

I. INTRODUCTION

A. Purpose

The Mid Valley Partners (hereinafter referred to as "MVP") is inviting responses from qualified Consultants to provide services related to the MVP Economic Marketing Plan, that will not only help businesses recover from the pandemic and establish a resilient framework to rapidly respond to future impacts in the region, but also to align resources within the region to better assist new or existing businesses in future regional rural economic growth.

B. Background

The cities of Adair Village, Sweet Home, Lebanon, Brownsville, Monroe, Halsey, Philomath, and Harrisburg formed MVP in 2018 and was formalized in 2019 with an intergovernmental agreement. This group was formed as there is no formal Economic Development Organization (EDO) in the region, and existing organizations are mainly focused on the larger cities in the two counties. The purpose of the group was to create a collective voice for the rural communities in Linn and Benton Counties and to pool resources to attract new businesses and solve similar problems plaguing many of the rural communities. Through the efforts of MVP, grants have been obtained to further entrepreneurial efforts throughout the region and to develop an Economic Strategy and Action Plan (2019). This strategy was approved by all member cities, with the deliverables to be provided within the three-year IGA time period.

However, the pandemic forced each city to focus within to address the emergency response and help existing businesses survive, rather than focus on economic growth and expansion. Through the pandemic response, it became clear that the ability to connect with existing businesses was a difficult task, and once connected, identifying an applicable resource out of all those available was cumbersome and time consuming for the cities and the businesses. This is a similar constraint experienced outside the pandemic when small rural cities are trying to provide economic resource services to the business community to start, expand, or relocate to the region.

With the pandemic shifting from response to recovery and preventative future planning mindset, the MVP applied for and received a grant to reengage and address recovery efforts in the rural Linn and Benton County region and engage in recruitment efforts. The grant allows MVP to evaluate the strategic plan and identify whether adjustments are needed based on economic changes from the pandemic, focus on solidifying the group's mission, vision and objectives, and develop tools and resources to move the goals forward based on the available capacity through the form of branding, a website and asset mapping.

Scope of Work

The consultant will be expected to perform the following tasks:

1. **Update Mission Statement:** Through previous work on the Economic Strategy and Action Plan, the MVP created the following mission statement and tag line:

Tagline: Together we grow communities.

Mission Statement: Mid-Valley Partners advances rural economic development through regional collaboration.

The consultant shall guide the MVP through evaluation of the existing mission statement and tagline to identify if updates are appropriate to better define the MVP values, goals, and objectives of the region.

2. **Branding and Marketing:** Upon completion of the mission statement and tagline evaluation, the consultant shall develop a unique brand, which may include a change to the group name, logo, and marketing materials. The consultant would be responsible for the development of a new unique logo to represent the MVP and their commitment to the partnership and business development needed in the region. Along with the logo would be the development of letterhead and logo branding that could be used across all forms of media.
3. **Website Development:** The consultant will evaluate and recommend a free or low-cost website platform that is user-friendly and easy to maintain. The consultant will also develop content, with collaboration from the MVP staff, based on information gathered in the evaluation of the vision and mission statements as well as through the mapping and logo deliverables. The consultant, in communication with the MVP, shall identify how the information and resources provided for the website should be displayed and organized to create a user-friendly website for all levels of businesses.

The MVP is specifically looking for an interactive visual concept for the website that would identify the region and all partner cities and allow users to toggle through each city to identify key resources available and unique qualifiers. This could be in map form (not specifically GIS), or another suggested interactive platform.

C. Correspondence

All questions pertaining to this RFP shall be submitted no later than 12:00 p.m. on August 25, 2021 via mail or email to:

Alysia Rodgers, Economic Development Catalyst
City of Lebanon
925 S, Main Street
Lebanon, OR 97355
Email: arodgers@ci.lebanon.or.us
541-258-4256

All received questions will be responded to in a single document and emailed to all interested parties in a blind copied correspondence.

D. Submission of Proposals

Interested consultants shall submit their proposal to the City of Lebanon offices by hand, email, mail or other courier type services no later than 12:00 p.m., local time, **Tuesday, August 31, 2021**. If mailed or delivered to the office, proposal shall be submitted in a sealed envelope, with the company name and address on the outer envelope along with the words "MVP Economic Marketing Plan" clearly marked.

City of Lebanon
Attn: Alysia Rodgers, Economic Development Catalyst
925 S. Main Street
Lebanon, OR 97355
Email: arodgers@ci.lebanon.or.us

If proposal is emailed the subject line should state "MVP Economic Marketing Plan" be prepared in pdf format. Lost or "blocked email" proposals are not the responsibility of MVP.

E. Incurred Costs

This RFP does not commit MVP to pay any costs incurred by Vendors in preparation of responses to this RFP. Consultants agree that all costs incurred by Consultants in developing this proposal are solely the Consultant's responsibility.

F. Proposal Submission

To be considered, all proposals must be submitted in the manner set forth in this request for proposals. It is the Consultant's responsibility to ensure that its proposal arrives on or before the specified time.

G. Interviews

Proposals may be so similar in quality that oral interviews may have to be arranged to assist in making the final selection.

H. Project Staffing

The City of Halsey, a member city of the MVP, will be the fiscal sponsor for this project. The Project Lead, Alysia Rodgers, Economic Development Catalyst for the City of Lebanon, is responsible for providing day-to-day project management and maintaining relationships with internal and external stakeholders. She will serve as the liaison between the consultant and MVP and will ensure the project is completed on time and within budget.

I. Contract terms

MVP will negotiate contract terms upon selection. Contractor must agree to abide by all federal certificates and assurances as funding for this program is from the CARES Act.

J. Timeline

The project must be completed by **May 30th, 2022**. A project task timeline will be negotiated once a vendor is selected.

K. Budget

The project has an allocated budget of \$17,000. The proposal submission should include sufficient information to demonstrate how the requested scope of work would be accomplished under the allocated budget.

If the consultant identifies additional recommended actions or project components beyond the identified scope of work and budget that would help further achieve the stated goals, this may be included as separate itemized task, clearly labeled to delineate from requested versus optional tasks, and a separate itemized budget line for each requested and optional task. Any proposed optional tasks would be evaluated separately by the review committee.

L. Proposal Contents (the entire RFP should not exceed 10 pages)

- ❖ Cover letter: include the firm or individual(s) name(s) that will be providing the requirements stated in this RFP.
- ❖ Scope of work: explain the process you will follow to accomplish the deliverables listed above, including major milestones and evaluation. Briefly describe your firm's project management process.
- ❖ Qualifications: describe overall services you can offer in response to the stated requirements and include experience working on similar projects.
- ❖ Cost detail: include an itemized estimate for deliverables; provide specific costs for individual features where applicable. If the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. MVP reserves the right to approve all sub-contractors assigned to the project.
- ❖ The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- ❖ Client list and samples of related work/successes: Include a brief description of the role you/your firm played in each project.
- ❖ Provide at least two references for projects with similar deliverables to those outlined for this project. Indicate which services were provided to each customer.
- ❖ Include resumes for key personnel working on this project.

M. Evaluation of Proposals

MVP shall evaluate proposals on a qualitative basis.

- ✓ Suitability of the proposal: the proposed solution meets the needs and criteria set forth in the RFP.
- ✓ Expertise in recommending and communicating appropriate solutions as evidenced by the proposal and references.
- ✓ Candidate experience: candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- ✓ Value/pricing structure and price levels: the price is commensurate with the value offered by the proposer.
- ✓ Proposal presentation: the information is presented in a clear, logical manner and is well organized.