



**SOUTHEASTERN CONNECTICUT ENTERPRISE REGION
REQUEST FOR PROPOSAL FOR
MARKETING AND COMMUNICATIONS SERVICES
February, 2023**

PURPOSE:

Southeastern Connecticut Enterprise Region (seCTer) is seeking proposals from qualified agencies and individuals for a Marketing and Communications Consultant to develop and implement multiple strategies, tactics, and deliverables to promote and achieve greater regional competitiveness and economic resilience.

BACKGROUND:

The Southeastern CT Enterprise Region (seCTer) is the designated private, non-profit Economic Development Organization providing a broad range of services and resources to stimulate and support economic development and diversification within the region. seCTer primarily serves the businesses, residents and municipalities of New London County and the Town of Windham.

Regional Competitiveness: seCTer received funding from EDA's Phase I Build Back Better Regional Challenge to develop an offshore wind industry cluster in December 2021. The region's competitive advantage is due to State Pier, New London and a rich maritime history bolstered by the presence of many manufacturers that are part of the defense contracting supply chain. Strategically, seCTer will continue to advance the offshore wind cluster as well as other industries to promote regional competitiveness.

Regional Resilience: The ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether.¹ seCTer is currently developing a resiliency survey for area businesses; as well as, launching several small business support programs to support regional emerging and growth-focused firms.

TERM AND COMPENSATION:

The term for rendering services for the successful Awardee shall be for one (1) year, with the possibility for a one year extension, upon review of the prior year's activities. SeCTer has dedicated a budget of \$40,000 to \$50,000 per year for compensation for the negotiated, contracted services for marketing and communications.

Of paramount importance to seCTer for this selection process is to choose an agency or individual(s) that provide the most services for the contracted amount. Obviously, the quality and ability to deliver such services is also a priority for consideration. SeCTer is also looking for an agency that understands the potential for business development in the offshore wind industry cluster.

¹ [Economic Resilience | U.S. Economic Development Administration \(eda.gov\)](https://www.eda.gov/economic-resilience)

SCOPE OF SERVICE:

In support of the purpose and background referenced above, the successful awardee shall develop and implement the following strategies, including, but not limited to:

1. Creative Services
2. Public Relations (earned media, interviews, etc.)
3. Copywriting (blogs, OpEds, newsletter, etc.)
4. Development of Creative Assets to support regional resilience and competitiveness initiatives (photography & video production)
5. Website Maintenance (CMS updates; not changing infrastructure or redevelopment)
6. Social Media (strategy and execution; multiple platforms)
7. Economic Development Awareness / Regional Capacity Building
 - a. Increase awareness of seCTer by focusing on the work it does -- earned media, press releases would be important tactics
 - b. Storytelling: A focus on telling seCTer's story of working to improve the region's business resilience and competitiveness by helping existing businesses grow and recruiting new business
8. Event Management (as needed)

REQUIRED INFORMATION:

The following information, at a minimum, shall be submitted:

1. Provide company name, mailing address, phone number, and main contact's email address and direct phone number. Please also provide a list of other team members that may work on our account;
2. A brief description of the agency's structure and capabilities;
3. List of services provided in-house and services provided by outside consultants, if any. If outside consultants will be used, provide a brief description of these outside consultants, their roles and capabilities;
4. Provide examples of relevant work product your agency has provided to other comparable organizations or non-profit entities of similar size. Please include a brief description of the services provided and a discussion of the outcome, including name of project, description of project and project period and cost;
5. Describe your process and approach working with a small, non-profit agency of our size and scope; and
6. Provide a detailed fee proposal or budget, outlining the specific activities that will be performed, including hourly rates, required expenses and other costs involved.

SUBMISSION:

An electronic copy of the proposal must be submitted to RT Brown, Director of Economic and Community Development by 12:00 p.m. on February 17th. Late proposals will not be considered.

SELECTION CRITERIA:

Submissions will be reviewed by seCTer management. Selection criteria will include:

- Overall capabilities in relation to the proposed scope of services;
- The agency's reputation, familiarity, and experience;
- Personnel assigned;
- Quality of plan to execute the proposed scope of service;
- Detailed description of services to be provided under the contracted amount; and
- Relevant work product and references.
- Expertise or working knowledge of the offshore wind industry is preferred

Based upon the evaluation of the proposals submitted, finalists may be invited to present and to be interviewed. SeCTer will negotiate terms with the most qualified bidder.

PROCUREMENT SCHEDULE*:

RFP Release Date: February 6st, 2023

Proposals Due: February 17th by 12:00 pm EST

Review of Proposals and Invitation to Interview Prospective Finalists: Week of February 21st

Final Selection/Notification of Successful Individual/Agency: February 24th

OTHER TERMS AND CONDITIONS:

- The proposed contract period for services will be for one year, with the potential for a one year extension upon review and reappointment.
- All material produced, data collected, and reports generated by the consultant and subcontractors will become the property of seCTer.
- The contractor may not share program materials and data and industry or program participant contact information, unless explicitly authorized in writing by seCTer.
- This RFP does not commit the seCTer to pay any costs incurred in the preparation of a proposal or to procure or contract for services.
- SeCTer reserves the right to accept or reject any or all proposals received as a result of this RFP and to cancel the RFP, in part or in its entirety at its sole discretion.
- The scope of services, as outlined in this RFP, is preliminary. The final scope of services will be negotiated with the selected firm and modified as needed, and to the extent of available funding.
- SeCTer reserves the right to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of seCTer.

POINT OF CONTACT:

Questions concerning this Request for Proposal should be addressed to RT Brown, Director of Economic and Community Development at rtbrown@secter.org or 860.437.4659 x205.

SOUTHEASTERN CONNECTICUT ENTERPRISE REGION IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER