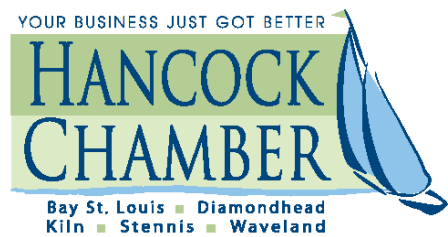




Request for Proposal (RFP) Professional Marketing Services

**Opening Date: August 15, 2016
10:00 a.m.**

**RFP Project Management By:
The Hancock Chamber of Commerce on behalf
of the Hancock County Board of Supervisors**



1. SUMMARY

The Hancock Chamber of Commerce, on behalf of the Hancock County Board of Supervisors, is seeking an experienced company to create, develop, produce, and execute marketing tools for the Hancock County Board of Supervisors on a project fee basis.

2. PROJECT MANAGEMENT

The Hancock Chamber of Commerce, an economic development and marketing partner of the Hancock County Board of Supervisors, has been charged with the management and oversight of this RFP for the Hancock County Board of Supervisors.

As current marketing goals, the Hancock County Board of Supervisors desires to:

- Utilize these tools to better inform stakeholders, citizens, business owners, new residents and visitors about its various departments, actions of the county supervisors, and projects, programs, and activities;
- Position itself as a leading county in the region for primary and secondary home sales and visitation;
- Increase the marketing capacity of its properties, amenities and services to residents, visitors, the community, and business prospects;
- Continue to change its perception to new residents and visitors;

The Hancock County Board of Supervisors works in partnership with numerous agencies and organizations across a spectrum of interests and activities and regards effective marketing as an essential, foundational requirement for success. Marketing messages should be frequent, consistent, clear and professional. Marketing tools should be focused on generating exposure and information through a variety of sources that maximize targeted coverage and response.

3. BOARD OF SUPERVISORS/CHAMBER PARTNERSHIP

The Hancock Chamber partners with the Hancock County Board of Supervisors by focusing on small businesses, retail sectors, economic development, relocation, and quality of life opportunities – all essential elements to support Hancock County's marketing efforts.

To support the County's efforts, the Chamber recently launched three new marketing campaigns: Through the Hancock Chamber, Your Business Just Got Better. When you take the award-winning Hancock County Scenic Byways, Your View Just Got Better; and, when you move to Hancock County; Life Just Got Better.

Each campaign features a dedicated website, social media sites, and printed collateral materials:

The hancockMSMyhome.com site highlights the many positive attributes of living in Hancock County from affordable cost of living to high-performing schools. It includes testimonials from actual full-time residents and vacation home owners about what they love about living in Hancock County.

The gulfcoastscenicbyways.com site showcases Hancock County's two scenic byways designations — the Byways to Space trail network and the Beach Boulevard Byway. These scenic byways feature captivating coastlines, winding rivers, pristine marshland teeming with wildlife, scenic bayous, peaceful pine forests, magnificent beaches, and tranquil trails lined with majestic live oaks. Hundreds of historic homes, heritage sites and landmarks add to the ambiance, attracting residents and visitors from across the country.

The hancockchamber.org site is the leadership hub, bringing together business, civic and government leaders, working toward common goals.

The Chamber team has the experience in branding, logo development, the production of websites and videos, collateral printed materials, and social media sites. The Hancock County Board of Supervisors is partnering with the Chamber to apply this experience to the continued success of Hancock County.

4. OVERVIEW OF PROJECTS

The selected firm will have extensive experience in creating government and private sector marketing tools similar to those listed below. The selected firm will research, strategize, create, design, develop, provide, and implement all required services to complete the following:

LOGO, BRAND IDENTITY, AND TAGLINE

- It is important that any marketing strategy for the County starts by creating an identifiable brand and tagline for the Hancock County Board of Supervisors and its properties, amenities and services.
- Three or four focus group sessions will be required to gather input and feedback from target stakeholders, businesses and residents to best identify strengths, weaknesses, opportunities, and threats.
- The brand should be regionally recognized and meaningful to targeted markets.
- An iconic logo should be developed that captures the qualities, capabilities, and amenities of Hancock County.

