



## **Confidential Request for Proposal:**

### **Roane County Workforce Development & Target Market Strategy**

Date Issued: October 1, 2021

**Deadline for Submission: November 1, 2021 by 1 pm ET**

Submissions should be emailed, mailed or delivered on or before deadline to:

Kaley Hill, Vice President of Marketing

The Roane Alliance

1209 N. Kentucky Street, Kingston, TN 37763

khill@roanealliance.org

#### **About The Roane Alliance**

The Roane Alliance is Roane County's economic development organization and a cooperation between the Roane County Industrial Development Board (RCIDB), Roane County Visitor's Bureau (RCVB) and the Roane Chamber. Together, we work to increase economic prosperity and improved quality of living for Roane County; while representing the county we love, and the best Tennessee has to offer businesses, citizens, and travelers.

The Roane Alliance recently celebrated 20 years of operation, with a team of eight led by President/CEO Pam May. To learn more about the Roane Alliance and Roane County visit [RoaneAlliance.org](http://RoaneAlliance.org). The Roane Alliance Annual Report, press releases and media kit are also available at [RoaneAlliance.org/Publications](http://RoaneAlliance.org/Publications).

*Mastered What Matters* is the most recent marketing campaign and brand used by the RCIDB to promote Roane County to industry and business, which is also available as part of the Media Kit. The existing website for the RCIDB is [RoaneECD.com](http://RoaneECD.com).

#### **Proposal/Public Notice:**

The Roane Alliance is seeking a Marketing Firm(s) whose combination of experience and expertise will provide timely, professional services per the Project Overview. The Roane Alliance plans to contract with one or more firms to create and implement a campaign that targets industries and businesses that complement Roane County's strengths and assets, as well as the education and workforce opportunities offered that can meet the needs of those industries and businesses.

The Roane Alliance reserves the right to enter into one or more contracts selected under this RFQ process and may also be called upon for advisory services, as needed. Firms should highlight experience in marketing; social media; video shooting, production and editing; and search engine optimization. The contract will be effective for the period beginning with the selection firm(s) and ending on or before September 19, 2022.

Information related to this solicitation will be posted to the Roane Alliance Website at <https://www.roaneecd.com/advantages/incentives-grants>.

For questions related to this RFQ, contact Kaley Hill via email at [khill@roanealliance.org](mailto:khill@roanealliance.org).

### **Project Overview**

The Roane Alliance has identified a need for a strategic workforce development target marketing campaign promoting Roane County, that includes the following:

- Identify growth areas in Roane County for retail development;
- Identify types and/or specific industries and businesses to target for recruitment;
- Identify workforce and educational assets or needs for those industries and businesses; and
- Create Marketing Plan, strategies and creatives to help market Roane County to those targets.

In addition, the Roane Alliance has identified an additional need for a plan and/or update to RoaneECD.com that includes the new strategies to successfully market Roane County to those targets digitally.

### **Statement of Qualifications**

The proposals should highlight the firm's ability to perform the project requested. A description of the firm and its size is required. Responding firms should include in their statement of qualifications previous experience on similar projects in which the firm was involved; and the specific responsibility held on these projects. References will also be required and should include the name and phone number of the contact person within the agency for which a similar project was performed. The location and date of completion should also be given for these projects.

A detailed narrative description of what the firm proposes to do over time and how that would meet The Roane Alliance's needs should be provided, including work samples. Samples of items must be submitted within the time specified, and unless otherwise specified by The Roane Alliance, at no expense to the Alliance. Samples will be returned at bidder's request and expense.

### **Estimated Project Duration**

The consultant will submit a proposed timeline of tasks and deliverables as part of the proposal, not to exceed the deadline of September 19, 2022.

### **Cost Proposal**

The contract shall be in the form of a "not to exceed" lump sum amount but should provide the website update separately. Consultant shall submit a projected budget for each aspect of the proposal. The consultant will include the billable rate of the principal and all employees who will work on the project. The consultant will include time estimates (in hours) for each person working on the project. The proposal will also include the estimate of other direct costs.

## **Submission Requirements**

This request includes a new campaign, as well as help updating existing website/pages to include new campaign marketing design and information. Firms may bid on either or both but please separate the two in your proposal.

Consultants should submit two bound proposals by mail or delivery to the Roane Alliance by the deadline. An electronic version of the proposal can also be submitted to [khill@roanealliance.org](mailto:khill@roanealliance.org) but not in place of the hard copies, however, proposals only submitted by email or other electronic means will not be considered. The form and contents of the submission must follow the instructions in the RFP document as noted above.

Proposals received after the due date will not be considered, unless they are received before the award is made, and it is determined by the Roane Alliance that failure to arrive on time was due solely by a delay in the mail for which the proposing company was not responsible.

## **Assumptions and Agreements**

Proposals received will not be returned and The Roane Alliance reserves the right to reject any or all submissions.

The Roane Alliance will have exclusive ownership of all intellectual property rights in all designs, plans and specifications, document, and other work product prepared by, for or under the direction of the selected firm pursuant to any contract under this RFP. This also includes work product prepared by sub-consultants (collectively, the "Intellectual Property"), including, without limitation, the right to copy, use, disclose, distribute, and make derivations of the Intellectual Property for any purpose or to assign such rights to any third party. The Intellectual Property shall be prepared in the Roane Alliance's name and shall be the sole and exclusive property of the Roane Alliance, whether the work contemplated therein is performed. The Roane Alliance will grant the firm a royalty-free, non-exclusive license to use and copy the Intellectual Property to the extent necessary to perform the contract.

In submitting the RFP, proposer agrees not to use the results therefrom as part of any commercial advertising without prior written approval of the Roane Alliance.

## **Evaluation Criteria**

Firms submitting a proposal will be reviewed based on the materials submitted and reference checks with past clients. The criteria used to evaluate the proposals received will be weighed by (but not limited to) the following:

- Professional and technical competence and experience in marketing and public relations
- Capability of providing professional services in a timely manner
- Overall presentation of qualifications and completeness of the materials requested
- Fee schedules and cost proposals
- Possible oral interview

The Alliance may accept any item or group of items of any proposal unless the proposing company qualified the proposal by specific limitations.

**For Additional Information or Clarification**

Contact Kaley Hill, Vice President of Marketing at [khill@roanealliance.org](mailto:khill@roanealliance.org).