



REQUEST FOR PROPOSAL (RFP) Full-Service Marketing Agency

RFP Overview

FloridaWest Economic Development Alliance is seeking a full-service marketing agency to retain as agency of record, providing brand strategy and execution for all internal and external communication mediums including public relations, advertising, social media and website for FloridaWest and its enterprises, Cyber Coast Florida and CO:LAB.

The purpose of this RFP is to retain a qualified marketing agency that will work with the FloridaWest team to plan, develop and execute marketing programs to pursue the goals set forth in FloridaWest's 5-Year Strategic Plan.

The agency must have deep experience with traditional and digital advertising, social media, website management as well as traditional communications and public relations skills such as media relations, writing communications points, writing, and distributing press releases, and managing events.

The agency will assist FloridaWest with the development and execution of effective marketing programs that help:

- Business Recruitment
- Business Retention & Expansion
- Innovation & Entrepreneurship

All proposals will be carefully reviewed and evaluated based on the stated criteria. The initial contract of work will commence Feb. 1, 2023, and go through September 30, 2023 and may be renewed for four additional years beginning October 1 and ending September 30 of each year.

About FloridaWest

Located in the city of Pensacola and Escambia County, FloridaWest Economic Development Alliance is the region's economic development organization with the mission of building, growing and sustaining the economic potential and prosperity of Northwest Florida.

We are maximizing Northwest Florida's economic potential through:

- Economic development initiatives.
- Programs and services aimed at attracting and recruiting new businesses.
- Retaining and expanding existing businesses.
- Developing and training our workforce.
- Nurturing the global contributions of local entrepreneurs.
- Developing our community and assets to position our area as a rich and fertile location for growth—be it individual, community or corporate.

5-Year Strategic Plan

FloridaWest just launched its new strategic plan to guide the agency's efforts, measure progress and celebrate success for the next five years. Its purpose is to increase its competitive position to attract and retain quality, higher-paying jobs and support and maintain an ecosystem of entrepreneurship and new business development.

The 3 Goals of the Strategic Plan

1. Business Recruitment: Develop a systematic approach to business development and recruitment that aligns with industry assets, intellectual capital and existing product.
2. Business Retention & Expansion: Refine and deliver a robust BR&E program that is built upon ongoing customer feedback, market intelligence and data, leading to an existing industry base that continually invests in the location and its workforce.
3. Innovation & Entrepreneurship: Facilitate programmatic solutions that support innovation and entrepreneurship utilizing existing spaces, programs, partners and initiatives.

[See the entire plan here.](#)

Marketing Scope of Work for supporting each target sector goal, metrics, and implementation of the strategic plan:

Goal 1: Business Recruitment

1. Scope of work for Information Technology and Cybersecurity

- Create a marketing initiative in cooperation with existing industry to target talent in high-cost locations that would consider moving to the region for a job in the sector.
- Communicate to prospective companies the number of graduates from UWF and PSC programs that accept employment in Escambia County or Northwest Florida in targeted marketing materials.
- Redesign the Cyber Coast website to align with targeted objectives specifically focus on the intended audience. Best Practice:
- Develop an online resource guide that provides inventories of assets to support the industry and current job openings in the industry to the region.
- Enhance communication and outreach about the opportunity for IT/cybersecurity companies to use CO:LAB to transition into the region.

Metrics

- Implement one digital and social marketing campaign for the sector with measurable results and follow up with at least 3 contacts to get their feedback from the campaign. (Implement, Engagement-Based)
- Targeted outreach to remote workers to support sector. (Implement, Engagement-Based)
- Track website metrics via Google analytics and track social media insights and prepare monthly report.

2. Scope of work for Aerospace & Defense

- Coordinate with Florida's Great Northwest to create marketing pieces to show the availability and skills of existing military in the region.
- Help market a regional veteran and military spouse career fair. Best Practice: [Fairfax County Economic Development Authority](#)
- Prepare promotional materials to use at conferences and events to promote Escambia County's aviation and defense cluster and associated assets and sites.

Metrics

- Implement one digital and social marketing campaign for the sector with measurable results and follow up with at least 3 contacts to get their feedback from the campaign. (Implement, Engagement-Based)

- Track website metrics via Google analytics and track social media insights and prepare monthly report.

