



**Greenwood
Together**

A strategic economic and community
development cooperative.

110 Phoenix Street
P.O. Box 980
Greenwood, SC 29648-0980
Phone: (864) 854-4851
E-mail: baheegan@GreenwoodSCchamber.org

REQUEST FOR PROPOSAL: Unified Marketing Messaging Strategy for Greenwood Together

BACKGROUND

Greenwood Together exists to advance economic and community development efforts that will enhance the quality of life and continue growing a greater Greenwood County. Greenwood's Economic and Community Development Cooperative includes Greenwood County, Greenwood SC Chamber of Commerce, City of Greenwood and Discover Greenwood. Greenwood Together is dedicated to growing the economy of Greenwood County through programs and services that result in business attraction, creation, retention, and expansion for the benefit of present and future generations.

SCOPE OF SERVICES: A Unified Marketing Messaging Strategy

Greenwood Together seeks a full-service advertising agency to develop a cost effective yet comprehensive and cohesive marketing and public relations strategy that communicates Greenwood's advantages.

Client services shall include status check-ins, task management, performance reporting, annual planning and review, research-based recommendations. Suggested budget expenditures and future budget projections to market, promote and educate target audiences about the advantages of living and doing business in Greenwood County, and to inform potential investors of the benefits provided by Greenwood Together. Content development, template creation, post writing and scheduling, and key performance indicators to evaluate effectiveness shall be part of integrated strategy.

- Create a visual identity and brand family that connects and conveys Greenwood Together unity.
 - Design and implement new websites, content management system, and refreshed content paired with new visual identity.
 - Marketing plan to achieve specific organizational goals & objectives for Industry, Retail/Small Business, Workforce, Housing.
 - Digital mapping of asset inventory.
 - Campaign planning, setup, management, optimization, and reporting.
 - Other recommendations as deemed appropriate by the agency of record.
- Initial cost assessment, set-up, strategy recommendations and support for postings and channel management with suggested resources. Create and advise on an e-mail, print, and digital media (paid and earned) strategy (e.g., frequency of postings, suggested topics) with newsletter and blogging as appropriate to maximize outreach and connect with widest possible audience.
- Develop advertising and messaging campaigns to reach target audiences that include prospective and existing businesses, site selectors, corporate real estate professionals, brokers, developers, investors.

DELIVERABLES

Build upon existing marketing strategy for Greenwood Together.

Branding and Digital Refresh

- Visual Identity
- Creative Asset Library
- Website Development
- Sales Collateral / Print Materials

Marketing and Public Relations

- E-mail Marketing
- Direct Mail Campaign
- Paid Media Campaign
- Public Relations Support including press release development & distribution.
- Social Media Support including platform development, image creative, copywriting, and calendaring.

EVALUATION CRITERIA

Selection based upon submissions meeting the following Evaluation Criteria:

Criteria	Weight
Price of Project	30%
Economic Development Marketing Experience & Qualifications	25%
Creative Recommendations to Achieve Marketing Goals / Work Plan to Accomplish Scope	25%
Relevant Projects	15%
Familiarity with Greenwood County and Existing Greenwood Together Marketing	5%
Total	100%

SELECTION PROCESS

Upon receipt of Proposals, the Greenwood SC Chamber of Commerce will verify that each submission is complete. Acceptable proposals will be forwarded to the Selection Committee for evaluation. The Selection Committee will be comprised of appointees from Greenwood County, the Greenwood SC Chamber of Commerce, the City of Greenwood, and Discover Greenwood.

PROPOSAL SUBMISSION

Proposer shall submit five (5) hard copies and one (1) digital format (USB). Proposals must include the following information:

1. Name of lead firm and any sub-consultants.
2. Point of contact (name, title, phone number, mailing address, and email address).

3. Listing of key project personnel and their qualifications. Include resumes for lead staff.
4. Qualifications and technical competence of consultant/or sub-consultants in the type of work required. Include at least two (2), but not more than five (5) examples of similar marketing of Economic Development project experience.
5. References: Three (3) clients within the past 5 years (name, title, phone number, mailing address, and email address) for whom you have performed similar services.
6. Geographic location of the consultant's office performing the work.
7. A detailed description of the methodology proposed for accomplishment of the work described in the scope of services.
8. The proposal must include a fee with a total cost "not to exceed" and a timeline showing task completion dates and estimated project duration.
9. Proposals should not exceed a total of (15) pages (8.5 x 11), inclusive of resumes and firm experience. Covers, end sheets, and an introductory letter will not count against this page maximum. Font size shall be a minimum of 11 point in all cases.

