



**REQUEST FOR PROPOSALS
FOR MARKETING & PUBLIC RELATIONS SERVICES
2022-2023**

DATED: August 18, 2022

ISSUED BY:

**Orange County Industrial Development Agency *and*
Orange County Funding Corporation**

**PROPOSALS MUST BE RECEIVED BY MAIL *AND* A COPY VIA EMAIL
IS REQUESTED BY 4:00PM on Thursday September 15, 2022**

MAIL TO:

**Bill Fioravanti, CEO
Orange County Industrial Development Agency &
Orange County Funding Corporation
4 Crotty Lane, Suite #100
New Windsor, NY 12553**

EMAIL TO: bfioravanti@ocnyida.com

**NOTICE TO PROPOSERS
ORANGE COUNTY INDUSTRIAL DEVELOPMENT AGENCY
AND ORANGE COUNTY FUNDING CORPORATION
REQUEST FOR PROPOSALS**

Sealed Proposals for MARKETING SERVICES as requested by the Orange County Industrial Development Agency and Orange County Funding Corporation will be received by mail at 4 Crotty Lane Suite #100, New Windsor, NY 12553 until 4:00 PM, local time on Thursday September 15, 2022 with a copy via email requested.

RFP documents are available for download from the Orange County IDA website at:
<https://www.ocnyida.com>

Bill Fioravanti, CEO
Orange County Industrial Development
Agency
Orange County Funding Corporation
bfioravanti@ocnyida.com

Dated: August 18, 2022
New Windsor, New York



INTRODUCTION

The Orange County Industrial Development Agency (the "OCIDA") and the Orange County Funding Corporation ("OCFC"), collectively known as "the IDA," is requesting a proposal from marketing and public relations firms interested in providing services to the IDA. This Request for Proposal (the "RFP") is issued for the purpose of identifying the most qualified firm to provide marketing and P.R. services and that provides the best overall value to the IDA.

The Orange County Industrial Agency

Established in 1972 through Article 18-A of the General Municipal Law (the "Act"), Industrial Development Agencies are authorized to promote, develop, encourage and assist in the acquiring, constructing, reconstructing, improving, maintaining, equipping and furnishing industrial, manufacturing, warehousing, commercial, research, recreational and other facilities and thereby advance the job opportunities, health, general prosperity and economic welfare of the people of the State of New York and improve their recreational opportunities, prosperity and standard of living. The OCIDA is an issuer of bonds for qualified projects in Orange County, New York and provides financial assistance as permitted under the Act supports economic development and projects in the Orange County.

The Orange County Funding Corporation

During 2010, the Orange County legislature sponsored the formation of the Orange County Corporation, a component unit of the OCIDA that would work with organizations and local municipalities for the financing of civic facilities. The Agency is exempt from federal, state, and local income taxes and is a component unit of Orange County, New York. The Legislature appoints the membership of the OCFC. The directors of the OCFC are the same as the OCIDA.

2022-2023 MARKETING & PUBLIC RELATIONS OBJECTIVES

Proposers must demonstrate skill, expertise and experience in the areas of marketing and public relations, particularly in working with public-facing entities including governments, industrial development agencies and public benefit corporations subject to oversight as public authorities by the Authorities Budget Office. The IDA's 2022-2023 Marketing and Public Relations objectives are:

- Demonstrate & Promote IDA’s Transparency and Openness.
- Promote Awareness of and Build Understanding of IDA in Local Community.
- Promote IDA Incentives & Offerings – Locally for Expansion Opportunities and Outside Orange County for Business Attraction Opportunities.
- Dispel Myths and Highlight Positive Impacts of IDAs and Incentives to the Public, Municipal Leaders, other Key Stakeholders.
- Show IDA as Thought Leaders driving Local Economic Development.
- Maintain Constructive Communication around Closing of IDA Accelerator Programs.
- Rebrand and Redevelop Digital Media and Printed Collateral as needed.

SCOPE OF SERVICES

Utilizing a total budget of \$60,000 – including Proposer’s fees – Proposers shall provide strategies and a written plan to employ the following elements (or more or less, as suggested) to meet the IDA’s 2022-2023 Marketing and Public Relations objectives, as outlined above:

- Market Data/Research
- Copywriting for News Articles, Web Content, Press Releases
- Website Management (and minor development)
- Digital/Email Marketing
- Social Media (LinkedIn, Facebook, others as suggested)
- Live Presentations/Custom Slide Decks
- Media Relations
- Community & Stakeholder Relations
- Branding
- Graphic Design & Collateral
- Video & Audio Production (not including A/V to livestream public meetings)
- Photography
- Coordination with Local & Regional Partners in Economic Development

Proposers should also demonstrate past successes or expertise in utilizing the above channels and strategies, and others as applicable.

In addition to the above marketing and public relations responsibilities, other services may be required on an as-needed basis. Such services may include, but are not limited to, presenting to IDA and committees, providing support around specific IDA project(s), crisis communications support, etc.

SERVICES EXCLUDED FROM THIS RFP

Not included in the scope of this RFP is the redevelopment of the IDA's current website. While such a project may be under future consideration, the IDA will procure such services separately.

