



PRINCE GEORGE'S COUNTY
**ECONOMIC
DEVELOPMENT
CORPORATION**

PRIMED for BUSINESS

Prince George's County Economic Development Corporation

REQUEST FOR PROPOSALS

RFP# EDC-1117-01

**Development and management of a multi-channel
business to business marketing campaign within a
maximum budget of \$200,000**

Issue Date: November 6, 2017

Proposal Closing: November 20, 2017 at 5:00 p.m.

Announcement Date: December 4, 2017

This document is available from the Prince George's Economic Development Corporation on its
webpage at: www.pgcedc.com/news

Prince George's County Economic Development Corporation
1801 McCormick Drive, Suite 350 ~ Largo, MD 20774

Proposal Deadline: Monday, November 20, 2017

The Prince George's County Economic Development Corporation (PGCEDC) requests proposals for comprehensive marketing services and a multi-channel business to business (B2B) marketing campaign to be completed and presented by 5:00pm on Monday, November 20, 2017.

The purpose of this campaign will be to develop and launch the second phase of the Prince George's County Branding Campaign 'Experience, Expand, Explore – Prince George's County' and to continue to promote Prince George's County as an attractive place to open, expand or relocate a business.

This RFP is accessible at www.pgcedc.com/news, beginning Monday, November 6, 2017 through the submission deadline date of Monday, November 20, 2017 at 5:00 p.m.

Questions should be directed via e-mail to Jamie Gunnell at jgunnell@co.pg.md.us and received before 12:00 p.m. on Monday, November 13, 2017. A response will be sent within 1 business day.

Electronic submissions of the proposals are acceptable and should be submitted to Jamie Gunnell at jgunnell@co.pg.md.us with "RFP Submission for Marketing Services" in the subject line. If submitting a hardcopy proposal, 2 sealed copies must be received by Monday, November 20, 2017 at 5:00 p.m. to the below address:

Prince George's County Economic Development Corporation
Attention: Jamie Gunnell
1801 McCormick Drive, Suite 350
Largo, MD 20774

Summary

With this Request for Proposal (RFP), Prince George's County Economic Development Corporation seeks to acquire the sole services of a qualified marketing/advertising firm to support its marketing initiatives and the second phase of the Prince George's County Branding Campaign with a B2B multi-channel marketing campaign.

Prince George's County Economic Development Corporation invites proposals from interested Prince George's County based (including small, minority and/or women owned businesses) marketing/advertising agencies with experience in brand development and management; advertising; marketing; media planning and management; social media strategy, implementation, and management; and market research.

Preference will be given to Prince George's County Certified Minority Business Enterprise (MBE) agencies who have managed marketing campaigns with a minimum budget of \$200,000 for a Federal, State or Local Government Agency or Economic Development Corporation.

Bidders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work to be performed will support the second phase of the Prince George's County Branding Campaign.

Conflict of Interest Notice:

Each Bidder shall ensure that no improper, unethical or illegal relationships or conflicts of interest whether actual or apparent exist between or among the Bidder, Prince George's County Economic Development Corporation, and any other parties to this RFP. The Bidder is responsible for disclosing at the point of proposal submission or as soon as the situation arises of any such relationships. This includes interests that they may have with any individual or entity doing business with, or proposing to do business with Prince George's County Economic Development Corporation, the Prince George's County Economic Development Corporation Board of Directors, or the Prince George's County Economic Development Corporation – Workforce Services Division.

The Prince George's County Economic Development Corporation reserves the right to determine the pertinence of such relationships, when discovered or disclosed, whether intended or not, and to decide whether the Bidder's disqualifications and/or cancellation shall be at no fault or liability whatsoever to the Prince George's County Economic Development Corporation. The Prince George's County Economic Development Corporation's determination regarding any question of conflict of interest will be final.

Objectives:

- Fully align with the Prince George's County brand 'Experience, Expand, Explore – Prince George's County'
- Increase the commercial footprint and investment in Prince George's County
- Increase regional, national and international outreach to targeted business leaders
- Identify targeted strategies to reach decision makers, business leaders, entrepreneurs and innovative startup companies
- Promote Prince George's County as a hub for business growth across all industry sectors
- Establish Prince George's County as an innovative County
- Increase employment opportunities for Prince George's County residents

Campaign Requirements:

Please include a signed cover letter with your application that includes the following:

- Applicant organizational name, address, phone number
- Contact information for the proposed project manager
- Certificate of Good Standing from the State of Maryland or State of incorporation
- Local Minority Business Enterprise status
- Contact information for 1 reference of a current or previous client who is a Federal, State or Local Government or Economic Development Agency
- Contact information for 4 references from current or previous clients

Application/Proposal must include the below components to be considered:

- Detailed application addressing each requested component
- Submission of a proposed media flight schedule
- Demonstration of metrics and key performance indicators to be used for each component/tactic
- Monthly performance reports to include detailed key performance indicators, social engagement metrics and ad performance metrics.
- Bi-monthly status update meetings held with Prince George’s County Economic Development leadership to be held at the Prince George’s County Economic Development Corporation Offices
- Cumulative time in market
- Development of all ad and copy materials presented within this campaign
- Development and management of a multi-station radio campaign
- Development and management of local print and digital media ad campaign
- Solution to increasing lead generation
- Solution to reaching conference attendees at specific conferences, both locally and nationally
- Solution to reaching a local audience of specific demographic profiles
- Development of marketing collateral to include the following:
 - Redesign of a branded pocket folder template that will be 9” x 12” with 4” inside pockets
 - Redesign of branded PowerPoint template
 - Design 5 unique one page - double sided promotional flyers
 - Redesign of EDC business card template

Proposal Preparation and Format:

Bidders must submit their proposal in the format, including heading descriptions, outlined below. To be considered, the proposal must respond to all requirements and in the is part of the RFP.

- Proposals should be prepared on white paper, double-spaced using a 12-point font with one-inch margins on all sides; pages should be numbered for ease of reference.
- A cover letter should be included with all required information set forth under the Campaign Requirements section of this RFP
- A table should be prepared to demonstrate each campaign component and/or media channel. The following categories should be presented within the headings of the: Campaign component/Media Channel; Description; Metrics/Goals; Campaign Component/Media Channel Cost; Labor Cost.
- Pricing should be included within the table in the response and a breakdown of media buy and labor should be identified for each component and/or media channel

An example of the suggested table requested may be found below:

Campaign Component/Media Channel	Description	Metrics/Goals/ Impressions	Campaign Component/Media Channel Cost	Labor Cost