SUBMITTAL INFORMATION

Submissions will be received by the Greenwood SC Chamber of Commerce until 2:00 p.m. EST on April 5, 2021 and officially opened April 5, 2021 at the Greenwood SC Chamber of Commerce conference room at 2:15 p.m.

Proposals can be mailed, hand delivered, and/or express mailed to:

Greenwood Together
c/o Greenwood SC Chamber of Commerce
Attn: Barbara Ann Heegan, President & CEO
RFP: Unified Marketing Messaging Strategy for Greenwood Together
110 Phoenix Street, P.O. Box 980
Greenwood, SC 29648-0980

The submitting company is required to have printed on the opaque envelope or wrapping which contains the submittal, the RFP title, and the closing date. The Greenwood SC Chamber of Commerce shall not be responsible for unidentified submittal packages.

Companies mailing their proposals must allow a sufficient mail delivery period to ensure timely receipt. The Greenwood SC Chamber of Commerce is not responsible for submittals delayed by mail or delivery services of any nature.

Questions concerning the RFP must be submitted in writing and directed to Barbara Ann Heegan, *President & CEO*, at baheegan@GreenwoodSCchamber.org by March 26, 2021. Responses will be made by email to all parties. Answers to questions received that would change and / or clarify this solicitation will be posted publicly on the Chamber website at www.GreenwoodSCchamber.org

TERMS OF CONTRACT

1. All entries shall remain firm for a period of not less than ninety (90) days.
2. Companies must clearly mark as "Confidential" each part of their submittal which they consider to be proprietary information that could be exempt from disclosure under

Section 30-4-40, Code of Laws of South Carolina, 1976 as amended (Freedom of Information Act). If any part is designated as “confidential”, there must be attached to that part an explanation of how this information fits within one or more categories listed in Section 30-4-40. The Greenwood SC Chamber of Commerce reserves the right to determine whether this information should be exempt from disclosure and no legal action may be brought against The Greenwood SC Chamber of Commerce and/or its agents for any determination in this regard.

3. This solicitation does not commit The Greenwood SC Chamber of Commerce to award an agreement, to pay any costs incurred in the preparation of a proposal and of any supplementary presentation, or to procure or contract for the articles of goods or services. The Greenwood SC Chamber of Commerce reserves the right to accept or reject any or all Requests for Proposals received as a result of this solicitation, to negotiate with all qualified firms, or to cancel in part or in its entirety this solicitation if it is in the best interest of the Chamber to do so.
4. The contract agreement will be made between the select firm and The Greenwood SC Chamber of Commerce.
5. The Greenwood SC Chamber of Commerce reserves the right to accept or reject any and all proposals received in response to this Request for Proposals. The Chamber will not pay for any costs incurred by the submitting firms in preparation of a response to the Request for Proposals, or any costs associated with negotiations prior to the awarding of a contract.
6. The Greenwood SC Chamber of Commerce Greenwood County reserves the right to cancel this Request for Proposal, or cancel any negotiations resulting from this RFP, or decline to enter into a contract for the proposed work of this project if such action is deemed to be in the best interest of the Chamber.
7. The Greenwood SC Chamber of Commerce reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the company of the conditions contained in this Request for Proposal.
8. Failure to submit all required information may in the sole determination of The Greenwood SC Chamber of Commerce be deemed as a nonresponsive proposal.
9. Prohibition of Gratuities: It shall be unethical for any person to offer, give, or agree to give any Chamber employee, or for any Chamber employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or an agreement or subcontract, or to any solicitation or qualification therefore.

AGREEMENT REQUIREMENTS

1. **S.C. Law Clause:** Upon award of an agreement for these services, the person, partnership, association, or corporation to whom the award is made must comply with local and State laws which require such person or entity to be authorized and/or licensed to do business in Greenwood County. Notwithstanding the fact that applicable statutes

may exempt or exclude the successful company from requirements excluding the company from being authorized and/or licensed to do business in Greenwood County, these requirements are in effect. By submission of this signed qualification, the company agrees to subject itself to the jurisdiction and process of the Eighth Judicial Circuit Court of Greenwood County, as to all matters and disputes arising or to arise under the agreement and the performance thereof including any questions as to the liability for taxes, licenses or fees levied by State or local government.

