

Request for Proposals

Agency: Adirondack North Country Association

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Estimated Award Amount: Up to \$18,000 for marketing services

Marketing Services Provider at the Center for Pandemic Response

Notice is hereby given that the Adirondack North Country Association (ANCA) is seeking to retain a Marketing Services Provider (MSP) to develop a marketing plan, outreach strategy, and collateral design elements highlighting the available workshops and services to be utilized by the Center for Pandemic Response (CPR). The selected MSP will develop a marketing campaign to include email, social media, online and print advertising, audience research and strategy development, and related website content. Marketing efforts and resources will aid in engaging and educating business and entrepreneur audiences necessary to fulfill ANCA CPR's objectives.

Disadvantaged Business Enterprise (DBEs)

DBEs are encouraged to submit proposals in response to this RFP. Other proposers are encouraged to submit DBE subconsultants where appropriate.

Project Overview

ANCA CPR will formalize and deploy working groups responsible for identifying and engaging significant numbers of participating small businesses, promoting services and workshops, providing referrals for one-on-one consultation and facilitating access to available ANCA CPR programming. To reach the businesses most in need of these services, the MSP will develop and launch a multi-channel marketing campaign with two purposes: reach potential participants in rural communities and engage the general public in utilizing resulting e-commerce solutions. Marketing efforts will include creation of advertising and outreach plans, development of collateral, and broad distribution of print and web resources.

The anticipated start date of the work is August 30, 2021. The expected end date of the project is August 30, 2023.

Overview of Work

Develop a brand identity for the Center for Pandemic Response that presents a clear and distinct style and visual look of the program

- Develop a marketing plan for CPR including audience research, campaign strategy development, goal and outcome development, tactic identification, and plan implementation
- Perform audience research with a goal of successfully expanding ANCA's existing small business network to reach and engage new businesses, including LMI and BIPOC business owners
- Design marketing collateral to include branding and related visuals, logo development, online and

print advertisements, social media assets, and website imagery or video

Scope of Work

A: Marketing Plan Development

The MSP shall:

- Meet with representatives of ANCA CPR to develop a comprehensive marketing plan and its related components
- Meet with representatives of ANCA CPR to establish the goals and desired outcomes for each marketing deliverable
- Propose and present a clear and concise written implementation plan to achieve marketing plan goals

B: Development of Brand Identity and Graphics

The MSP shall:

- Meet with representatives of ANCA CPR to determine the overall themes related to the marketing plan that can inform the development of visual and written assets
- Develop a brand identity for the Center for Pandemic Response that presents a clear and distinct style and visual look of the program including: logo development, colors, graphic styles, usage guidelines, slogan, typography, and brand statement
- Design marketing collateral for use on the recommended media channels including but not limited to website imagery, social media assets, online and print advertising for CPR related programs, initiatives, and outreach efforts

C: Marketing Plan Delivery

The MSP shall:

- Implement the approved marketing plan in coordination with ANCA communications staff
- Evaluate marketing campaign metrics and adapt as needed and in consultation with ANCA staff and CPR team
- Provide an estimate of direct advertising placement expenses associated with implementing the campaign, up to \$10,000 over the two-year project period (to be billed separately)

Proposal Format

Please provide a proposal that addresses each section of the scope of work indicated (Sections A-C), detailing relevant experience in the subject matter and providing the deliverables, and preferred style and approach to brand and website development. In addition to addressing the scope of work, proposals should include a copy of the MSP’s resume or CV. Finally, a written statement acknowledging that the applicant understands they will be expected to complete a mutual agreement on core policies such as Equal Opportunity, Harassment and Diversity upon selection. In addition, please consider attaching any current statements or descriptions of programs that demonstrate you are addressing racial equity in your work.

Proposal Evaluation

ANCA will select the most highly qualified firm according to the following criteria, listed in order of decreasing importance:

Understanding of work to be done 35%

Experience with similar kinds of projects and/or work.....	25%
Quality of staff for work to be done.....	15%
Familiarity with Federal and State requirements.....	10%
Financial responsibility	10%
Logistics and familiarity with the project area	5%

*Respondents who have submitted additional materials identifying commitment and action towards building Diversity, Equity and Inclusion into their organization’s programming are eligible to receive a bonus point as left up to the discretion of the review committee.

Eligible Applicants

Any non-governmental, not-for-profit, local agency, educational institution, sole proprietorship, limited liability company, corporation or joint venture focused properly operating in accordance with federal, state and local law, may submit a proposal for consideration. Respondents must indicate the full address for their administrative offices in their response. Respondents may submit proposals which include subcontractors, such subcontracting relationships must be specified in the response. Any later subcontracting will be subject to prior written approval from ANCA. Entities are ineligible if they: 1) are currently barred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by a Federal, State or Local department/agency; 2) have existing grants with any State or Local agency that are suspended or otherwise not in good standing; or 3) are not in compliance with the NYS Department of Revenue or the Federal Internal Revenue Service requirements. In addition, organizations must have and enforce employment policies in alignment with those in place at the Adirondack North Country Association such as those related to Equal Opportunity and Harassment.

Proposed contractors must have experience centering community voices and the lived experiences of Black, Indigenous, people of color and other marginalized groups in their strategies and campaign development. Proposals must include a supplemental document expounding upon this aspect of their work and their commitment to racial equity.

Title VI Compliance

In accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in federally-assisted programs of the U.S. Department of Transportation and Title 23 Code of Federal Regulations, Part 200, Title VI Program and Related Statutes, as amended, issued pursuant to such Act, ANCA hereby notifies all who respond to this solicitation, invitation, and request for proposals that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability or income status in consideration for an award.

Equal Opportunity Employer

ANCA is an Equal Opportunity Employer.

Project Payment Method/Schedule

Payment will be made to the awarded contractor by check after submitting proof of section/milestone completion.

Proposal Due Date: August 20, 2021

Contract Term September 8, 2021 to September 8, 2023

Proposal Consideration will begin August 20, 2021. All contractors who submitted proposals will be notified by August 31, 2021 with the selection results.

Location: Clinton, Essex, Franklin, Hamilton, Herkimer, Jefferson, Lewis, Saratoga, St. Lawrence, Warren, and Washington Counties in New York State, USA.