



GSA

Contract Holder

Tunheim Partners, Inc.

8009 34th Ave S, Suite 1100

Minneapolis, MN, 55425

E-mail: mpaynter@tunheim.com

Tel.: (952) 851-1600

Fax: (952) 851-1610

Web: www.tunheim.com



Tunheim

Woman-Owned Small Business

General Services Administration

Authorized Federal Supply Schedule Price List

GSA Professional Services Schedule (PSS)
(00CORP)

GSA Contract Number: GS-00F-239GA

Integrated Consulting Services

Special Item Numbers (SINs) 874-1 & 874-1RC

Public Relations Services

SINs 541-2 & 541-2RC

Order-Level Materials

SINs 00CORP-500 & 00CORP-500RC

Contract Base Period:

June 22, 2017 through

June 21, 2022

Price list current as of Modification # PA-0006 effective 6/27/2019

States and municipalities can use this contract to procure public outreach, communications, and other services to prepare for and recover from major disasters.



Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu driven database system. The INTERNET address for GSA Advantage! is <http://www.gsaadvantage.gov>.



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TUNHEIM COMPANY OVERVIEW



Tunheim is a WBENC-certified woman-owned, small business and a GSA contract holder (GS-00F-239GA).

Our GSA contract covers SIN 874-1, Integrated Consulting Services and 541-2, Public Relations Services, which includes “providing customized media and public relations services such as the development of media messages and strategies.”

Tunheim experience includes strategic communication consulting for The State of Minnesota, including the Minnesota Department of Revenue, Minnesota Department of Health, Hennepin County, Ramsey County and Minnesota Department of Natural Resources.

Tunheim is a leading consultancy specializing in public relations, public affairs and management consulting services. During the past three decades, our firm has taken great pride in our efforts to help more than 35 governments, agencies and NGOs communicate clearly and effectively with key constituents. Our team has deep experience creating and executing complex media, government relations and public affairs strategies involving multiple stakeholders.

In addition, Tunheim has provided public relations and public messaging campaigns for the two largest Minnesota county governments, nearly a dozen other agencies and several leading grant-making foundations and NGOs.

For 27 years, Tunheim has successfully helped clients navigate complex change. In particular, we help our clients rethink how they must work to be understood by all of their stakeholders. Because being understood leads to success. Communication isn't the only management discipline — but it is a key one that is too often not thought through effectively.

Rethinking

Tunheim is in the Business of Rethinking. It's what we do every day.

Rethinking is our methodology. It means looking inside everything, so that we can think outside everything. It means asking why this and what if? It means challenging the conventional wisdom to help organizations fulfill their destinies. It means looking past or through the blind spots that exist in every organization.

We bring insight. We develop strategy. We commit to flawless delivery.



TUNHEIM COMPANY OVERVIEW

Insight

We start with a deepdive: Our consultants learn about your challenges. Digging and searching for fresh insights, we then layer in research and market analysis to develop a well-informed perspective. We pride ourselves on asking the right questions and providing an informed context to our clients. This context allows us to develop robust strategy and to set up key decisions.

And sometimes, this means we tell you not what you want to hear, but what you need to hear in order to be successful.

Tunheim brings you honest, informed counsel.

Strategy

Based on a well-informed perspective, we partner with our clients to develop innovative and results-focused strategies designed to successfully deliver against organizational goals and metrics.

Whether you need to influence public policy, better engage with key stakeholders, navigate a crisis or tackle important organizational challenges, we set you up for success.

Tunheim delivers strategies that propel your organizational goals.

Delivery

Lastly, we deliver against expectations. Every time.

We start with insight, develop strategy and then execute tactics that meet your goals. We are expert consultants who deftly work across multiple disciplines and business sectors. We execute strategies that prepare you to win in the marketplace.

Tunheim gets the results that you need to be successful.



Leading Partner of IPREX Global Communication

Tunheim is a leading partner of IPREX, a network of 70 independent public relations firms with 115 offices spanning the globe. Our partners know the pulse of their communities, have close, established working relationships with government, business, media and civic opinion leaders, and are opinion leaders in their own right.



