

Greater Egypt Regional
Planning and Development Commission

NOTICE OF REQUEST FOR PROPOSALS
FOR
CONSULTANT SERVICES

PROJECT NAME: Regional Marketing Strategy

DISTRIBUTION DATE: July 14, 2017

CLOSE DATE: August 18, 2017

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NOTICE OF INVITATION

Greater Egypt Regional Planning and Development Commission (Greater Egypt) intends to enter into a deliverable contract with a prime provider. The contract will be managed by a negotiated scope of work and work authorizations.

Please submit two (2) **WRITTEN SEALED PROPOSALS in addition to an electronic PDF version**, not later than **4:30 p.m., August 18, 2017**, to the Greater Egypt Regional Planning and Development Commission office: 3000 West DeYoung Street, Suite 800 B-3, Marion, Illinois 62959.

The project will be titled: Regional Marketing Strategy

Proposals will be accepted in person, by United States Postal Service, United Parcel Service, or by private courier service. If proposals are mailed, please note on the exterior of the packaging:

PROPOSAL – Regional Marketing Strategy

No proposal will be accepted by oral communication, telephone, electronic mail, telegraphic or facsimile transmission. Proposals may be withdrawn prior to the time set for closing. Any proposal received after the time set for closing will be rejected and returned unopened to the addressee on the package. This is a Request for Proposals (RFP) for professional services.

Proposals will be distributed by Greater Egypt staff to members of the Selection Committee for review. Final selection will be made by the Greater Egypt Board.

The issuance of this RFP does not obligate Greater Egypt to enter into a contract for any services. All costs related to the preparation and submission of a proposal shall be borne by the entity or firm proposing.

Greater Egypt Regional Planning and Development Commission

REQUEST FOR PROPOSAL

I. GENERAL DESCRIPTION

Greater Egypt Regional Planning and Development Commission (Greater Egypt) is seeking qualified firm(s) for consultant services to create a marketing strategy and materials for the attraction of businesses, workers, and consumers to the five county Greater Egypt Region which includes; Franklin, Jackson, Jefferson, Perry, and Williamson Counties.

The consultant will meet with local stakeholders and area businesses to gather information regarding regional strengths, assets, successes, and other information as necessary to create the regional marketing strategy and materials for the attraction of businesses, workers, and consumers to the five county Greater Egypt region.

II. PROJECT PURPOSE AND EXPECTED PRODUCTS

A. Purpose

The purpose of this project is to increase the awareness of numerous assets and competitive advantages that the Greater Egypt region has to offer. The goal is to generate new business developments and create jobs.

This project is not intended to be a site specific/community specific campaign. Rather the focus of the marketing strategy will be awareness of regional strengths and assets and to funnel interested parties to a website, and/or lead point of contact that can answer questions, provide additional information, and referrals. This will require regional, national, and global outreach. The industries particularly supported by this initiative will be manufacturing, transportation & warehousing, and the healthcare sectors. This project represents an opportunity to increase collaboration and communication, both within the region and beyond its borders. Equally important, the plan aims to increase business attraction and retention.

B. Scope of Work

The selected consultant will meet with local stakeholders and area businesses to gather information regarding regional strengths, assets, successes, and other information as necessary to create a regional marketing strategy and materials for the attraction of businesses, workers, and consumers to the five county Greater Egypt region. The strategy and materials will be developed by the consultant with the input and guidance of a project oversight committee.

The consultant is expected to develop a regional marketing strategy. The strategy may include, but is not limited to, promoting key industry sectors, promoting industrial and commercial sites, promoting logistical advantages, promoting available job opportunities, highlighting incentive programs, population attraction, highlighting quality of life and place. The strategy must include;

- Identification of the audience for this project
- Identification of the most effective method to reach the audience (digital and/or traditional)
- Description of the message and materials recommended to reach the audience
- A plan for the sustainability of the regional marketing initiative

The additional deliverables to be created include:

- A name brand for the initiative
- A logo
- A website (including content and tracking analytics)
- A promotional video
- Print Materials (including content)
- Photography

As part of the contract the consultant is expected to launch the marketing materials to the identified audience once completed.

A video could be sent through online and traditional media to capture the attention of site selectors, business owners, and other interested parties. Follow-up materials such as additional webpages and printed materials could be created to provide the most updated, in-depth information available.

Of further interest, is increased exposure of the region's strong and growing automotive industry. The two largest regional manufacturers are automotive and both are expanding. Southern Illinois University Carbondale possesses one of the very few Baccalaureate automotive technology programs in the county and is recognized nationally and globally for excellence and prominence in the industry. This automotive example is one of the primary areas that this strategy should focus on.

The website to be created must be hosted in a way that allows for local maintenance and the transfer of the site to a different hosting domain if necessary.

C. Project Area

The strategy and marketing materials to be created must, at a minimum, include information from the five counties of Franklin, Jackson, Jefferson, Perry, and Williamson.

Costs associated with adding information for Jefferson County must be included separately. Costs for including Jefferson County must be bid, billed, and paid separately.