WEBSITE DEVELOPMENT

- The Hancock County Board of Supervisors will launch a new website that is easy to maintain, navigate and access. The website should clearly and professionally showcase the capabilities, amenities, resources, projects, and activities of the County.
- It should include new photography (*provided by the Hancock Chamber and other sources*), fresh copywriting and content, current cutting edge videos, and relevant blogs.
- A new vanity URL that incorporates the new tagline may also be secured or the current www.hancockcounty.ms.gov may be used.
- A new Content Management System will be necessary. It should be easy to maintain and keep active with updated content and materials.
- Secondary “hidden” redirect sites may also be secured to increase visitation.

The website system must achieve the following goals:

- **Content** -. Some existing content can be updated but new photography (provided) and fresh copywriting will be required.
- **Design site layouts** – Develop the hypertext structure and organizing the content for ease of use.
- **Cohesive graphics**. Design a cohesive graphics design (visual theme, color scheme, etc.)
- **Promotional materials**. Create promotional materials (logos, color schemes) to create the site's graphical design.
- **Navigational tools**. Design the navigational tools-buttons, menu bars, icons etc.
- **High bandwidth**. Solution must have capacity of handling video applications and graphics for multiple accesses to the public.
- **Hosted Facility**. Facility must offer the highest level of redundancy in servers and back-up power.
- **Scalable**. Must have sufficient disk space at all times and room for the development of new applications for expansion.
- **High levels of reliability**. Deliver 99.99% uptime.
- **Web Look**. Will be professionally and aesthetically pleasing.
- **Ease of operation**. Ease of use functionality must be available to end users and ease of maintaining content.
- **Browsers**. Site must be viewable and formatted in current version of popular browsers. Example: Internet Explorer, Firefox, Chrome, etc.
- **Streaming Video**. Site must support streaming video.
- **PDF**. Site will have **large** PDF documents (County agenda packets, minutes, dockets, budgets, and other county government documents) and must have PDF download available to the end user if they do not have this and instructions on download/install. Site will also have fillable PDF forms for submittal to various county departments.
- **On-site services**. Create various on-site services and features to include built-in search features, site maps and current online payment systems.
- **Tracking**. Implement tracking software to produce user defined site log reports. The tool will help staff better understand and measure visitor behavior and web performance to include:
 - Web traffic analysis
 - Visitor trends
 - Path analysis
 - Page views
 - Page-length of stay
 - Technical analysis: browsers and platforms
- **System Training**. Firm shall provide training to staff on all functions of the website, including but not limited to updating information, routine maintenance, and changes to web pages and content.
- **SEO**. An aggressive targeted "natural" or unpaid ("organic") SEO for the new website with terms and phrases (keywords) that generate traffic, increases hits through the site, and markets the unique value of the organizations will be included for 120 days after the initial site launch.

SOCIAL MEDIA SITES

- Social media sites (Facebook, Twitter, LinkedIn) shall be secured with relevant content and video and staff shall be trained to consistently maintain engagement with prospects, businesses, stakeholders, the media, residents, and the community at large.

QUICK RESPONSE CODE

- A Quick Response Code shall also be developed to provide residents and visitors with the new website.

MOBILE WEB APPLICATION

A mobile web app shall be created to connect residents, businesses, visitors, and other interested parties with the new website on their mobile devices.

PRINT COLLATERAL

To maximize budgets and avoid dating materials when changes occur, one printed piece will be produced in a small quantity.

- A branded four-panel rack brochure that brands with the online website content.