TUNHEIM COMPANY OVERVIEW

On a daily basis, our network works with national and international media -- both traditional and digital -- and our greatest strength is building relationships across diverse audiences. Our network has a successful track record over multiple decades conducting public outreach and education campaigns as well as generating and measuring local and national media coverage for both domestic and foreign clients. Our collective work has garnered more than 30 industry awards from our national peers.

We pride ourselves for being uniquely able to contribute on matters requiring highly targeted, carefully calibrated communications outreach to diverse stakeholders. We are careful listeners who will provide proactive strategic advice and counsel on issues, management and advocacy efforts; we open doors and offer solutions to problematic concerns.

Our experience in creating strategic communications plans for global clients gives us a deep understanding of the need to develop and deliver compelling, easily understandable messages. We have mastered the art of translating often complicated public policy issues into easily understandable terms, and used that expertise to develop communication strategies and materials for a global, culturally diverse audience.

Our full range of services includes management consulting, strategic communications, crisis communications, public affairs, digital strategy, content strategy, sports marketing, event marketing and brand positioning. Our highly experienced team has a long and successful history planning, managing and executing the production of high-profile special events to carry key client messaging, as well as trade missions and other trade and cultural activities.



The Tunheim executive team consists of (from left to right): Kathy Tunheim (CEO + Principal), Pat Milan (Chief Insights Officer), Brian Ortale (Chief Financial Officer), Liz Sheets (Chief Marketing Officer) and Lindsay Treichel (Chief Transformation Officer).



SCOPE OF THE CONTRACT

Under our GSA Professional Services Schedule contract, Tunheim Partners, Inc., can provide a wide range of support for federal agencies. In addition, States and municipalities can use this contract to procure services to prepare for and recover from, major disasters. Each category of services in our contract is called a “Special Item Number” (SIN).

SIN 874-1 Integrated Consulting Services

Federal agencies can order these services from Tunheim under SIN 874-1. State and local agencies can procure Disaster Recovery services under SIN 874-1RC.

Contractors shall provide expert advice and assistance in support of an agency's mission-oriented business functions. Services covered by this SIN include: Management or strategy consulting, including research, evaluations, studies, analyses, scenarios/simulations, reports, business policy and regulation development assistance and strategy formulation.

- Facilitation and related decision support services
- Survey services, using a variety of methodologies, including survey planning, design, and development; survey administration; data validation and analysis; reporting, and stakeholder briefings
- Advisory and assistance services in accordance with FAR 37.203

NOTE: Consulting services where the preponderance of work is specifically covered under other PSS SINS or GSA Schedules are not permitted under this SIN. Legal, consulting, and audit services pertaining to financial matters are not covered under this SIN.

541-2 Public Relations Services

Federal agencies can order these services from Tunheim under SIN 541-2. State and local agencies can procure Disaster Recovery services under SIN 541-2RC.

Services provided under this SIN include, but are not limited to, the following components:

- Providing customized media and public relation services such as the development of media messages and strategies.
- Providing recommendations of media sources for placement of campaigns.
- Preparing media materials such as, background materials, press releases, speeches and presentations and press kits.
- Executing media programs.
- Conducting press conferences.
- Scheduling broadcast and/or print interviews.
- Public relations and crisis communications media training, such as, training of agency personnel to deal with media.
- Media responses, media alerts and press clipping services related to public relations services.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.



SCOPE OF THE CONTRACT

SIN 00CORP-500 Order-Level Materials (OLMs)

For Task Orders issued by U.S. federal government agencies and departments, the SIN Number is 00CORP-500. For Task Orders issued by states and municipalities under Disaster Recovery situations, the SIN Number is 00CORP-500RC.

Order-Level Materials (OLMs) are supplies and/or services acquired in direct support of an individual task or delivery order placed against a Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA). OLMs are not defined, priced, or awarded at the FSS contract level. They are unknown before a task or delivery order is placed against the FSS contract or FSS BPA. OLMs are only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN) and are subject to a Not to Exceed (NTE) ceiling price. OLMs include direct materials, subcontracts for supplies and incidental services for which there is not a labor category specified in the FSS contract, other direct costs (separate from those under ODC SINs), and indirect costs. OLMs are purchased under the authority of the FSS Program and are not open market items.

