
REQUEST FOR PROPOSALS: 23-1-23-2

REQUEST FOR PROPOSALS (RFP)

LOCAL FIRST MARKETING CAMPAIGN FOR GREENE COUNTY, OHIO

ISSUE DATE: January 10, 2023

SUBMISSION DATE: February 22, 2023 and 4:00 PM (Eastern Time)

SUBMISSION LOCATION: Greene County Port Authority
61 Greene Street
Xenia, Ohio 45385
(937) 562-5007

RFP POINT OF CONTACT: Jeff Gord, Development Coordinator
Greene County Port Authority
jeffrey.gord@greencountyohio.gov

PLEASE CONTACT THE GREENE COUNTY PORT AUTHORITY
FOR ASSISTANCE AS SOON AS POSSIBLE IF YOU ARE A PERSON WITH A
DISABILITY NEEDING A REASONABLE ACCOMMODATION TO PARTICIPATE
IN THIS PROCUREMENT PROCESS.

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PROJECT OVERVIEW

The Greene County Port Authority (Port Authority) is issuing this Request for Proposals (RFP). The Port Authority seeks to retain the services of a qualified consultant firm or group of consultants to carry out strategy, branding, and marketing processes to set up a Local First Marketing Campaign. This campaign is intended to encourage residents and institutions to think of local independent businesses first when making purchase and service provider decisions. This effort will require close coordination with the Department and representatives of the communities and partners it serves. The ideal respondent should have experience building complex marketing and public relations campaigns that encompass physical and digital domains.

Proposals will be evaluated for evidence of the respondent's ability to meet the stated project goals, including the aggressive timeline, and to implement a process in accordance with the scoring criteria identified in this RFP and a formal presentation if selected as a finalist. The identified partner or team of partners will move forward with negotiations to enter into an agreement with the Port Authority to begin implementation of the scope of work identified in this RFP and the negotiated terms.

COMMUNITY PROFILE

Greene County, Ohio is a geographic region comprised of 416 square miles and a population of approximately 169,000 people. It borders Dayton, Ohio, in southwestern Ohio. Greene County has unique assets and factors that impact efforts to model its economic performance. Primary among these factors is the large economic influence of the Wright Patterson Air Force Base and the high-tech contracts it supports. In addition, the County hosts diverse geography that includes urban, suburban, and rural communities, as well as industrial, commercial, and agrarian economies.

Greene County

Demographic and geographic information available at:

<https://www.census.gov/quickfacts/fact/table/greencountyohio/INC110219>

<https://www.greencountyohio.gov/633/Maps>

SCOPE OF SERVICES

An ideal process would produce a streamlined but extensive campaign that further popularizes the idea of patronizing local businesses and motivates residents and institutions to adjust their behavior accordingly. The chosen respondent or respondent team will also engage a selection of stakeholders and incorporate their feedback along with the respondent's expertise in the campaign strategy. The chosen respondent will need to demonstrate a high level of competence across a variety of disciplines including certain services to complete the process. Deliverables may include but are not limited to the items listed below. Feel free to outline additional items that may be necessary for a successful campaign.

Multi-media Campaign and benchmarking strategy

Branding and naming

Multi-platform marketing materials

Educational materials

Online portal for mobile devices

PROPOSAL SUBMISSION

The Greene County Port Authority will receive sealed hardcopy proposals until 4:00 PM (Eastern time) on February 22, 2023. Only those proposals received prior to or on the submission date and time will be formally considered.

Questions relating to definitions, interpretations, information, and/or requests for clarification must be made in writing on or before February 8, 2023, at 12:00 PM (Eastern time) and directed via e-mail to:

Jeff Gord, Economic Development Coordinator
Greene County Port Authority
jeffrey.gord@greencountyohio.gov

No questions will be accepted after the deadline for questions has passed. Responses to questions or requests for clarification regarding this RFP will be issued in writing as an addendum and posted at:

<https://www.greencountyohio.gov/1634/Greene-County-Port-Authority-GCPA>

Any such addenda shall be issued by February 10, 2023, at 12:00 PM (Eastern time) and shall be considered part of the RFP.

