

# Request for Proposal Marketing Services

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## GENERAL INFORMATION

Fulton County Job & Family Services (hereinafter, FCJFS) will receive proposals for marketing services for Fulton County Workforce Development, and the OhioMeansJob Center – Fulton County. This includes developing audio, video, static, and dynamic advertisements for all media platforms. FCJFS wishes to contract with an experienced business to provide these marketing services.

### Timetable

December 5, 2022	Request for Proposals (RFP) Released
December 21, 2022 @4:00 pm	Deadline for Submitting Questions
December 23, 2022 @4:00 pm	Deadline for Submitting Proposals
December 29, 2022 @10:10 am	Public Meeting to Award Contract
January 1, 2023, to December 31, 2023	Contract Period

### Contact Person

Amy Metz-Simon, Director  
Fulton County Job & Family Services  
604 S. Shoop Avenue, Suite 200,  
Wauseon, OH 43567  
419-337-0010 Ext. 1841  
FAX 419-335-0337  
E-mail: [Amy.Metz-Simon@jfs.ohio.gov](mailto:Amy.Metz-Simon@jfs.ohio.gov)

Written questions concerning this Request for Proposal (hereinafter, RFP) may be submitted to FCJFS at the address below or via e-mail to [Amy.Metz-Simon@jfs.ohio.gov](mailto:Amy.Metz-Simon@jfs.ohio.gov) by December 21, 2022, at 4:00 p.m. FCJFS will endeavor, but shall not be required, to answer any such request for information. All answers shall be provided to all persons/firms who have received copies of this RFP and posted online. Sealed bids must be received at the address below by 4:00 pm on December 23, 2022.

### Conflict of Interest

No vendor will promise or give to any FCJFS employee anything of value that could influence the employee in their decision on awarding contracts/vendor agreements. No vendor will try to influence

an employee of FCJFS to violate any procurement policies of the agency, the Ohio Revised Code, or Federal Procurement Regulations.

**Availability of Funds**

This RFP and all agency contracts/vendor agreements are contingent on the availability of funds. If, during the process, funds are not available for the proposed services, the process will be canceled. The vendor will be notified at the earliest possible time. FCJFS is not required to compensate the vendor for any expenses incurred resulting from the process.

**VENDOR PROJECT REQUIREMENTS**

**Project Description**

FCJFS is seeking a vendor(s) for one or more of the marketing services listed below:

- 1. Internet Marketing:
  - Development of social media content for up to five (5) days per week, including event creation and paid advertisements for network lead generation and retargeting.
  - Management of OMJ/FCJFS-owned Social Media Management Tool for Facebook, Twitter, Instagram, Tik Tok, LinkedIn, and other social media platforms.
- 2. Broadcast Marketing:
  - TV quality video production, including drone work, for commercials, cinema ads, and social media.
    - Up to 60 TV quality videos – 30 seconds in length with audio to be used for radio spots (provide unit cost)
    - Up to 25 TV quality videos – 60 seconds in length (provide unit cost)
  - Audio production for radio and voice-overs.
    - Up to 12 unique announcements 30 seconds in length (provide unit cost)

**Project Characteristics**

The vendor must be:

- 1. Culturally responsive in the work provided.
- 2. Respectful of the public who are the target of the advertisements.

**Vendor Requirements**

Familiarity with Fulton County is beneficial, but not required. Marketing experience is taken into consideration with vendor selection.

Must be licensed to conduct work in the State of Ohio.

**Exclusions**

Marketing funds may not be used to pay for:

1. Medical, psychological, psychiatric, therapeutic, diagnostic services or treatment.
2. Services that can be paid for by third party resource such as Medicaid, private health insurance, etc.
3. Construction or purchase of facilities or buildings.
4. Purchase of equipment.

**Target Population**

This proposal is for marketing services targeting Fulton County residents and businesses.

**Project Deliverables**

The vendor must be able to measure and report the following statistical information during the contract period:

Service Delivery Expectations:

- Project deadlines met 100% on-time.

Output Effectiveness:

- The number of clients reporting viewed advertisement.
- The numbers of hits and impressions per advertisement.