Items awarded under ancillary supplies/services or other direct cost (ODC) SINs are not OLMs. These items are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Ancillary supplies/services and ODC SINs are for use under all order type CLINs (Fixed-Price (FP), T&M, and LH), whereas the Order-Level Materials SIN is only authorized for use under T&M and LH order CLINs.

The Order-Level Materials SIN is only authorized for use in direct support of another awarded SIN. Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs. OLMs are defined and priced at the ordering activity level in accordance with GSAR clause 552.238-82 Special Ordering Procedures for the Acquisition of Order-Level Materials. Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF). The value of OLMs in a task or delivery order, or the cumulative value of OLMs in orders against an FSS BPA awarded under an FSS contract, cannot exceed 33.33%.



ADVANTAGES OF USING A GSA SCHEDULE CONTRACT

Do you need a quick, convenient, and cost-effective way to order services from Tunheim? Our GSA Professional Services Schedule contract provides an excellent solution. It offers the following advantages:

o Dramatic time savings. You can typically complete the task order initiation process (as specified in FAR 8.405) very quickly—often in a matter of weeks.

o Minimal administrative burden. When you place an order with Tunheim through our GSA Contract, the order will be considered to have been placed using “full and open competition.”

- You are not required to synopsise the requirement ahead of time in FedBizOpps.
- GSA has already determined that prices offered by GSA contractors are “fair and reasonable.”
- All applicable federal procurement laws and regulations, including “small business” set-asides and other types of set-asides, already have been applied.

o No dollar limits on task orders.

o Woman-Owned Small Business (WOSB) credit. Your agency will receive Woman-Owned Small Business credit for all Task Orders issued to Tunheim.

o Flexibility. For example, you can set up a “Blanket Purchase Agreement” (BPA) with Tunheim, in the event that you do not know the precise amount or types of services that you would like purchase. You can use the BPA as an ordering device in which all of your offices can participate, allowing them to place orders directly.

o Direct relationship with Tunheim.

- GSA will not get involved in your selection process.
- Your agency will not have to transfer funds to GSA and will not have to set up an interagency agreement.
- Tunheim will deliver services and submit invoices directly to your agency. You will remit payment directly to Tunheim GSA does not inject itself into the client/contractor relationship.



PRICES

The following prices are “net” (prices shown include all applicable discounts and are inclusive of the 0.75% Industrial Funding Fee).

GSA Hourly Rates

(SINs 874-1, 874-1RC, 541-2, 541 2RC)

Tunheim Labor Category	GSA Hourly Rate
Sr. Counsel/Advisor 1	\$299.75
Sr. Counsel/Advisor 2	\$249.37
Sr. Counsel/Advisor 3	\$224.43
Senior Consultant	\$199.50
Consultant	\$159.60
Intern*	\$74.81

* Service Contract Act eligible.

Quantity/Volume Discount

- o 2% discount to GSA-approved labor rates for any individual GSA Task Order for labor billings between \$150,000 and \$249,999.
- o 3% discount to GSA-approved labor rates for any individual GSA Task Order for labor billings between \$250,000 and \$499,999.
- o 5% discount to GSA-approved labor rates for any individual GSA Task Order for labor billings that exceed \$500,000.

Service Contract Labor Standards

The Service Contract Labor Standards (SCLS) is applicable to this contract and it includes the following SCLS applicable labor category.

SCLS Eligible Labor Category	SCLS Equivalent Code Title	Wage Determination No
Intern	13061, Media Specialist I	2015-4945

The Service Contract Labor Standards (SCLS) is applicable to this contract and it includes SCLS applicable labor categories. The prices for the indicated (*) SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).