5. QUALIFICATIONS

The selected firm will have produced projects similar to those described above. Specifically, the firm will leverage research and knowledge of best practices in relevant areas to develop these projects that align with the overall business strategy of the Hancock County Board of Supervisors. Qualifications include:

- Minimum of seven years of experience in the design and production of similar campaigns or projects.
- Demonstrated ability to identify cost-effective, creative means to complete the project.
- Ability to present best practice case studies with a specific focus on outreach to the strategy targets mentioned above.
- Must be able to assess the landscape in a given market.
- Must have active participation in qualitative market research.
- Must have successful, proven track record in branding, creative design, copywriting, website development, social marketing, and cross promotions.
- Must be able to implement training methods and provide coaching to staff to easily manage and maintain the project in a cost effective manner upon completion.
- Must be able to develop performance metrics to assess the effectiveness of the project.
- Ability to work with a diverse team of stakeholders.

6. EXPECTED DURATION OF PROJECT

The duration of the projects from contract award to completion is expected to be 6 months.

7. SUBMITTAL REQUIREMENTS

In order to qualify for the award of a contract, the following information should be submitted to the point of contact by the submittal deadline listed below.

- Complete and submit the all-inclusive project price quote page attached to this RFP document.
- Submit written documentation addressing the ability to meet the Preferred Qualifications mentioned above.

- List five branding campaigns with logos and taglines that best reflect your work and relevancy to this project.
- List five live websites your firm has designed and launched that best reflect your work and relevancy to this project.
- Provide two examples (electronic PDF's are acceptable) of printed collateral materials that best reflect your work and relevancy to this project.
- List reference information for three current clients.
- Provide a brief company profile and length of time in business.
- List which team members will be assigned to this project.
- Submittal must contain the signature of a duly authorized officer or agent of the company responding to this RFP

8. SUBMITTAL DEADLINE AND POINT OF CONTACT

One (1) electronic copy of the Submittal Requirements response is due no later 10 am, CDT on AUGUST 15, 2016. Responses should be emailed to Linda McCarthy, Hancock Chamber of Commerce, via email address: linda@hancockchamber.org

Hard copies, (not required), may also be mailed or delivered to Linda McCarthy, Hancock Chamber of Commerce, 100 South Beach Blvd., Suite A, Bay St. Louis, MS 39520.

9. CONDITIONS AND LIMITATIONS

Responses that meet the qualifications may be required to meet in person with the Project Management Team prior to the final vendor selection.

A submittal does not guarantee that any vendor will be contracted to perform any services but only serves notice to the Hancock Chamber and the Hancock County Board of Supervisors that the vendor desires to be considered.

This RFP does not represent a commitment or offer on behalf of the Hancock County Board of Supervisors or the Hancock Chamber of Commerce to enter into any contract with a vendor or to pay any costs incurred in preparation of a proposed response to this request.

The submittal may become part of the Hancock Chamber or the Hancock County Board of Supervisors files without any obligation on its part to return them to the original vendor.

This RFP and the selected company's submissions may, by reference, become part of the agreement with the vendor.

The Hancock County Board of Supervisors, at its sole discretion, may cancel any part or all of this RFP at any time.

10. QUESTIONS

Questions or requests for any clarification of this RFP can be directed to Linda McCarthy, Assistant Director, Hancock Chamber of Commerce, linda@hancockchamber.org or 228-467-9048.

PROFESSIONAL MARKETING SERVICES – PROJECT PRICE QUOTES

REQUESTED BY THE HANCOCK CHAMBER OF COMMERCE

ON BEHALF OF THE HANCOCK COUNTY BOARD OF SUPERVISORS

I _____ (name of authorized officer) of _____
(company) have read and fully understand the requirements outlined in the attached
Request for Proposal and do hereby submit the following all-inclusive project price
quotes:

Logo, Brand Identity, Tagline

All inclusive project price not to exceed \$ _____

Website Development

All inclusive project price not to exceed \$ _____

Social Media Sites

All inclusive project price not to exceed \$ _____

Quick Response Code

All inclusive project price not to exceed \$ _____

Mobile Web Application

All inclusive project price not to exceed \$ _____

Print Collateral Piece, Design only

All inclusive project price not to exceed \$ _____

(Excludes printing - quoted upon design approval)

Additional Comments, if needed.

Authorized Officer:

Print Name _____

Signature _____ **Date** _____