



P. O. Box 156 • 90 North Main Street • Suite C • Scottsburg, IN 47170-0156
(812) 752-7268 • Fax: (812) 752-7272
Website: www.scottcountyin.com

REQUEST FOR PROPOSALS

Scott County Economic Development Corporation (SCEDC) seeks proposals from organizations in the public relations/ marketing field to assist the Mid-America Science Park (MASP) in developing and executing an effective marketing communications program.

SCOPE OF WORK

1. Project Schedule, Implementation and Period of Performance:

Request for Proposal Issued: May 6, 2011
Proposal Submission Deadline: May 27, 2011
Contract awarded: June 3, 2011

2. General Background:

MASP was created as a result of the City of Scottsburg's Community Building Quality Community (CBQC) study and workshop in the year 2000. MASP's vision and mission was conceived from the outcomes identified by the CBQC study, constructive collaboration of local and regional leaders, economic development organizations, and national and international dynamics.

Mission: MASP's mission is to catalyze the creation and enhancement of tomorrow's businesses and jobs."

Values and Culture: Thanks to the vision of area leadership, MASP has been developed to enable entrepreneurs, military, students and community members to start their own businesses while at the same time strengthening economic growth in the region.

As a comprehensive catalyst for innovation, the MASP:

1. Values the importance of technological innovation as a foundation for successful entrepreneurship
2. Believes in supporting startups with the best resources and a positive, creative environment
3. Believes in matching promising entrepreneurs with the best financial tools and sources of capital
4. Works in a culture of collaboration, innovation, creative freedom and accommodation

3. Project Background:

The SCEDC is responsible for the marketing of the MASP facility and its programs. These include the rental of secure, well prepared space for entrepreneurs, conference participants, educational partners, military users and more. The development and implementation of a comprehensive communications program that will market the MASP is critical to success. The work must include research, identification, and outreach to the prime geographic and demographic markets. It should also reach markets to which

the MASP might otherwise not have access. Communications efforts must incorporate effective public relations and provide quality information to potential customers (individuals and businesses).

4. Broad Goals of Project:

As part of a comprehensive integrated communications effort, the vendor in collaboration with the MASP will implement numerous marketing techniques designed to increase awareness and provide key target audiences as well as the general public access to the services the MASP offers.

The MASP wishes to send a powerful, important and positive message that results in an increase in services that generate an adequate return on the investment of MASP marketing funds.

Possible tactics may include but not limited to:

1. Evaluate web presence (web site and social media) and provide recommendations on necessary improvements
2. Implement approved improvements to web presence
3. Develop and Implement a media engagement plan
4. Develop and implement paid media plan
5. Development of promotional materials (promotional items, brochures, and other collateral)
6. Outreach planning and coordination
7. Development of speech and presentation materials
8. Production of a promotional video(s)

General Research Information

The vendor is responsible for developing a tracking mechanism for the marketing and advertising campaign, which should include, but not be limited to, website visits, calls and requests for services. Once the campaign is initiated, the vendor must have a tracking mechanism to rate its effectiveness and determine the equivalency values for marketing and public relations accomplishments.

General Marketing Information

The vendor should determine if the MASP is currently focusing on appropriate markets. Because the MASP is seeking to generate new contacts and desires an effective marketing campaign that has a focus on this, bidders should illustrate that they have the ability to adapt to changing market conditions and incorporate a regionally driven market campaign.

General Contract Information

It is the desire of the SCEDC to hire the most qualified firm to provide a professional and effective marketing, advertising, promotional and public relations campaign. The successful bidder will be asked to coordinate and collaborate with any other MASP vendors in developing and implementing a successful project. There will be one primary contact to fulfill the duties of the contract. This contractor may subcontract any aspect of the work (as necessary) but will remain the primary point of contact for any contractual issues.

5. Project Activities and Deliverables:

- a. The firm chosen to conduct this work will be required to develop a project timeline with the MASP leadership, to include regular reports of progress/deliverables/benchmarks at agreed upon intervals beginning with 30 days, 60 days, 90-days, etc.
- b. Assess existing marketing plan and materials
- c. Provide recommendations and working closely with MASP leadership, carry out approved marketing activities.

6. Statement of Work

The purpose of this request for proposal is to obtain proposals from qualified firms to undertake a comprehensive, regional marketing effort. The project will consist of, but is not limited to:

- a. Evaluation of existing communications plan and marketing materials.
- b. Assist in developing marketing objectives and evaluation metrics.
- c. Assist in developing / updating overall marketing strategies.
- d. Propose and help manage a marketing and advertising research program.
- e. Analyze available research and current regional data to identify problems/opportunities, markets, and demographics for greatest potential.
- f. Develop media strategies that will most efficiently and effectively reach target markets. This will include negotiating most favorable rates, position and placement of media, verification of costs, development of recommendations for value-added opportunities and post evaluation.
- g. Promote the MASP as a premier resource, leveraging the facility's unique attributes.
- h. Provide accurate cost estimates for media and production efforts.
- i. Identify, negotiate and execute partnership program opportunities with other groups that will enhance and/or extend MASP efforts.
- j. Assist in developing cooperative media advertising programs with other entities and partners.
- k. Create and produce state of the art audiovisual presentations.
- l. Create and supervise the production of tradeshow materials.
- m. Create and execute a public relations strategy that includes media/publicity events, crisis communications plan and editorial copy as necessary.

