



REQUEST FOR PROPOSALS

Marketing Services

Good For You, Good For All

Pennsylvania Parks & Recreation Campaign



6 September 2022

Purpose

GoodForPA.com

The Pennsylvania Recreation and Park Society (PRPS) is seeking a new marketing agency partner(s) to lead and grow the *Good for You, Good for All* Pennsylvania local parks and recreation statewide campaign, established in 2015.

Organization Background

PRPS.org

PRPS is the Voice of Pennsylvania Recreation and Parks, as the principal statewide association providing industry leadership, professional development, advocacy and resources for those working and volunteering in the parks and recreation field.

The Society's members include managers of municipal and state recreation and park systems, recreation therapists and wellness specialists, higher education professors and students, managers and programmers of commercial recreation facilities, suppliers and manufacturers of recreation and park products and services, and citizen members of community recreation and park boards across the Commonwealth.

PRPS serves its members and corporate, organizational and community partners by providing industry news and trends, legislative advocacy, technical assistance and resources, and many professional development opportunities and networking forums each year.

Founded in 1935, PRPS is a nonprofit 501c3 professional membership association with more than 2100 members statewide.

Mission: PRPS empowers recreation and park professionals and citizen advocates to enhance life-enriching services for all Pennsylvanians.

Vision: PRPS will improve environmental, economic, and social health and wellness for current and future generations.

Scope of Work

The *Good for You, Good for All* (GOOD) campaign serves as the statewide rallying cry for the essential and irreplaceable nature of local parks and recreation in Pennsylvania's communities.

Objectives: The GOOD campaign creates and implements strategies and programs to increase citizen:

- **Awareness and engagement** in Pennsylvania's local parks and recreation opportunities
- **Understanding** of the issues facing parks, open space and recreation systems
- **Advocacy** on their behalf

Niche: The GOOD Campaign positions itself as the:

- **Cultivator** of the brand and movement
- **Creator** of original, purposeful, and engaging content
- **Advocate** for the local recreation industry and economy
- **Motivator** for park users' stewardship and advocacy

Strategies and Tactics: The GOOD Campaign operates a daily and weekly presence via:

- **User-Citizen Engagement:** Content development, social media and public relations geared toward to growing the community of GOOD followers, inspiring exploration of more local parks, and aiding user attraction, engagement, and advocacy. An Airtable social media calendar enables sharing of ideas and content timelines between PRPS Staff and the GOOD Campaign.
 - *GOOD branding and promotions* (@goodforpa/#goodforpa/Facebook/GoodforPA) consisting of frequent social media content (5-7x weekly) across Facebook, Instagram, and Twitter channels. Social content varies from general news and events sharing to specific relevant promotions. The Campaign deploys both organic and paid social media marketing, with paid promotions primarily focused on increasing clicks to usage of GoodForPA.com, gaining followers and building community for GOOD and advocates for Pennsylvania's parks and recreation.
 - *GOOD email marketing* is tailored to advancing and promoting GOOD blog posts and the following celebrations, programs and networking events.
 - *GOOD Website:* ongoing content and user-experience improvements on GoodForPA.com, including seasonal graphic refreshes, event pages, news items, local park finder map, providers toolkit, and new promotional landing pages on an ongoing basis.
 - *GOOD Newsletter:* monthly newsletter that informs on seasonal issues and provides a regular reminder link to the statewide interactive local park map depicting more than 6,100 local parks and 121 state parks.
 - *GOOD for PA blog:* bimonthly blog posts designed to inform and engage park lovers and recreationists of the diverse array of opportunities throughout the state.
 - *GOOD Infographics & Memes:* branded graphics on pertinent PA park and recreation-related issues and calls to action.
- **Recognitions & Celebrations:** Selecting stand out parks and recreations projects and programs that benefit communities and creating news/buzz about them with a special GOOD recognition program. Statewide celebrations of park and recreation professionals and volunteers that garner local and media attention.
 - *Park & Recreation Professionals Day* (PRPD), annually celebrated on the third Friday of July, honors the behind-the-scenes workers who keep our parks clean, safe and ready-to-use. Founded in Pennsylvania in 2019, it is now celebrated nationally as part of Park and Recreation Month.
 - The competitive *Good Job Award*, presented annually by PRPS, recognizes a park and recreation practitioner who has exemplified extra GOODness in their leadership and work. Leading up to and through the day, these recognitions are directly supported by GOOD with advance promotions and provider engagement via social media, email, and public relations.