Any costs associated with adding information for additional counties in southern Illinois should be included separately as optional.

D. Information Provided to Consultant

Greater Egypt will supply the consultant with contact information for an initial list of stakeholders to contact. Regional economic development and workforce plans will be provided.

E. Final Marketing Strategy Report

The consultant will prepare a final marketing strategy report that details all recommendations and will present the final recommendations to the project oversight committee.

F. Deliverables

- a. Monthly Progress Reports
- b. Draft Marketing Strategy Report (PDF)
- c. 3 copies of the Final Marketing Strategy Report and a PDF
- d. A name brand for the initiative
- e. A logo
- f. A website
- g. A promotional video
- h. Print Materials
- i. Photography
- j. Statistics regarding the live campaign after its release

III. PROJECT MANAGEMENT

The consultant is expected to address in its proposal a detailed plan to manage and conduct this work. The proposal should indicate a demonstrated understanding of the purpose and objectives of the project as defined in this RFP.

The consultant will be expected to work with a Project Oversight Committee comprised of Greater Egypt staff, Man-Tra-Con staff, and other local stakeholders.

Funding for this project includes federal funds provided by the Delta Regional Authority, through a program partnership with the Economic Development Administration and from the Southern Illinois Workforce Development Board. The consultant will be expected to comply with all applicable Federal, State, and Local requirements required by the funding agencies.

IV. SUBMISSION OF PROPOSALS AND REQUIRED CONTENT

Greater Egypt shall not be responsible for any expenses, which consultants may incur in the preparation and submitting of a proposal. The consultants shall furnish such additional information that Greater Egypt may reasonably require. Greater Egypt also reserves the right to negotiate modifications to the proposals that it deems are acceptable, reject any and all proposals, and to waive any minor irregularities in the procedures.

This RFP is intended to provide consultants with an opportunity to demonstrate their ability to perform the required tasks. The content of the proposal should respond to information presented in this RFP. To assist Greater Egypt in evaluating your proposal, the following are minimum requirements that should be included in the proposal:

- A narrative describing the Consultant's understanding of the scope of services, the approach to the project, the reports and deliverables that are to be presented, and a work plan that outlines the Consultant's approach and methodology. The Consultant should indicate how they propose to meet the timeline for this project.
- A description of Project Manager's experience, expertise, knowledge, capabilities and resources in creating regional marketing strategies and materials.
- A description of each professional team member's experience and expertise that will be assigned to the project.
- A list and description of related projects of a similar nature for which the Project Manager and/or key team leaders have been involved.
- A minimum of three references, including contact person, address, and telephone number, for similar projects.
- A proposed budget with costs broken down by deliverable
 - *Costs associated with adding information for Jefferson County must be included separately. Costs for including Jefferson County must be bid, billed, and paid separately.*
 - *Any costs associated with adding information for additional counties in southern Illinois should be included separately as optional.*
- The consultant shall provide a list of supporting documents and data necessary to conduct and complete this study.
- The consultant shall provide a project schedule for the project.
- 10 pages max for the main proposal. Any supplemental material, including resumes, shall not exceed 15 pages (25 pages in total maximum).

- An organization chart limited to one (1) page containing the names of the prime provider and any sub-provider's task leaders proposed for the team and their contract responsibilities by work category. Task leaders should be clearly designated. Other personnel can be identified at the prime provider's discretion. The organization chart should also include the name, address, e-mail, telephone and fax numbers of the prime provider and all sub-providers proposed for the team.

V. CONTRACT TYPE

A cost-reimbursement not-to-exceed type of contract is anticipated. Scope of Work and specific tasks will be assigned by individual work items. The consultant will be paid based on work actually performed. Invoices shall be paid once per month. The total contract award for including Franklin, Jackson, Perry and Williamson Counties is estimated to be not more than **\$111,111**. The total cost for including Jefferson County is estimated to be not more than **\$15,000**. *Costs associated with adding information beyond the five counties of Franklin, Jackson, Jefferson, Perry, and Williamson should be listed separately as optional.* **All work must be completed prior to March 30th, 2018.**

VI. CONSULTANT SELECTION PROCESS AND PROPOSAL EVALUATION

The selection committee will review and evaluate all responsive proposals, taking into consideration the following items as a minimum:

- Consultant's understanding of the project and approach, and time frame (30%)
- Experience, expertise, and qualifications of the Project Manager (20%)
- Experience, expertise, and qualifications the Consulting Firm's individual team members (20%).
- Cost (20%)
- Responses of the Consultant's references. (5%)
- Compliance with required format. (5%)

Greater Egypt reserves the right to reject any or all proposals and to waive formalities and irregularities in proposals received. Final approval of contract award is subject to the action of the Greater Egypt Board.

GREATER EGYPT CONTACT

Request for additional information regarding this RFP should be made to Cary Minnis, at 618-997-9351, by e-mail at caryminnis@greateregypt.org, or by mail at 3000 West DeYoung Street, Suite 800 B-3, Marion, Illinois 62959