- n. Increase the number of individuals served by MASP.
- o. Increase exposure/awareness of the MASP.
- p. Increase the name recognition of the MASP.
- q. Increase the number of website visits/sessions.
- r. Implement more robust use of social media.

7. Deliverables – Major Benchmarks

- a. Request for Proposal Issued: May 6, 2011
- b. Proposal Submission Deadline: May 27, 2011
- c. Consideration on or about May 30, 2011
- d. Contract award – on or about June 3, 2011
- e. Assess & Update MASP Marketing Plan – July 1, 2011
- f. Contract ends – June 30, 2012

8. Bidder Qualifications/Requirements:

The SCEDC seeks a full-service advertising and public relations firm with at least three years experience that can assist with webs strategies, marketing, etc. Key staff for the project is required to have individual experience in website design, workforce development, economic development, marketing of educational programs, data collection, etc. The SCEDC contract manager must approve any changes to key staff assigned to the project. This firm would become an on-going resource.

In your response, please provide the following:

- a. Experience of your firm and its principals in the marketing field.
- b. Experience of your firm in development and updating of websites.
- c. Your strategy for designing a communications plan tailored to an organization's goals.
- d. Your recommendations for the types of strategies effective for this type of organization (Does not have to be comprehensive).
- e. Examples of successes in similar projects.

9. Period of Performance:

Any contract awarded as a result of this procurement is contingent upon the availability of funds. The period of performance for any contract resulting from this RFP is tentatively scheduled to begin on or about June 3, 2011 and to end on June 30, 2012. Amendments extending the period of performance, if

any, shall be at the sole discretion of the SCEDC, who reserves the right to extend the contract for two one-year periods. Costs for the same work will increase no more than ten percent per one-year extension.

10. Budget/Available Funds:

In developing your proposal, please provide a budget narrative that provides anticipated budget requirements.

GENERAL INFORMATION FOR BIDDERS

RFP Coordinator:

The RFP Coordinator is the sole point of contact at the SCEDC for this procurement. All communications between the Vendor and the SCEDC upon receipt of this RFP shall be with:

Name: Anita Walker, RFP Coordinator
Address: Scott County Economic Development Corporation
821 S. Lake Road South
Scottsburg, Indiana 47170
Phone: 812-752-9521
E-mail address: awalker@scottcountyin.com

Any other communication will be considered unofficial and non-binding on the SCEDC. Vendors should rely on written statements, including e-mail, issued by the RFP Coordinator. Any communication directed to parties other than the RFP Coordinator may result in disqualification.

SUBMISSION OF PROPOSALS

Vendors are required to submit an electronic copy of the proposal, as well as a hard copy that contains original signatures. The proposal whether e-mailed or hand delivered, must arrive at the SCEDC no later than 12:00 pm (EST) on May 27, 2011. The proposal is to be sent to the RFP Coordinator at the appropriate address listed above. If mailed, the envelope should be clearly marked to the attention of the RFP Coordinator. Vendors mailing proposals should allow normal delivery time to ensure timely receipt of their proposals by the RFP Coordinator. Vendors assume the risk for the method of delivery chosen. The SCEDC assumes no responsibility for delays caused by any delivery service. Late proposals will not be accepted and will be automatically disqualified from further consideration. All proposals and any accompanying documentation become the property of the SCEDC and will not be returned.

REVISIONS TO THE RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be provided to all potential vendors who have received the RFP. For this purpose, the published questions and answers document and any other pertinent information shall be provided as an addendum to the RFP.

RESPONSIVENESS

All proposals will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. Failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive.

CONTRACT AND GENERAL TERMS & CONDITIONS

The successful vendor will be expected to enter into a contract, which contains the same general, terms and conditions attached. In no event is a vendor to submit its own standard contract terms and conditions in response to this solicitation.

COSTS TO PROPOSE

The SCEDC will not be liable for any costs incurred by the vendor in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

NO OBLIGATION TO CONTRACT

This solicitation does not obligate the SCEDC to contract for services specified herein.

REJECTION OF PROPOSALS

The SCEDC reserves the right at its sole discretion to reject any and all proposals received without penalty and not to issue a contract as a result of this RFP.

COMMITMENT OF FUNDS

Robert Peacock, Executive Director of the Scott County Economic Development Corporation, is the only individual who may legally commit the SCEDC to the expenditures of funds for a contract resulting from the RFP. No cost chargeable to the proposed contract may be incurred before the execution date specified in the contract.