2. **Company Responsibility:** Each company shall fully acquaint itself with conditions relating to the scope and restrictions attending the execution of the work under the conditions of this qualification. The failure or omission of a company to acquaint itself with existing conditions shall in no way relieve them of any obligation with respect to this qualification or to the agreement.
3. **Affirmative Action:** The company will take affirmative action in complying with all Federal and State requirements concerning fair employment and employment of the disabled and concerning the treatment of all employees, without regard or discrimination by reason of race, religion, sex, national origin, or physical disability.
4. **Prime Contractor Responsibilities:** The Company will be required to assume sole responsibility for the complete effort, as required by this RFP. The Greenwood SC Chamber will consider the company to be the sole point of contact with regard to contractual matters.
5. **Subcontracting:** If any part of the work covered by this RFP is to be subcontracted, the company shall identify the subcontracting organization and the contractual arrangements made with same. All subcontractors must be approved by The Chamber. The successful company will also furnish the corporate or company name and the names of the officers of any subcontractors engaged by the vendor. The Chamber reserves the right to reject any or all subcontractors and require substitution of a firm qualified to participate in the work as specified herein. Subcontractors will be bound by this agreement and this obligation must be included in Prime and Subcontractors agreements.
6. **Ownership of Material:** Ownership of all data, material, and documentation originated and prepared for The Greenwood SC Chamber pursuant to this agreement shall belong exclusively to the Chamber. The Chamber has the ability to utilize all data, material, and documentation in any manner or format deemed in the best interest of the Chamber in the Chamber's sole discretion for this project and for any future project as determined in the best interest of The Greenwood SC Chamber of Commerce. The use and/or reuse shall be at no additional cost to The Greenwood SC Chamber.
7. **Nonresident Taxpayers:** If the company is a South Carolina nonresident taxpayer and the agreement amount is \$10,000 or more, the company acknowledges and understands that in the event it is awarded an agreement, the Company shall submit a Nonresident Taxpayer Registration Affidavit (State form #1-312-6/94), before an agreement can be signed. Affidavit must certify that the nonresident taxpayer is registered with the S.C. Department of Revenue or the S.C. Secretary of State's Office, in accordance with Section 12-9-310(A) (2) (3) of S.C. Code of Laws (1976) as amended.
8. **Indemnity:** The Company hereby agrees to indemnify and save harmless The Greenwood SC Chamber, its officers, agents, employees and other participating organizations from and against any and all liability, claims, demands, damages, fines, fees, expenses, penalties, suits, proceedings, actions and cost of actions, including attorney's fees for trial and on appeal of any kind and nature arising or growing out of or in any way connected with the performance of the Agreement, whether by act of

omissions of the company, its agents, servants, employees or others, or because of or due to the mere existence of the Agreement between the parties.

- 9. Termination for Default:** The Greenwood SC Chamber has the right to terminate for default if the company fails to perform the Work, if the company fails to perform the Work within the time specified in the Agreement, or if the company fails to perform any other provisions of the Agreement. If exercised, the Chamber becomes the owner of documents that are paid for and may utilize them in any manner the Chamber deems appropriate.
- 10. Termination for Convenience:** The Greenwood SC Chamber may without cause terminate this agreement in whole or in part at any time for its convenience. In such instance, an adjustment shall be made to the company for the reasonable costs of the work performed through the date of termination. Termination costs do not include lost profits, consequential damages, delay damages, unabsorbed or under absorbed overhead of the company or its subcontractors. The failure of the Company to include a termination for convenience clause into its subcontracts and material purchase orders shall not expose The Greenwood SC Chamber to liability for lost profits in conjunction with a termination for convenience settlement or equitable adjustment. The company expressly waives any claims for lost profit or consequential damages, delay damages, or indirect costs which may arise from the Chamber's election to terminate this agreement in whole or in part for its convenience. The Chamber has the ability to utilize all data, material, and documentation in any manner or format deemed in the best interest of The Greenwood SC Chamber in the Chamber's sole discretion.

Insurance

Once selected, the successful firm will be required to provide proof of insurance to include professional liability; workers compensation, employer's liability, and general liability prior to commencing work.

The firm must procure and maintain, for the duration of this project, insurance against claims for injuries to person or damages to property which may arise from or in connection with the performance of the work hereunder by the Offeror, his/her agents, representatives, employees, or subcontractors. The Greenwood SC Chamber will require Certificates of Insurance from selected firm doing business with the Chamber prior to the start of project. The Greenwood SC Chamber shall be named as "Additional Insured" on all Certificates of Insurance except Workers Compensation.

The following coverage will be provided:

- General Liability: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury, and property damage,
- Workers Compensation: Coverages as required by the laws of the State of South Carolina,
- Automobile Liability: \$500,000 combined single limit per occurrence,
- Employers Liability: \$100,000 Bodily by Accident, \$500,000 Bodily Injury by Disease, \$100,000 Bodily Injury by Disease Each Employee,
- Professional Liability: \$2,000,000 per occurrence.