- **Networking & Co-learning:** Promotions of regional PRPS programming in which park and recreation professionals and stakeholders gather face-to-face to gain actionable knowledge on critical issues and opportunities facing their organizations. (These programs are developed and managed by PRPS staff.)
 - *Citizens Symposia (to be re-named)* enable sharing of community park and recreation management resources between practicing professionals and volunteer members of municipal Recreation and Park Boards and Commissions.
 - *Urban Parks & Recreation Exchanges* bring together urban planners, developers, programmers and residents to share issues facing park use, design, safety, location, funding, maintenance, upgrades, etc.
 - *Shop Talk Park Maintenance Exchanges* create a learning, sharing, and capacity-building network of maintenance supervisors and workers on best practices in resource and facility maintenance and stewardship.
- **Programming:** Programming and promotions that feature the people and progress of PA's local parks and recreation.
 - Occasional [Good Air Shows](#) feature audio or video conversations with park and recreation users and professionals and users. Episodes feature a diverse group of voices and geographic areas and are digitally promoted and shared to providers and press/media outlets as third party content.

Budget

The annual budget for GOOD inclusive of all agency fees, material, and promotional costs is \$61,200.

Term

PRPS plans to contract with a new agency/consultant partner(s) for a twelve (12) month term beginning **January 1, 2023**, and pending no concerns over performance or budget challenges, automatically renewing each calendar year.

A two-month orientation and gearing-up period in November-December is desired to enable a seamless transition of responsibilities and deliverables.

General Terms & Conditions

This is an invitation for proposals only.

PRPS shall not be obligated in any manner to any vendor until a written agreement has been duly executed.

PRPS may reject the lowest proposal, or any and all proposals.

PRPS shall not be liable for any costs of preparation or presentation of proposals.

The proposals, accompanying documentation, samples, etc, submitted by the suppliers automatically become the property of PRPS and will not be returned.

Proposals submitted shall be final and not be altered by subsequent offerings, discussions or commitments unless the vendor is requested to do so by PRPS.

PRPS reserves the right to accept any functional sub-set or super-set of the proposal, and to adjust the price proposal accordingly.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process.

A vendor, if any, with whom PRPS chooses to pursue a contractual relationship, shall not make any reference to PRPS in any literature, electronic media, promotional brochures or sales presentations without the express written consent of PRPS.

Any and all verbal discussions and responses are not binding on either party.

PRPS may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not PRPS has issued any addenda.

PRPS reserves the right to accept or reject any and all responses at its complete discretion, and to negotiate the terms of any subsequent agreements.

The pricing for services received by the vendor should be valid for 90 days from the date of submission to PRPS.

PRPS is a grantee of the PA Department of Conservation and Natural Resources to manage the GOOD Campaign, and both PRPS and the awarded vendor are subject to the terms of a nondiscrimination/sexual harassment clause appended to a contract for professional services.

Submissions

- Responses are due by **5:00 pm EST October 7, 2022** and must be delivered via email to: herd@prps.org
- Responses will be accepted via email only with no more than two (2) PDF attachments. Email attachments should not exceed 5 MB in total. Dropbox links or similar file share links are acceptable for files exceeding 5 MB.
- Please use the following subject line format when submitting your response: *RFP SUBMISSION - [AGENCY NAME]*

As part of your RFP response, please submit the following Agency experience information:

1. Clientele. Please list and briefly describe up to ten of your current client relationships, years of service, industry, and scopes of work.

2. Services to parks and recreation. Inform if the agency/consultant is currently providing OR has ever provided services to any organizations directly or closely tied to parks & recreation or related fields.

If so, please list and briefly describe up to five of your current or past client relationships in order of years of service.

3. Key Personnel. Please include your agency's key personnel biographies as an attachment. Include individuals that are likely to work directly with PRPS should your agency be chosen. Please indicate if any team members are subcontractors.

4. Portfolio. Please include a portfolio of your agency's relevant and recent work, up to five (5) pages maximum, as an attachment. Please include the client name and a short description of the work. If necessary, to stay within file size requirements, please provide a URL to an online portfolio or web-hosted PDF.