PROPOSAL FORMAT

Each proposal should include in the following sequence:

- a. Summary of qualifications of responding organization(s), including experiences of individuals involved with the organization(s).
- b. Description of proposal to produce desired service.
- c. Project budget – Should include individual fees
- d. Proposals must be signed by an authorized official of the proposer’s organization and must contain all required forms and signatures as specified.
- e. Contact person for follow up questions should also be identified.
- f. Letter of Submittal (Cover letter) – One original letter of submittal and the attached Certifications and Assurances form must be signed and dated by a person authorized to legally bind the Vendor to a contractual relationship, e.g., the President or Executive Director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship.
- g. Along with introductory remarks, the Letter of Submittal is to include by attachment the following information about the vendor and any proposed subcontractors:
 - Name, address, principal place of business, telephone and fax numbers,

- Email address of legal entity or individual with whom contract would be written.
- Name, address, and telephone number of each principal officer (President, Vice-President, Treasurer, Chairperson of the Board of Directors, etc.).
- Legal status of the vendor (Sole proprietorship, partnership, corporation, etc.) and the year the entity was organized to do business as the entity now substantially exists.
- Federal Employer Tax Identification Number or Social Security Number.
- Location of the facility from which the vendor would operate.
- Identify any SCEDC/MASP employees or former SCEDC/MASP employees employed or on the vendor's governing board as of the date of the proposal. Include their position and responsibilities within the vendor's organization. If following a review of this information, it is determined by the SCEDC/MASP that a conflict of interest exists, the vendor may be disqualified from further consideration for the award of a contract.

EVALUATION PROCEDURE

Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any addenda issued. An evaluation team, designated by the SCEDC, which will determine the ranking of the proposals, shall accomplish the evaluation of proposals. The SCEDC, at its sole discretion, may elect to select the top-scoring vendors as finalists for an oral presentation during the evaluation period during the week of May 30, 2011 at the SCEDC.

EVALUATION WEIGHTING AND SCORING

A review panel will evaluate all proposals that pass the initial compliance review. Each reviewer will independently review and score proposals on a 100 point scale using the following criteria:

Experience in public relations field. 20 points

Must have at least three years experience.

Must have experience with public/private entities. Include examples of work, clients, and references, etc.

Project Team Structure/Internal Controls 20 points

Staff Qualifications/Availability

The Vendor must commit that staff and/or subcontractors identified in its proposal will actually perform the assigned work. The Vendor must be in communication with the SCEDC Leadership Team on a continuing basis to ensure quality of the ongoing project. Any staff substitution must have prior approval of the SCEDC.

Proposed Methodology 35 points

Specify how Vendor will organize and execute the work described in Project Activities and Deliverables. The RFP evaluation process is designed to award this procurement not necessarily to the vendor of least cost, but rather to the vendor whose proposal best meets the requirements as stated in this RFP.

Bidders will be required to describe in detail what methodologies they would use in performing the required tasks; so that proposals can be evaluated on such criteria as comprehensiveness of approach, responsiveness of proposed method, desired outcomes, timeframes, creativity of project design, etc.

Overall Responsiveness to the RFP 20 points

The RFP evaluation process will review each proposal with the ultimate goal in mind of assisting in the preparation and execution of a comprehensive *Marketing Communications Program*.

Budget Justification 5 points

Vendor is to submit a budget including staff costs and any travel or other expenses necessary to accomplish the tasks and to produce the deliverables under the contract. Cost reasonableness, and competitiveness will be evaluated as one factor, but lowest bid will not be the decisive factor. Please include itemized information in the budget on costs such as salaries, benefits, equipment, travel, contractor costs, facilities, etc.

Total: 100 Points

CERTIFICATIONS AND ASSURANCES

I/we make the following certifications and assurances as a required element of the proposal to which it is attached, understanding that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract(s):

1. I/we declare that all answers and statements made in the proposal are true and correct.
2. The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.
3. The attached proposal is a firm offer for a period of 60 days following receipt, and it may be accepted by the SCEDC without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 60-day period.
4. In preparing this proposal, I/we have not been assisted by any current or former employee of the Mid-America Science Park whose duties relate (or did relate) to this proposal or prospective contract, and who was assisting in other than his or her official, public capacity. (Any exceptions to these assurances are described in full detail on a separate page and attached to this document.)
5. I/we understand that the Mid-America Science Park will not reimburse me/us for any costs incurred in the preparation of this proposal. All proposals become the property of the SCEDC, and I/we claim no proprietary right to the ideas, writings, items, or samples, unless so stated in this proposal.
6. Unless otherwise required by law, the prices and/or cost data that have been submitted have not been knowingly disclosed by the Proposer and will not knowingly be disclosed by him/her prior to opening, directly or indirectly to any other Proposer or to any competitor.
7. I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents and the attached general terms and conditions. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
8. No attempt has been made or will be made by the Proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

Signature of Proposer _____

Vendor _____

Title Date _____