Exhibit A

REQUEST FOR QUALIFICATIONS	
PROJECT NAME:	<u>REQUEST FOR PROPOSAL: Unified Marketing Messaging Strategy for Greenwood Together</u>
DESCRIPTION:	The Greenwood SC Chamber of Commerce is requesting professional services from qualified consulting firms for a <u>Unified Marketing Messaging Strategy for Greenwood Together</u>
DATE ISSUED	Monday, March 22, 2021
CONTACT:	Greenwood Together c/o Greenwood SC Chamber of Commerce Attn: Barbara Ann Heegan, President & CEO RFP: Unified Marketing Messaging Strategy for Greenwood Together 110 Phoenix Street, P.O. Box 980 Greenwood, SC 29648-0980

PRE-BID MEETING	N/A
SUBMISSION:	<p>Submissions will be received by the Greenwood SC Chamber of Commerce until 2:00 p.m. EST on April 5, 2021 and officially opened April 5, 2021 at the Greenwood SC Chamber of Commerce conference room at 2:15 p.m.</p> <p>Proposals are to be mailed, hand delivered, and/or express mailed to:</p> <p>Greenwood SC Chamber of Commerce Attn: Barbara Ann Heegan, President & CEO RFP: Unified Marketing Messaging Strategy for Greenwood Together 110 Phoenix Street, P.O. Box 980 Greenwood, SC 29648-0980</p>

NAME OF BIDDER:

AWARD & AMENDMENTS:	Award and Amendment information will be available at the physical address listed above, by contacting Barbara Ann Heegan at (864) 889-9312 or Baheegan@GreenwoodSCchamber.org Award and Amendment information will also be distributed to all those submitting proposals.
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ACKNOWLEDGMENT OF AMENDMENTS Bidder acknowledges receipt of amendments by indicating amendment number and issue date.	Amendment Number	Amendment Issue Date	Amendment Number	Amendment Issue Date

Drug Free Workplace Certification: By submitting a Bid, the Bidder certifies that, if awarded a contract, the Bidder will comply with all applicable provisions of The Drug-free Workplace Act, Title 44, Chapter 107 of the South Carolina Code of Laws, as amended.

Exhibit B

You must submit a signed copy of exhibits A, B and C with your Bid. By submitting a bid or proposal, you agree to be bound by the terms of the solicitation. You agree to hold your Bid open for a minimum of ninety (90) calendar days after the Opening Date. You agree that your bid can be made public under the **Freedom of Information Act, 5 U.S.C § 552**. Greenwood County reserves the right to reject any and all bids, and to waive any informalities or irregularities.

NAME OF BIDDER (Full legal name of business submitting the bid)	BIDDER'S TYPE OF ENTITY: (Check one) <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation (tax-exempt) <input type="checkbox"/> Corporate entity (not tax-exempt) <input type="checkbox"/> Government entity (federal, state, or local) <input type="checkbox"/> Other _____
PRINTED NAME (Printed name of person signing below)	
TITLE (Business title of person signing above)	

CONTACT PERSON NAME, PHONE NUMBER, AND EMAIL ADDRESS

Instructions regarding Bidder's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the bidder above. A bid may be submitted by only one legal entity. The entity named as the bidder must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

STATE OF INCORPORATION (If bidder is a corporation, identify the state of Incorporation.)

TAXPAYER IDENTIFICATION NO.	STATE LICENSE NO.
HOME OFFICE ADDRESS (Address of principal place of business):	PAYMENT ADDRESS (Address to which payments will be sent.)
EMAIL:	PHONE:

By signing below, the bidder certifies they are qualified and hold all licenses, permits, and regulatory authority to perform the scope of work set forth in the bid description. Upon request, proof of licenses, permits, and regulatory authority must be provided to the owner prior to contract award.

AUTHORIZED SIGNATURE (Person signing must be authorized to submit binding bid to enter contract on behalf of Bidder named above.)

DATE:

Exhibit C

NON-DISCRIMINATION STATEMENT

The Company certifies that:

- No person shall be excluded from participation in, denied the benefit of, or otherwise discriminated against on the basis of race, color, national origin, or gender in connection with any RFP submitted to The Greenwood Area Chamber or the performance of any agreement resulting there from.
- That it is and shall be the policy of this Company to provide equal opportunity to all businesspersons seeking to contract or otherwise interested in contracting with this Company, including those companies owned and controlled by racial minorities, cultural minorities, and women.
- In connection herewith, we acknowledge and warrant that this Company has been made aware of, understands, and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company.
- That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any agreement or portion thereof which this company may hereafter obtain and.
- That the failure of this Company to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of agreement entitling The Greenwood Area Chamber to declare the agreement in default and to exercise any and all applicable rights and remedies, including, but not limited to, cancellation of the agreement, termination of the agreement, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on an agreement.

Name
(printed): _____

Signature: _____

Title: _____

Date: _____

****Include Exhibits A, B and C with your bid****

END OF SECTION