5. References. Please provide three (3) current or recent client references: name, organization, title/role, email address, and telephone number.

6. Approach. Describe your approach and process to fulfilling and delivering the scope of work detailed on three pages, maximum.

7. Fees. Provide a pricing proposal for the annual scope of work including fees and costs, inclusive of proposed promotions, materials, and projected travel costs. Indicate if your agency will charge markup fees on promotional and material expenses and at what percent. Include a separate fee for the two-month orientation/transition period.

Confirmation

You will receive a reply from PRPS no later than **12:00 pm EST on October 10, 2022** confirming receipt of your submission. If you do not receive a confirmation and you have submitted your response by the aforementioned deadline, please send an email to herd@prps.org or call 814-234-4272.

Questions

If during the course of completing your response you have any questions on these instructions, please email herd@prps.org with subject line format: *RFP QUESTION – [AGENCY NAME]*

Selection & Presentations

PRPS staff and advisors will review and rate the RFP responses. Following review of the RFP, PRPS may invite a select group of agencies or consultants to present their proposals. The presentations will take place on in third or fourth week of October 2022, preferably at PRPS's offices in State College, PA, although a virtual presentation is acceptable. PRPS will select a new agency/consultant by **October 31, 2022**.

Contract for Professional Services

A proposed contract is included for review. If it is satisfactory to the firm, it should be completed, executed, and submitted with the proposal. If the firm prefers an alternative contract, the firm may submit it as a part of the proposal submission. However, PRPS reserves the right to enter into the enclosed contract with the successful firm or to negotiate the terms of a professional services contract.

Contract for Professional Services

This Contract is made and entered into this _____ day of _____, 2022, by and between the Pennsylvania Recreation and Park Society ("PRPS"), and _____ ("Consulting Firm").

WHEREAS, PRPS desires to have certain one-time professional consulting work performed to lead and grow the *Good for You, Good for All* Pennsylvania local parks and recreation statewide campaign;

WHEREAS, PRPS desires to enter into a contract for this work pursuant to a Request for Proposals ("RFP") issued by PRPS;

WHEREAS, the Consulting Firm desires to perform the work in accordance with the proposal it submitted in response to the RFP;

WHEREAS, the Consulting Firm is equipped and staffed to perform the work;

NOW, THEREFORE, the parties, intending to be legally bound, agree as follows:

THE CONSULTING FIRM WILL:

1. Provide professional consulting services in accordance with the RFP, its proposal in response to the RFP, and the Nondiscrimination/Sexual Harassment Clause, which is attached hereto and incorporated herein as Appendix A.
2. Obtain approval from PRPS of any changes to the staffing stated in its proposal. However, approval will not be denied if the staff replacement is determined by PRPS to be of equal ability or experience to the predecessor.

PRPS WILL:

1. Compensate the Consulting Firm based on the actual hours worked and actual reimbursable expenses for a total amount not to exceed \$_____.
2. Provide the Consulting Firm with reasonable access to PRPS personnel, resources, and information necessary to properly perform the work required under this Contract.
3. Except as provided in item 4 below, make payment to the Consulting Firm within 30 days after receipt of a properly prepared invoice for work satisfactorily performed.
4. Make final payment of 10 percent of the funds available to the Consulting Firm under this Contract within 30 days after final product approval by the Department of Conservation and Natural Resources.

IT IS FURTHER AGREED THAT:

1. All copyright interests in work created under this Contract are solely and exclusively the property of PRPS. The work shall be considered work made for hire under copyright law; alternatively, if the work cannot be considered work made for hire, the Consulting Firm agrees to assign and, upon the creation of the work, expressly and automatically assigns, all copyright interests in the work to PRPS.
2. In the performance of services under this Contract, there shall be no violation of the right of privacy or infringement upon the copyright or any other proprietary right of any person or entity.
3. The Consulting Firm may terminate this Contract at any time upon giving PRPS written notice of not less than 60 calendar days. PRPS may terminate this Contract at any time if the Consulting Firm violates the terms of this Contract or fails to produce a result that meets the specifications of this Contract. In the event of termination of this Contract by either party, PRPS shall within 60 calendar days of termination pay the Consulting Firm for all services rendered by the Consulting Firm up to the date of termination, in accordance with the payment provisions of this Contract.

In witness thereof, the parties hereto have executed this Contract on the day and date set forth above.