POSITION DESCRIPTIONS

Sr. Counsel/Advisor 1

Functional Responsibilities:

Provide high-level expert advice, support, and overall intellectual leadership within the firm for Public Relations or Management Consulting projects. For Public Relations projects, this includes scoping client problems and identifying possible communication solutions, leading working sessions with senior client management regarding communication, and providing overall leadership to the project team. For Management Consulting projects, this includes scoping client problems and identifying strategic, management, or organizational solutions, and facilitating the clients' decision support process.

Apply deep understanding of various industries and sectors that the firm serves, including but not limited to government, education, workforce, diversity, technology, globalization, industry disruption, community, and infrastructure, using a variety of Public Relations or business management methodologies to deliver the project outcome. Sr. Counsel/Advisor 1 staff members typically have expertise in at least four of these industries and sectors.

Minimum Required Education:

Bachelor's Degree

Minimum Required Years of Experience:

20 years

Substitution Factors:

A Master's Degree can be substituted for 5 years of experience.



Sr. Counsel/Advisor 2

Functional Responsibilities:

Develop executive level creative concepts and oversight for Public Relations or Management Consulting Projects.

Directly manage especially complex projects, and oversee project managers for other projects.

Provide executive level counsel and support combining industry knowledge, competitive intelligence, and research to develop strategic plans for Public Relations or management consulting projects. Sr. Counsel/Advisor 2 staff members typically have expertise in at least three of the industries and sectors served by the firm.

Minimum Required Education:

Bachelor's Degree

Minimum Required Years of Experience:

15 years

Substitution Factors:

5 additional years of experience can substitute for a Bachelor's Degree.



POSITION DESCRIPTIONS

Sr. Counsel/Advisor 3

Functional Responsibilities:

Provide high-level strategic Public Relations or Management Consulting services including research, evaluations, studies, analysis, reports, communication and business policy programs, change management and strategy formulation.

Directly manage or provide QA/QC support for individual Public Relations or Management Consulting projects. Typically provides this role on multiple projects.

Provide executive review of Senior Consultants as they develop Public Relations or Management consulting solutions, to ensure that all deliverables (e.g., customized media and Public Relations plans; development of business performance improvement programs) meet client expectations.

Provide executive level counsel and support combining industry knowledge, competitive intelligence, and research to develop strategic plans for Public Relations or management consulting projects. Sr. Counsel/Advisor 3 staff members typically have expertise in at least two of the industries and sectors served by the firm.

Minimum Required Education:

Bachelor's Degree

Minimum Required Years of Experience:

12 years

Substitution Factors:

A Master's Degree can substitute for 2 years of experience.

Senior Consultant

Functional Responsibilities:

Manage individual Public Relations or Management Consulting projects, utilizing project management methodologies to deliver projects within scope, on time and on budget.

Serve as key client liaison for Public Relations or Management Consulting projects providing customized media and public relations programs, business improvements solutions or other consulting services.

Manage and mentor Consultants.

For Public Relations projects, manage the execution of media programs, management of press conferences, and scheduling and organization of broadcast interviews, and directly participate in the delivery of these services as appropriate. For Management Consulting projects, manage the research phase, and the development of business policy, process, or organizational recommendations; and lead facilitation efforts.

Minimum Required Education:

Bachelor's Degree

Minimum Required Years of Experience:

7 years

Substitution Factors:

A Master's Degree can substitute for 2 years of experience.



POSITION DESCRIPTIONS

Consultant

Functional Responsibilities:

Provide support and assistance for Public Relations or Management Consulting projects under the direction of Senior Consultants.

Lead small client projects, or major portions of larger projects, under the mentorship of a Senior Consultant or Counsel/Advisors in media relations or management consulting.

Conduct research for Public Relations or Management Consulting projects with the ability to use findings to develop a point-of-view and recommendations for communications strategies or business improvement programs.

For Public Relations projects, apply a solid grasp of digital platforms and tools to execute consumer, business-to-business and/or public issues campaigns; develop plans for media responses and media alerts and press clipping services including key message development and media training; prepare media materials such as press releases, speeches, and presentations, and press kits.

