If it is later determined that the Proposer rendered an erroneous certification, in addition to other remedies available to the HC government, the (CFO) may terminate the contract resulting from this solicitation for default.
5. Proposer affirms that it has no record of recent unsatisfactory performance with HC, during the past twenty-four (24) months at a minimum.

**Printed Name of
Representative:**

Title:

Signature:

Date:

EXHIBIT E – HUD FORM 5369 B (INSTRUCTIONS TO OFFERORS – NON-CONSTRUCTION)

<https://www.hud.gov/sites/documents/5369-b.pdf>

EXHIBIT F – HUD FORM 5370 (GENERAL CONDITIONS FOR NON-CONSTRUCTION CONTRACTS)

<https://www.hud.gov/sites/dfiles/OCHCO/documents/5370.pdf>

EXHIBIT G – SECTION 3 CLAUSE AND SECTION 3 STATEMENT (HUD 24 CFR PART 135)

<https://www.govinfo.gov/content/pkg/CFR-2019-title24-vol1/xml/CFR-2019-title24-vol1-part135.xml>

