



St. Joseph County Michigan

Request For Proposals for Marketing Services

Issued: October 26, 2022

Responses Due: November 30, 2022

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Project Background

St. Joseph County is soliciting proposals from qualified individuals and firms for marketing and communication services, as well as website design and maintenance. The County seeks to engage the public and promote St. Joseph County—particularly its parks and recreation department—through social media and provide communications materials and marketing campaigns on an as-needed basis. Website design and maintenance services for the County’s primary tourism webpage are also desired.

St. Joseph County

The County of St. Joseph, Michigan is located along Michigan’s southern border with Indiana, the county is home to approximately 61,000 residents across its 521 square miles. St. Joseph County has dozens of lakes and rivers making it an excellent place for outdoor recreational activities. The Parks and Recreation Department is devoted to providing residents and visitors with access to quality parks, water trails, and other natural resources.

Scope of Work

St. Joseph County is seeking to contract with a qualified firm or individual to provide marketing and communications services. Services being sought are as follows:

1. **Marketing and Communications.** The County is seeking support with promotional and marketing materials, campaign development, graphic design, and social medial support. Services would be provided on as-needed basis for both specific projects (e.g., developing promotional brochures) and ongoing support services (e.g., managing social media accounts). While the County may utilize marketing and communications support for a variety of departments, social media support will primarily be focused on promoting the parks and recreation department. The anticipated deliverables include graphics, promotional and marketing materials, campaign strategies, social media management, and related marketing and communications services as needed.
2. **Website Design and Maintenance.** The County is seeking support to design and maintain a tourism website focused on the county’s water trails and other assets. The selected vendor would provide a full range of services from development to ongoing maintenance. [StJoeH2O](#) was the previous promotional website and is currently archived. A key component of an updated website must be a trip-planning tool. In addition, a strategy to engage advertisers and create a revenue stream to support marketing activities is desirable. The anticipated deliverable is an attractive and functional public-facing website to serve as a guide to tourism in St. Joseph County.

Proposal Requirements

All proposal submissions must be 15 pages or less. Documentation must include the following elements in the order provided with the same headings in the response:

- **Firm/bidder information.** Provide a brief background on the firm or individual bidding and contact information.
- **Experience.** Describe previous work performed that is similar in scope to the work under this request for proposals (RFP). Include at least three examples of such work with client names, project types, brief descriptions of the work, and contact information for associated references.
- **Personnel information and credentials.** List the qualifications, credentials, and relevant experience of the personnel performing the proposed scope of work.
- **Project approach.** Describe the approach for undertaking the scope of work in this RFP, including overall strategy for meeting project goals and the required support of County staff and related resources.
- **Timeline.** For the marketing and communications work, where possible, provide a rough estimate of expected hours for the proposed tasks based on similar previous work. For the website development work, provide a start-to-finish project timeline that includes key tasks and deliverables.
- **Cost information.** For the marketing and communications work, provide a list of the personnel and assignments for the various components and their respective hourly billable rates. For the website design and maintenance work, provide a total cost estimate for development of the site and per month cost for ongoing maintenance.

Proposal Submission and Selection

The County may elect to contract with one firm or individual for both components of this RFP or may select separate vendors for each component. Vendors are encouraged to submit a bid for either one or both components of this RFP. The selected firm(s) or individual(s) must be licensed to do business in the State of Michigan and should not be delinquent in any local, state, or federal taxes. The proposed start date of the project is February 1, 2023, and it is expected that initial services will be required through December 31, 2023, with the potential for contract renewal in 2024 and subsequent years.

Instructions for Submission

Completed proposals must be submitted by email to Teresa Doehring, County Administrator, at doehringt@stjosephcountymi.org and must include the subject line "St. Joseph County Marketing RFP". Required documentation must be attached as a PDF document. Proposals must be submitted no later than 5:00 PM on November 30, 2022. A confirmation email will be sent to all submitters. If you do not receive a confirmation email within 24 hours, contact Teresa Doehring at 269-467-5617.

Proposal Scoring

Proposals will be evaluated with consideration to their suitability for achieving the County’s goals for this project within the specified time and cost parameters. Projects will be scored based on the following criteria:

Proposal Element	Maximum Points
Overall professional experience of firm and personnel	25
Relevance of current portfolio and work samples to county needs	25
Quality and relevance of professional references	20
Cost of services offered	30
Total points	100

Timeline

St. Joseph County will review proposals in December 2022 and select the winning bidder(s) in January 2023. Upon selecting a proposal, the county will inform the bidder(s) and outline the next steps if the proposal authors choose to move forward with the project. The selected vendor(s) will be required to enter into a signed contract with St. Joseph County prior to commencing any work. Those bidders not selected will be informed of the county’s decision within five business days of the decision. All proposals will be considered valid for a period of ninety days following the submission deadline.

Questions

All questions pertaining to this RFP should be submitted to Teresa Doehring, County Administrator, doehringt@stjosephcountymi.org no later than 5:00 PM on November 18, 2022. Responses will be posted on the county’s website the week of November 21, 2022.

Additional Information

Rights of the County in Reviewing and Selecting Proposals

St. Joseph County may accept or reject any proposal received under this RFP. In addition, the County may choose to waive any nonconformities when awarding a contract for the services described. As determined by its needs, the County may withdraw, modify, and republish this RFP. Amendments, corrections, and modifications to received proposals beyond the deadline date given in the RFP may be accepted or rejected at the County’s discretion.

Sharing of Proposal Information

Proposals submitted to the St. Joseph County under this proposal are a matter of public record and are subject to Public Act 442 of 1976, the Michigan Freedom of Information Act.