3. Scope of work for Manufacturing & Chemical

- Highlight and illustrate the chemical manufacturing cluster in Escambia County along with talent metrics and information about The Bluffs in targeted marketing campaign to key site selectors. Utilize print, digital media and personal outreach.

Metrics

- Implement one digital and social marketing campaign for the sector with measurable results and follow up with at least 3 contacts to get their feedback from the campaign. (Implement, Engagement-Based)
- Track website metrics via Google analytics and track social media insights and prepare monthly report.

Goal 2: Business Retention & Expansion

Scope of work

- Celebrate the importance of manufacturing to the region through marketing an existing appreciation event annually. Prepare and release a “scorecard” at the event highlighting payroll, private investment and fiscal impact the employers contribute to the region.
- Develop marketing materials to support an Existing Industry Committee that will focus on supporting the needs of existing companies in the targeted sectors within the county.

Metrics

- Implement one digital and social marketing campaign for sector with measurable results and follow up with at least 3 contacts to get their feedback from the campaign. (Implement, Engagement-Based)
- Market to specific talent for relocation to area for open positions (Facilitate, Engagement-Based)
- Track website metrics via Google analytics and track social media insights and prepare monthly report.

Goal 3: Innovation & Entrepreneurship

Scope of work

- Update marketing channels (websites, social media, direct email, advertising and events) to specifically target remote workers for skills needed to support its targets and existing industries. The COVID pandemic caused great disruption in the workforce and accelerated the trend of working from home. This has resulted in states like Florida benefiting from gains in migration of people and wealth where each remote worker is predicted to spend about \$31,850 annually towards various service industries and about \$15,990 in the durable and non-durable goods industries each year according to the DEO report. With an estimated 22.25 million residents as of April 1, Florida continues to see population increases equivalent to adding a city the size of Orlando each year, according to a recent state report.

Metrics

- Implement one digital and social marketing campaign for sector with measurable results including 10 entrepreneurs to relocate to county annually (Facilitate, Process-Based)
- Track website metrics via Google analytics and track social media insights and prepare monthly report.

Agency Selection Criteria

- Broad understanding and experience with economic development and its importance to the Pensacola area
- Track record in creating successful multi-media campaigns
- Ability to deliver innovative communications solutions while striving to reach the goals of the FloridaWest 5-Year Strategic Plan

- Creative and enthusiastic team that is a complementary culture fit with the FloridaWest team
- Demonstrated success in goal setting, strategic planning, client/agency communication and measurable outcomes with proven ability to turn research and insights into innovative marketing
- Ability to integrate paid, owned and earned media content efforts
- Budget management, experience delivering cost-effective solutions and ability to negotiate favorable media rates with added value
- Turnkey administrative and account support, from strategic level planning to concise day-to-day communication to timely billing that aligns with budget
- Level of experience of agency personnel who will take active, day-to-day responsibility for this account and adapt to FloridaWest needs
- Proximity to the Pensacola Area and availability to meet in person with the FloridaWest team
- Fee/Cost proposal that is reasonable and appropriate for the scope of work, providing maximum services in relation to fees charged

Proposal Structure and Requirements

Please include a clear and brief response to the following items within your proposal.

1. Agency background and how your agency differentiates itself
2. Agency leadership and day-to-day account staff
3. Agency experience with economic development agencies and initiatives
4. Agency experience with Pensacola economic development initiatives
5. Account management procedures and how your agency balances strategic and tactical duties, including who will provide strategic leadership and who will be the main point of contact
6. Agency billing and reconciliation processes
7. Current client list, including identifying any that might pose a conflict of interest with FloridaWest or its enterprises
8. Three client references
9. Monthly cost that will cover all **billable hours** for account management, consultation, meeting time, planning, events, public relations, media relations, media buying, news release and promotional writing, simple photography and video, creative concepts, website content updates including posting public notices, management of update of www.cybercoastflorida.com, and social media for FloridaWest, CyberCoast Florida and CO:LAB (1-2 posts per week for each).

NOTE: The response to this RFP should **NOT** include any production costs (including graphic design, printing, mailing, advertising, web design, professional video shooting/editing) or all other paid advertising mediums.