For Management Consulting projects, apply a solid grasp of business research methods; analyze problems that clients face in achieving their missions, with a focus on process-related, managerial, strategic, or organizational hurdles; identify and analyze options, based on an analysis of the research, and application of modern business and process management concepts; develop implementation plans (e.g., change management plans) after the client has reached decisions.

Minimum Required Education:

Bachelor's Degree

Minimum Required Years of Experience:

3 years

Substitution Factors:

None

Intern

Functional Responsibilities:

Assist with day-to-day Public Relations or Management Consulting Projects including research, project coordination, writing of portions of deliverables, and development of spreadsheets, organizational charts, and other graphics for deliverables.

For Public Relations projects, aid in execution of social/digital and media campaigns. For management consulting projects, provide assistance for facilitation sessions, and produce briefing packages.

Provide any other administrative assistance as needed.

Minimum Required Education:

Bachelor's Degree

Minimum Required Years of Experience:

0 (Entry level)

Substitution Factors:

None



CUSTOMER INFORMATION

- 1a. Awarded Special Item Numbers (SINs) under the GSA Professional Services Schedule contract: Integrated Consulting Services (SINs 874-1 & 874-1RC); Public Relations Services (SINs 541-2 & 541-2RC); Order-Level Materials (SINs 00CORP-500 & 00CORP-500RC)
- 1b. Prices: See “Prices” section, above.
- 1c. Labor Category Descriptions: See “Position Descriptions” section, above.
2. Maximum Order: \$1 million. This is not a limit on the size of task orders that can be issued under the GSA contract. It means that if the best value selection places your order over \$1 million for a task order, Tunheim can decline the order.
3. Minimum Order: \$100
4. Geographic Coverage: Domestic.
5. Points of Production: Same as company address.
6. Discount from List Prices or Statement of Net Price: Government net prices (discounts already deducted). See “Prices” section, above.
7. Quantity/Volume Discounts: See “Prices” section, above.
8. Prompt Payment Terms: None. (Net 30 days.)
Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.
9. Government Purchase Cards: Accepted up to the micro-purchase threshold. Not accepted over the threshold.
10. Foreign Items: None.
- 11a. Time of Delivery: As specified in Task Orders.
- 11b. Expedited Delivery: Contact Tunheim.
- 11c. Overnight and 2-day Delivery: Contact Tunheim.
- 11d. Urgent Requirements: Contact Tunheim.
12. FOB point(s) Destination.
- 13a. Ordering Address: Tunheim Partners, Inc.
8009 34th Ave S, Suite 1100
Minneapolis, MN 55425
E-mail: mpaynter@tunheim.com
Tel.: (952) 851-1600
Fax: 952-851-1610
Web: www.tunheim.com
- 13b. Ordering Procedures: For supplies and services, the ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address: Same as company address.
15. Warranty Provision: Contractor’s standard commercial warranty.
16. Export Packing Charges (if applicable): N/A



CUSTOMER INFORMATION

17. Terms and Conditions of Government Purchase Card Acceptance: Contact Tunheim.
18. Terms and Conditions of Rental, Maintenance, and Repair (if applicable): N/A
19. Terms and Conditions of Installation (if applicable): N/A
20. Terms and Conditions for Any Other Services (if applicable): N/A
21. List of Service and Distribution Points (if applicable): N/A
22. List of Participating Dealers (if applicable): N/A
23. Preventive Maintenance (if applicable): N/A
- 24a. Environmental Attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A
- 24b. Section 508. Compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at: www.Section508.gov/.
25. Data Universal Number System (DUNS) Number: 618549588
26. Notification Regarding Registration in System for Award Management: Registered.



CONTACT US



How can we be of service? Please give us a call or drop us a line:

Tunheim Partners, Inc.

8009 34th Ave S, Suite 1100

Minneapolis, MN 55425

Tel.: (952) 851-1600

Fax: (952) 851-1610

Web: www.tunheim.com

Contact:

Macie Paynter

Controller

E-mail: mpaynter@tunheim.com

Direct Line: (952) 851-7218

Pat Milan

Chief Insights Officer

E-mail: pmilan@tunheim.com

Direct Line: (952) 851-7208