All hardcopy proposals should outline the interested parties' qualifications and ability to meet the goals, objectives, and requirements illustrated below. To achieve a full, fair, and uniform review process, all proposals must include five (5) hardcopy originals and one (1) electronic copy of the proposal that include the following components in order to be judged responsive to this RFP:

1. Letter of Interest. This single-page letter will summarize, in a brief and concise manner, the respondent's understanding of the scope of work.
2. Personnel profile. Identify individuals and include brief resumes listing qualifications of key personnel who would be assigned to this project, and describe the anticipated roles of consultant team members in the project.
3. Qualifications. Include descriptions of the team's experience in a few select projects.
 - a. Include three (3) references and contact information.
 - b. Include three (3) separate comparable samples of work the firm has completed for distinct communities if possible.
4. Approach to the Project. Provide a narrative describing the firm's approach to accomplishing the project. Include an explanation of how the firm intends to measure the effectiveness of a campaign or strategy.
5. Cost and Compensation. Provide a detailed outline of the cost for completing the scope of work. This should include time and material costs and a not-to-exceed figure as well as all other costs that may be incurred for the delivery of services requested.

SELECTION PROCESS

The Port Authority will rate the proposals based upon the merits of the written proposal and the qualifications and experience of the consultant.

Proposals will be evaluated on:

- Demonstrated expertise and experience in completing similar types of projects
- Knowledge of regional economic forces and successful local strategies
- Relevance of project approach to the needs of the Department
- Capability to meet schedule and budget constraints
- Evaluation of references and past projects
- Consultant team member qualifications
- Demonstrated experience planning a campaign while being sensitive to stakeholder feedback
- Overall value of the proposal and proposed services
- Evaluation of project approach
- Other issues that may arise during the selection process

The review team members will decide if any additional review is necessary after completing the evaluation process. The review team may contact firms for interviews. The review team will determine the most qualified firm to be selected, at which time a final discussion of the Scope and Fee for the work to be performed will be determined.

The Department reaffirms its right to reject any proposal for any reason whatsoever and/or to make any selection it deems prudent, and responding firms or individual participants acknowledge through their participation that such selection is not subject to protest or contest.

The successful consultant team selected will perform a variety of duties as agreed upon in the final negotiated Scope of Work. The selected consultant and the Department will finalize the contract terms and conditions. If the Department and the selected consultant are unable to agree on terms and conditions at this point, the Department may exercise its right to negotiate with other consultants.

The final contract or agreement shall be subject to approval by the Greene County Port Authority.

PROPOSED SCHEDULE

- Deadline for questions: February 8, 2023
- Deadline for proposals: February 22, 2023
- Project Completion Date: Q2, 2023

DISCLAIMERS

Greene County Port Authority reserves the right to evaluate all submitted proposals and to move forward with the submission deemed to be in the best interest of the Port Authority. The Port Authority may, in their sole and absolute discretion, accept or reject, in whole or in part, for any reason whatsoever any or all proposals; re-advertise this RFP; postpone or cancel at any time the RFP process; waive any informalities or irregularities in the process; negotiate with any party; and/or request additional information if it so desires.

Proposals not submitted on time and/or that do not conform to the RFP requirements will not be considered. The Port Authority may determine, at its sole discretion, whether any aspect of the proposal satisfies the criteria established in this RFP. In all cases, the Greene County Port Authority shall have no liability to any contractor for any costs or expenses incurred in connection with this proposal or otherwise.

The Port Authority will allow a proposer's representative bearing proper authorization and identification to sign for, receive, and withdraw the proposer's unopened proposal prior to the submission deadline. A firm wishing to modify its proposal may do so by withdrawing the initial submission and then submitting a modified proposal prior to the deadline. Neither the staff nor the facilities of the Port Authority will be available to assist a proposer desiring to make modifications. It will be the proposer's responsibility to make all modifications. The Port Authority may conduct discussions with persons submitting proposals for the purpose of clarification to assure full understanding of and responsiveness to the solicitation requirements. The Port Authority reserves the right to cease all contract preparation activities at any time and to reject all proposals if such action is determined to be in the best interest of the Port Authority.

The issuance of this RFP and any subsequent response by a respondent does not create a binding obligation on the part of the Port Authority to enter into any form of agreement or contract or to pay any costs assisted with the preparation of responses or submittals with the respondent for the development of a broadband network, delivery of products and services, or otherwise. Nor shall the RFP in any way create an association, partnership, or joint venture among the respondents and the Port Authority.

The selected respondent will not be allowed to substitute any members without prior written approval by the Port Authority. The Port Authority, at its sole discretion, reserves the right to accept or reject proposed changes to the project team. Team members may participate in multiple team submittals.

The Port Authority will not pay for any information requested, and all responses submitted become the property of the Greene County Port Authority. Responses will not be returned and may be subject to disclosure pursuant to state open records statutes. If a respondent believes that any portion of its response includes proprietary or other confidential information, it must be clearly labeled "Confidential Information," and the respondent must state the basis for the claim to confidential treatment. To the extent permitted by law, the Port Authority will treat such information as confidential and will not disclose it to a third party without prior notification and authorization.