**Billing Requirements**

A monthly Invoice must be submitted via email to [Fulton\\_Fiscal@jfs.ohio.gov](mailto:Fulton_Fiscal@jfs.ohio.gov) by the 10<sup>th</sup> of each month, following the month in which advertisements were posted. The invoice should include the total number of units based on the Output Effectiveness.

**SUBMITTING BIDS**

**Delivery of Bids**

Vendors must mail or deliver one signed, sealed original proposal to Fulton County Job & Family Services, 604 S. Shoop Avenue, Suite 200, Wauseon, Ohio 43567, no later than 4:00 p.m., December 23, 2022.

### **Acceptance and Rejection of Bids**

FCJFS reserves the right to reject any or all Bids.

### **Evaluation and Award of Contract**

The sealed bids will be opened by FCJFS in a public meeting on December 29, 2022, at 10:10 am at Fulton County Job & Family Services, 604 S. Shoop Avenue, Wauseon, Ohio, in the 2<sup>nd</sup> floor conference room and awarded to the vendor(s) who best meets the project description and deliverables. Cost reasonableness and ability to perform will also be considered in the evaluation of the award of the contract.

### **Contract Period-Funding & Invoicing**

The contract begins on January 1, 2023 and ends on December 31<sup>st</sup>, 2023. The vendor shall claim payment only for eligible services provided, in the amount determined by the negotiated budget. Reimbursement by FCJFS will be made within 30 days of receipt of qualified weekly invoices and any required documentation or revisions.

### **Confidentiality & Security**

Any vendor that has access to confidential information will be required to keep that information confidential.

## **CONTRACT COMPLIANCE REVIEW AND MONITORING POLICY**

The contracting process requires the completion of contract compliance reviews, or monitoring, to ensure FCJFS receives quality and cost-effective services.

The scope of the review will be for any given month within the vendor agreement period.

### **Components of a Review-Financial and Service**

Financial reviews are an examination of financial records that can include general ledger journal entries, payroll ledgers, invoices, bank statements, detailed trial balance, annual financial statement, Board minutes, etc. Actual program expenses are reviewed and compared to the program budget submitted to FCJFS to determine the actual cost of the program and the appropriateness of expenses claimed.

Service reviews can include an examination of records, quality and quantity assurance data, observation of activities (when appropriate), and/or customer satisfaction surveys. If the vendor has had a recent audit, FCJFS requires a copy of that audit be submitted to FCJFS.

Actual service documentation will be compared with services invoiced to and reimbursed by FCJFS.

A copy of the review report will be given to the vendor and filed with the vendor agreement. All issues reported must be resolved. When determined necessary by FCJFS, another review will be completed within the vendor agreement period. This mini-review will be to determine and ensure adherence to the compliance reports recommendations.

## **BID FORMAT**

### **Proposal Format**

To simplify the process of evaluating bids, and to assure each proposal receives the same review, all bids must be submitted in the following format. Bids must contain all the items listed here in the format provided. Proposal sections must be numbered corresponding to the following format:

- Cover Sheet Form
- Proposal Narrative
- Budget
- Copies of agency professional certifications and resumes, if applicable.

### **Proposal Format**

The elements listed below should be included in a detailed narrative format.

- *Summary:* A statement as to the intent of the proposal, the basic program approach.
- *Program Description:* A detailed narration of your planned implementation and delivery of marketing services.
- *Goals/objectives and performance and effectiveness levels:* Discuss project deliverables as specified in this RFP; projected number of hits/impressions.
- *Justification for budget costs:* Discuss in detail the budget line-item costs proposed and their justification. Develop and define a unit cost.
- *Fiscal capacity:* Describe your process to capture and report fiscal information, processing payments, etc. What safeguards are in place to ensure fiscal accountability.
- *Reporting requirements:* Describe how you will comply with the reporting requirements that are outlined in this RFP.

### **Budget**

The total cost of the project is important in evaluating the bids. The vendor must demonstrate how costs are related to the service presented in the proposal.

### **Attachments**

Budget Form