



Southeastern Connecticut Enterprise Region

19-B Thames Street • Groton, Connecticut 06340
860-437-4659 • Fax: 860-437-4662 • E-mail: secter@secter.org

Request for Proposals

Marketing Services

August 30, 2022

[Amended 9/9/2022 – Respondents may respond to all or part of this solicitation.]

Organization:

The Southeastern CT Enterprise Region (seCTer) is designated economic development organization for southeastern CT's Economic Development District (EDD). SeCTer is a nonprofit 501(c)3 and provides a broad range of services to help build a more diverse, resilient, and vibrant economy. The twenty-two cities, towns and boroughs of the Economic Development District of the Southeastern Connecticut Enterprise Region (seCTer) consist of urban, suburban and rural areas with a 2020 population of ~278,000 along the shoreline of Long Island Sound and inland along the Thames, Shetucket, Quinebaug and Yantic Rivers. The municipal districts in the southeastern Connecticut EDD are Bozrah, Colchester, East Lyme, Franklin, Griswold, City of Groton, Town of Groton, Borough of Jewett City, Lebanon, Ledyard, Lisbon, Montville, New London, North Stonington, Norwich, Preston, Salem, Sprague, Stonington, Stonington Borough, Waterford and Windham.

SeCTer's services include:

1. Representing southeastern Connecticut as the Economic Development Organization designated at the federal, state and local levels for the Economic Development District
2. Writing and deploying southeastern CT's Comprehensive Economic Development Strategy (CEDS)
3. Economic Development data support
4. Grant support to municipalities
5. Non-traditional Small Business Lending
6. Sitefinding
7. Connecticut Procurement Technical Assistance Center (CT PTAC)
8. Small Business Development Center (SBDC)

More information about the organization and its services can be found at: www.secter.org.

Background:

seCTer has several projects underway to support the EDD's economic development goals. To also fulfil the goals of state and federal funders, seCTer has undertaken projects which will

culminate in an increased web presence for the EDD. Inbound marketing data is being studied to inform this presence.

The 2023 – 2027 CEDS is in development with a timeline of completion and approval by year-end 2022. Hundreds of regional stakeholders have input into the CEDS. The CEDS will compliment other web-based projects. An important element of the CEDS is resilience as defined by US EDA:

In the context of economic development, economic resilience becomes inclusive of three primary attributes: the ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether. Establishing economic resilience in a local or regional economy requires the ability to anticipate risk, evaluate how that risk can impact key economic assets, and build a responsive capacity.

To encourage the resilience of the EDD, seCTer will undertake, through this RFP, a deeper dive into the potential for a more resilient EDD. This RFP relates to both the CEDS, resiliency planning and other economic development projects for the EDD.

Scope of Work and Response Elements:

There are three elements to this project: 1.) the development of a digital regional economic resiliency plan / strategy which addresses different types of vulnerabilities, 2.) The creation/writing of a digital regional prospectus, and, 3.) transitioning an already written comprehensive economic develop strategy to a digital format.

Proposals need to address all items / requirements listed below.

1. Resilience Assessment
 - a. Assist in defining objectives related to small business resilience from SeCTer's perspective.
 - b. Develop a survey tool as part of a broader business vulnerability assessment.
 - c. Considering how a regional climate vulnerability assessment could compliment a survey of businesses.
 - d. Developing the framework of a coinciding education and communication campaign to businesses.
 - e. Develop a report and recommendations.
2. CEDS, Prospectus, and Technology
 - a. Three integrated websites are envisioned. 2023 – 2027 CEDS, Resiliency and Regional Prospectus.
 - b. An informative, data-rich marketing prospectus will be created for the entirety of the EDD. The prospectus will endeavor to unite the EDD around a common economic development marketing strategy.
 - c. The Resiliency website content (above) is procured through this RFP and supplemented by the CEDS and seCTer staff.
 - d. The websites will be presented as a live and easily updating. Ideally,

- each will exist as part of seCTer's existing WordPress website.
- e. SECT's prospectus will encompass the facets of our region that attract long-term commercial investment that leads to families coming here to live and work. While tourist attractions will be featured, with an emphasis on their importance to our quality of life and local economy, business retention and expansion will be paramount. Respondent should be prepared to propose and provide content for the prospectus. seCTer will be a resource and reviewer for and of content but not the primary authors.
 - f. The Prospectus and Resiliency site will partner with seCTer's 2023 Comprehensive Economic Development Strategy (CEDS). The region's CEDS is the economic development roadmap for the region, the writing of which is not part of this RFP – only its presentation online is expected.
 - g. seCTer will provide regional data to be presented by sites. Other data options should be explored.
 - h. It should be easy for seCTer staff to add / convert / update reports and posts.
 - i. Targeted users will be business outside the region, site finders, municipal leaders, investment groups, developers, business owners, potential business owners, people looking for residential properties, and human resources departments. Rather than a passive tool that we hope people will locate, we will utilize methodologies to drive people to our content.

Response Elements:

Contents:

- Organizational profile:
 - o Name
 - o Address
 - o Years in business
 - o Brief profile of principals
 - o Areas of expertise
- Proposal:
 - o Budget range and timeline for each content area.
 - o Please provide payment terms and preferences.
 - o A responsive proposal will include key performance indicators by which to measure effectiveness of the marketing campaign.
 - o Please provide the names and qualifications of the specific staff who will be assigned to the project(s).
 - o Please provide the names and contact information of three references for whom you have performed comparable work. (Three references in total are requested. It is not necessary to include three references for each service.)

Example sites for review:

1. [Centralina Regional Council — Our Communities. Our Region. Our Future.](#)
2. [Vermont Futures Project | \(vtfuturesproject.org\)](#)
3. [CEDS Examples:](#)
 - a. [CEDS \(landofsky.org\)](#)
 - b. <https://garc.maps.arcgis.com/apps/Cascade/index.html?appid=1a4494ae6b594e9a96696056911f363b>
 - c. <https://losrc.maps.arcgis.com/apps/Cascade/index.html?appid=3db8474da7e24f36b59ea25af4b6916e>

Due Date: **September 16, 2022**

Emailed submissions only – rfp@secter.org. Must be received by 5:00pm EST, 9/16/2022. Subject line: Regional Prospectus.

SeCTer will acknowledge receipt of the electronic proposal.

Project Period:

This is a limited engagement. As stated above, RFP response needs to be delivered for review by 9/16/2022 and project completed by 12/16/2022. Contract will contain due dates for deliverables based on projects and RFP response.

Budget:

Proposals should not exceed \$90,000 USD.

Selection Process:

SeCTer staff will review responses, will interview the top responders, and will make recommendations to its Board of Directors for final selection. Selection will be based on:

- The quality of the proposed products, based on the proposal(s) and references.
- The return on investment, based on the scope of work being proposed and the budget.
- The location of the respondent. Preference will be given to respondents located in seCTer's primary service area of southeastern CT and adjacent regions.
- Selection will be made on September 28, 2022.

Questions can be addressed to: rfp@secter.org