Likewise, video and audio production services related to recording and livestreaming IDA's public meetings (board of directors meetings, public hearings, etc) also are *not* part of this Marketing and Public Relations RFP and will be procured separately.

PROPOSAL REQUIREMENTS

Proposal Deadline — The submissions must be received by mail on or before 4:00PM on September 15, 2022.

Proposal Submission Method — THREE (3) hard copies of the Proposal and other required documents must be submitted, sealed in an opaque envelope clearly marked with the name and number of the Proposal and the name and address of the Proposer. In addition, an electronic copy in .pdf format shall be sent to bfioravanti@ocnyida.com. Proposals in all required formats must be received by mail no later than 4:00PM September 15, 2022 at the following address:

BILL FIORAVANTI, CEO
ORANGE COUNTY INDUSTRIAL DEVELOPMENT AGENCY
4 CROTTY LANE #100
NEW WINDSOR, NY 12553
EMAIL: bfioravanti@ocnyida.com

Minority and/or Women-Owned Business Enterprises are encouraged to apply.

Contact Information/Certification — Proposals must be signed and include the firm name, address, telephone number, and name of the person authorized to submit the proposal, along with the person's title, email, and telephone number. If the firm operates from more than one location, please specify the office to which this project will be assigned.

Qualifications of the Firm — Describe the qualifications of the firm to perform services under this engagement. Include information about pertinent prior experience, specialized expertise, and resources that the firm can bring to the IDA under this engagement.

Qualifications of Personnel — Identify the personnel to be assigned under this engagement. Discuss the professional qualifications, experience and education that each person brings to the engagement.

Proposed Fees — Provide a fee schedule and proposed compensation within the proposal that includes all services provided to the IDA.

References — Provide names, addresses, telephone numbers and email addresses for three (3) client references.

Conflicts — Describe any existing or potential conflicts of interest that may arise from your relationship(s) with any IDA Board member(s), representation of other parties, or participation in other matters that might affect this engagement.

OTHER TERMS

- The right is reserved to accept or reject any or all proposals and to waive informalities or irregularities in the selection process. The right is reserved to negotiate services to be provided and the accompanying fees. The IDA also reserves the right to amend, change or withdraw this RFP at any time.
- The IDA is not liable for any costs incurred by a proposer in responding to this RFP.
- The IDA reserves the right to retain a proposer it determines to be the most qualified (whether such proposer has submitted a qualifications statement in response to this RFP or not) without competition if such action is deemed to be in the best interests of the IDA/OCFC. The IDA reserves the right to award the contract to the bidder it deems most qualified regardless of whether that bidder is the lowest cost bidder.
- There is no guarantee that any proposer deemed qualified through this RFP will in fact be awarded any marketing and public services by the IDA/OCFC.
- A Certification of Non-Collusion must be submitted with the proposal, a copy of which is at the end of this RFP.
- A one (1) year contract is contemplated, subject to annual review, satisfactory performance, the annual availability of appropriation, and annual approval by the IDA/OCFC's Board of Directors.

REVIEW OF PROPOSALS AND SELECTION PROCESS

The IDA will review and consider the proposals submitted and will consider the following factors:

- Relevant experience of the firm and of key personnel, including professional qualifications; specialized experience and technical competence; reputation of personnel for working in an efficient, effective, proactive, and ethical manner.
- Quality of content and strategic thinking behind submitted proposal utilizing \$60,000 Marketing & PR budget.
- Ability to advise and represent the IDA in an effective and efficient manner.
- Quoted fee rates as applied by the IDA to the proposed need for services.
- Familiarity with *WordPress* and other common web content management systems.
- Past experience, relationships or activities that might present a conflict of interest for the marketing firm or for the IDA.
- Any other factors relevant to the selection process as determined by the IDA in its sole and absolute discretion.

If proposers have questions regarding the RFP, they may contact Bill Fioravanti, via email at bfioravanti@ocnyida.com.



CERTIFICATION OF NON-COLLUSION

**Made To: *Orange County Industrial Development Agency*
*Orange County Funding Corp.***

- (a) By submitting this proposal to provide marketing and public relations services, each proposer and each person signing on behalf of any firm certifies, and in the case of a joint proposal, each party therefore certifies as to its own organization, under penalty of perjury, that to the best of their knowledge and belief:
- (1) The fees and terms in this proposal have been arrived at independently without collusion, consultation, communication or agreement for the purpose of restricting competition, as to any matter relating to such fees and terms with any other proposer or with any other competitor; and
 - (2) Unless otherwise required by law, the fees and terms which have been quoted in this proposal have not been knowingly disclosed by the proposer prior to the opening, directly or indirectly, to any other proposer or to any competitor; and
 - (3) No attempt has been made by the proposer or will be made to induce any other persons, partnership or corporation to submit or not submit a proposal for the purpose of restricting competition.

Printed Name and Title

Signature

Name of Firm/Company/Corporation

Telephone Number

Street Address

City, State, Zip

Email Address

Date