

**Request for Proposals For a Communications
Consultant Proposals Due by 2:00 PM, October 28, 2021**

I. General

The Tampa Bay Regional Planning Council is seeking qualified consultants to provide professional communications services to include but not limited to outreach to media, development of press releases, event support, newsletter preparation and program announcements. Proposals will be received until October 28, 2021 at 2:00 pm at the: Tampa Bay Regional Planning Council, 4000 Gateway Centre Boulevard, Suite 100, Pinellas Park, FL 33782, Sean Sullivan, Executive Director.

2. Background

The Tampa Bay Regional Planning Council (TBRPC) is an association of local governments and gubernatorial representatives whose mission is to serve the citizens and member governments of the Tampa Bay Area, consisting of Citrus, Hernando, Hillsborough, Manatee, Pasco and Pinellas Counties, by providing a forum to foster communication, coordination and collaboration in identifying and addressing issues and needs regionally.

3. RFP BID TERMS & CONDITIONS

- a) For purposes of this document, the party to whom this RFP is addressed shall be referred to as “Bidder” and any materials submitted in response to the RFP shall be referred to as a “Proposal”.
- b) TBRPC is not liable for any costs or expenses incurred by a Bidder or any other person or entity in the preparation of the Proposal.
- c) This RFP may be sent as a courtesy to known interested individuals and firms. The receipt of this RFP from TBRPC in no way implies that the recipient is a qualified bidder.

Any Proposal submitted to the TBRPC is not confidential. All materials submitted become the property of TBRPC.

To be considered, Bidder's Proposal must be complete and in the format indicated in this RFP and delivered by the date and time indicated in this RFP. Bidders may submit only one proposal for the Contract.

The Bidder to whom the Contract has been awarded must execute a contract within thirty business days after the award and submit such other documents as required by the contract documents. Failure by the Contractor to execute the contract and submit such other documents as required by the contract documents shall be just cause for annulment of the Award. If the Bidder to whom the award is made shall fail to execute the contract as herein provided, the award may be annulled and the contract awarded to the second lowest responsible Bidder, and such bidder shall fulfill every stipulation embraced herein, as if he were the original party to whom the award was made, or the TBRPC may reject all of the bids, as its interest may require.

From the issue date of the RFP until a determination is made regarding the qualification of Bidders, all contact with TBRPC concerning this RFP must be made to Sean Sullivan, Executive Director at: Sean@TBRPC.org. All questions about the meanings or intent, discrepancies or omissions of the RFP shall be submitted in writing.

After execution of the Contract, the Contractor will initiate work within thirty days. Materials ordered or work done prior to these dates shall be at the Contractor's risk.

d) Documents to be submitted with bid include:

Proposal
Affidavits
Information Regarding Bidder
Vendor Certification
Certificate of Compliance
Division of Corporations Registration

4. SCOPE OF COMMUNICATION SERVICES

The Communications Consultant shall provide the following communications services as and when needed and directed to do so. The amount of time to be dedicated to each series of tasks is approximate.

Media and Communications Materials (70% of Service time)

- a) Draft monthly articles for the TBRPC Newsletter and coordinate with TBRPC's Communications Planner. Maintain a monthly communications log.
- b) In consultation with the Executive Director, develop press releases and serve as the media liaison for the Executive Director.
- c) Ensure proper permissions have been obtained for use of partner logos in all TBRPC promotional materials.
- d) Provide editing input for consistent style and grammatical correctness for all communication materials.

Web Support (10% of Service time):

- e) Provide editorial input of website content as requested by the Executive Director.

Social Media (10% of Service time):

- f) Provide tactical support for TBRPC events and smaller, targeted events, including development of marketing and event materials, and outreach to participants and attendees.

Information Gathering and Repository (10% of Service time):

- g) Research, compile and archive all media related to TBRPC.

5. QUALIFICATIONS

The TBRPC Communications Consultant shall have the following qualifications:

- Minimum of 5 years experience in a Marketing Communications position or other marketing role.
- Excellent writing/editing and verbal communication skills.
- Demonstrated and proven positive media relations throughout the Tampa Bay market.
- A strong track record as an implementer who thrives on managing a variety of key initiatives.
- Demonstrated strong attention to detail while concurrently maintaining the ability to establish and follow routine processes and procedures.
- Ability to meet strict deadlines and changing priorities.
- Demonstrated interpersonal, problem-solving and communication skills.
- Exercises initiative in undertaking routine assignments/projects without direct supervision.
- Demonstrated experience in journalism, interviewing, writing and other media
- Knowledge of marketing automation tools and social media strategies highly desired.
- Bachelor's degree required. Knowledge of regional government preferred.

6. BIDDER'S PROPOSAL

Required Materials. The Bidder must include the following information in the Proposal:

- a) Resume or corporate profile clearly reflecting qualifications, experiences, and Tampa Bay media market connections.
- b) Samples of communication and media materials
- c) Minimum and maximum number of hours per month that are required or preferred by the Bidder for the position to be feasible and/or desirable and days of the week/times of the day that the Bidder is available to perform Services.
- d) Hourly rate that is required or preferred by the Bidder for the consulting arrangement to be feasible and/or desirable. Note that travel hours shall not be billable and work hours shall be billed to the nearest one-quarter of an hour.
- e) Any administrative expenses that the Bidder anticipates billing to TBRPC (e.g. telephone, mileage, etc.). Note that out-of-pocket expenses shall require pre-approval to be reimbursed.
- f) Any other terms and/or conditions required or preferred by the Bidder for the consulting arrangement to be feasible and/or desirable.
- g) Description of the individual's or firm's current legal and financial situation, including: any bankruptcies filed; and, any material (in excess of \$50,000) claims, judgments, arbitrations investigations or lawsuits pending.
- h) Acknowledgement that the Bidder agrees to purchase and maintain during the entire term of the consulting arrangement commercial general liability insurance, professional errors and omissions insurance and workers' compensation (if applicable), in such amounts as are reasonably required by TBRPC or as required by law.
- i) List at least three (3) professional references.

FORMAT. The Proposal shall satisfy the following formatting requirements.

- The Proposal shall not exceed more than 5-pages, excluding attachments.

- The Proposal should be organized in the order in which the requirements are presented in this RFP and should clearly indicate the section of the RFP that is being addressed.
- The Proposal shall include all of the required information indicated herein. Failure to submit all required information may result in a request for prompt submission of missing information, giving a lowered evaluation of the Proposal, or rejection of the Proposal.

Delivery Requirements. One (1) printed and one (1) electronic copy of the Proposal shall be submitted to Sean Sullivan, Executive Director no later than 2:00 PM on October 28, 2021 at the following addresses:

Electronic: Sean@TBRPC.org

Printed: Tampa Bay Regional Planning Council
4000 Gateway Centre Blvd.
Suite 100
Pinellas Park, FL 33782
Attn: Sean Sullivan, Executive Director