For the Consulting Firm:

For PRPS:

Title: _____

Title: _____

Appendix A

Nondiscrimination/Sexual Harassment Clause

The Grantee agrees:

1. In the hiring of any employee(s) for the manufacture of supplies, performance of work, or any other activity required under the grant agreement or any subgrant agreement, contract, or subcontract, the Grantee, a subgrantee, a contractor, a subcontractor, or any person acting on behalf of the Grantee shall not discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the *Pennsylvania Human Relations Act* (PHRA) and applicable federal laws, against any citizen of this commonwealth who is qualified and available to perform the work to which the employment relates.
2. The Grantee, any subgrantee, contractor or any subcontractor or any person on their behalf shall not in any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, against or intimidate any of its employees.
3. Neither the Grantee nor any subgrantee nor any contractor nor any subcontractor nor any person on their behalf shall in any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, in the provision of services under the grant agreement, subgrant agreement, contract or subcontract.
4. Neither the Grantee nor any subgrantee nor any contractor nor any subcontractor nor any person on their behalf shall in any manner discriminate against employees by reason of participation in or decision to refrain from participating in labor activities protected under the *Public Employee Relations Act*, *Pennsylvania Labor Relations Act* or *National Labor Relations Act*, as applicable and to the extent determined by entities charged with such Acts' enforcement, and shall comply with any provision of law establishing organizations as employees' exclusive representatives.
5. The Grantee, any subgrantee, contractor or any subcontractor shall establish and maintain a written nondiscrimination and sexual harassment policy and shall inform their employees in writing of the policy. The policy must contain a provision that sexual harassment will not be tolerated and employees who practice it will be disciplined. Posting this Nondiscrimination/Sexual Harassment Clause conspicuously in easily-accessible and well-lighted places customarily frequented by employees and at or near where the grant services are performed shall satisfy this requirement for employees with an established work site.
6. The Grantee, any subgrantee, contractor or any subcontractor shall not discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, against any subgrantee, contractor, subcontractor or supplier who is qualified to perform the work to which the grant relates.
7. The Grantee and each subgrantee, contractor and subcontractor represents that it is presently in compliance with and will maintain compliance with all applicable federal, state, and local laws

and regulations relating to nondiscrimination and sexual harassment. The Grantee and each subgrantee, contractor and subcontractor further represents that it has filed a Standard Form 100 Employer Information Report (“EEO-1”) with the U.S. Equal Employment Opportunity Commission (“EEOC”) and shall file an annual EEO-1 report with the EEOC as required for employers’ subject to *Title VII of the Civil Rights Act of 1964*, as amended, that have 100 or more employees and employers that have federal government contracts or first-tier subcontracts and have 50 or more employees. The Grantee, any subgrantee, any contractor or any subcontractor shall, upon request and within the time periods requested by the Commonwealth, furnish all necessary employment documents and records, including EEO-1 reports, and permit access to their books, records, and accounts by the granting agency and the Bureau of Diversity, Inclusion and Small Business Opportunities for the purpose of ascertaining compliance with the provisions of this Nondiscrimination/Sexual Harassment Clause.

8. The Grantee, any subgrantee, contractor or any subcontractor shall include the provisions of this Nondiscrimination/Sexual Harassment Clause in every subgrant agreement, contract or subcontract so that those provisions applicable to subgrantees, contractors or subcontractors will be binding upon each subgrantee, contractor or subcontractor.
9. The Granter’s and each subgrantee’s, contractor’s and subcontractor’s obligations pursuant to these provisions are ongoing from and after the effective date of the grant agreement through the termination date thereof. Accordingly, the Grantee and each subgrantee, contractor and subcontractor shall have an obligation to inform the commonwealth if, at any time during the term of the grant agreement, it becomes aware of any actions or occurrences that would result in violation of these provisions.
10. The commonwealth may cancel or terminate the grant agreement and all money due or to become due under the grant agreement may be forfeited for a violation of the terms and conditions of this Nondiscrimination/Sexual Harassment Clause. In addition, the granting agency may proceed with debarment or suspension and may place the Grantee, subgrantee, contractor, or subcontractor in the Contractor Responsibility File.

Based on Management Directive 215.16 Amended (8/2/18)

DCNR-2021-Gen

Gen-GPM – 1 Rev. 8/18