



REQUEST FOR PROPOSALS (RFP)
for
Digital Marketing Services

Due Date: Friday, October 2nd, 2020

Issued by
Area 15 Regional Planning Commission
Ottumwa, Iowa

Inquiries and proposals should be directed to
Holly Berg
Senior Planner

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Organization Information

Area 15 Regional Planning Commission (RPC) began operation in July 1974 as the Council of Governments (COG) organization serving local jurisdictions in a six-county region of southeast Iowa—including Davis, Jefferson, Keokuk, Mahaska, Van Buren, and Wapello Counties.

The RPC exists to promote the general welfare, convenience, safety, and prosperity of its regional neighborhood. These activities are approached on a cooperative basis and provide local governments with coordination of service delivery, planning, advocacy, technical assistance, and project development in such areas as community development, economic development, transportation, housing, land use and natural resources.

Area 15 RPC was recently awarded funds from the U.S. Department of Commerce Economic Development Administration (EDA) Coronavirus Aid, Relief, and Economic Security (CARES) Act. These funds are to assist with economic development projects related to disaster recovery and resiliency. A portion of the funds will be used to provide technical assistance to region businesses for digital marketing to aid businesses in recovering and expanding sales and services.

Project Scope

Area 15 RPC is accepting proposals for digital marketing services through June 2022. The purpose of this RFQ is to select 1-3 vendors who can best meet the requirements of the RFQ. Services are needed to assist businesses in the six-county region with digital marketing needs—social media pages, photography, websites, online sales platforms, digital menus, etc. Services will be provided on an as needed/requested basis paid at the hourly rate agreed upon after award.

Area 15 RPC staff will work with regional businesses who request assistance to identify their needs and goals. With assistance of a chosen vendor, a scope of work will be developed and agreed upon by all parties. The vendor will work directly with the businesses to complete the work with oversight from Area 15 staff. This work may include photography for goods and services, set up or guidance to improve social media pages, website developments or improvements, etc.

Vendors who have experience in one or more of these digital marketing areas are invited to submit a proposal, as more than one vendor may be selected to meet different program needs.

Proposals will be evaluated based on the following criteria:

- Related experience on similar projects (30%)
- Vendor's qualifications (20%)
- Overall quality of the proposal (20%)
- Ability to work flexible hours on an as-needed basis (10%)
- Proposed hourly rate (based on inclusion of travel expenses) (10%)
- Proximity to the Area 15 RPC region (10%)

Submission

Proposals should be submitted to Holly Berg by 4:30 p.m. Friday, October 2nd via e-mail. Website links to online portfolios or drop box can also be included. Late submittals will not be accepted and will automatically be disqualified from further consideration.

Questions

Questions or requiring clarification or interpretation of any part of this RFP must submit to the contact person by September 30, 2020. Questions received after this deadline may not be considered.

Selection

Area 15 staff will review responses to the RFP. Based on the number of qualified responses, Area 15 may develop a list of vendors to be invited for interviews. After the interview process, 1-3 vendors will be selected, and contracts approved. Work is planned to begin in October 2020.