Submissions

All proposals should be submitted in a PDF format to mstoker@floridawesteda.com. **Proposals must be received via email by 12:00 p.m. CST on, Jan. 20, 2023.** Any proposals received after this time or via any other channels may be disqualified. FloridaWest does not take responsibility for any technical issues related to agency submissions nor receipt confirmation from FloridaWest. **Response to RFP must be submitted in PDF format.**

Questions

Any questions related to the RFP must be sent to mstoker@floridawesteda.com and received no later than 5:00 p.m. CST on Jan. 10, 2023. Questions will be addressed as quickly as possible and in the order received. FloridaWest will not take responsibility for the completeness or timeliness of answers.

Communication Prohibitions

Prospective respondents are cautioned not to contact any officials other than Scott Luth or Melissa Stoker concerning this RFQ.

Contact information for Melissa Stoker: mstoker@floridawesteda.com

Contact information for Scott Luth: sluth@floridawesteda.com

Selection Process and Schedule

The following is the approximate timeline and process for agency solicitation, evaluation and selection. FloridaWest reserves the right to alter this timeline and will provide participating agencies notification of such adjustments.

- Dec. 20, 2022: RFP Issued
- Jan. 10, 2023 at 5:00 p.m. CST: Deadline to submit questions (via email only)
- Jan. 20, 2023 at 12:00 p.m. CST: Deadline to submit RFP
- Jan. 25, 2023: RFP Award or Re-solicitation Announced

DISCLOSURE

All information submitted in response to this RFP shall become a matter of public record, subject to Florida Statutes regarding public disclosure.

No proposals will be accepted after the due date. All expenses for response preparation are the responsibility of the agency. All proposals must be submitted in writing by email.

FloridaWest reserves the right to adjust the RFP or other terms of the proposal if needed. If this RFP is amended by FloridaWest, the amendments will be sent to each agency in writing via email. No oral amendments will be considered or acknowledged.

FloridaWest requires each agency to provide a list of exceptions taken to this RFP, identify and explain them in writing in their response. An exception is defined as the agency's inability to meet a requirement in the manner specified in the RFP. If the agency provides an alternate solution when taking an exception to a requirement, the benefits of this alternative solution must be explained.

FloridaWest reserves the right to award the contract according to the evaluation criteria set forth in this RFP. FloridaWest also reserves the right not to make an award if it is deemed that no single proposal fully meets the requirements of this RFP. The agency chosen for award should be prepared to have their proposal incorporated, along with all other written correspondence concerning this project, into the contract. Any false or misleading statements found in the proposal will be grounds for disqualification. Unsuccessful agencies will be notified by email.

SPECIAL ACCOMMODATION

Any person requiring a special accommodation because of a disability should call the staff contact at 850-898-2201 no less than three (3) workdays prior to the submission deadline. Persons who are hearing or speech impaired should communicate via email at mstoker@floridawesteda.com.

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION REQUIREMENTS

The agency shall agree to a commitment to the principles and practices of equal opportunity in employment and to comply with the letter and spirit of federal, state, and local laws and regulations prohibiting discrimination based on race, color, religion, national region, sex, age, handicap, marital status, and political affiliation or belief. For federally funded projects, in addition to the above, the firm shall agree to comply with Executive Order 11246, as amended, and to comply with specific affirmative action obligations contained therein.

LICENSES AND REGISTRATION

Business/Occupational License(s) - The contracted agency shall be responsible for obtaining and maintaining throughout the contract period his or her city or county occupational license and any licenses required. Every agency submitting a response on this RFQ shall include a copy of the agency's local business or occupational license(s) or a

written statement on letterhead indicating the reason no license exists.

Fictitious Name Registration - If the agency is operating under a fictitious name as defined in Section 865.09, *Florida Statutes*, proof of current registration with the Florida Secretary of State shall be submitted with the Response.

TERMS OF CONTRACT

The terms of the contract will be February 1, 2023, through September 30, 2023. This contract may be renewed for four additional years beginning October 1 and ending September 30. The contract will be monitored for acceptable services rendered throughout the contract term. FloridaWest will have the option to cancel the contract in whole or in part during the contract term, for any reason or no reason, without penalty, upon notice. The agency will not be entitled to lost profits or any further compensation not earned prior to the time of cancellation.