



Request for Proposals (RFP)  
Great Scott Website  
May 2024



Scott County Community Development Agency  
Notice of Request for Proposals (RFP)  
**GreatScottCounty.org Website**

Date RFQ Posted: 05/10/2024 Date Response Due: 05/27/24, 10:00 a.m.

Request for Proposals (RFP) for the Great Scott website and marketing, are to be emailed to: [jfoust@scottcda.org](mailto:jfoust@scottcda.org) or addressed to the Scott County CDA, Attention Jo Foust, 4601 Dean Lakes Blvd, Shakopee, MN, 55379 to be received on or before **4:00 p.m. on May 28, 2024.**

A copy of the RFP in its entirety, including scope of work is available for download from Scott County CDA's website at [www.scottcda.org](http://www.scottcda.org). The RFP will be located on the bottom of the homepage under Contractors and Procurement or <https://scottcda.org/resource/open-bids-rfps/>

The services being requested are professional services. The selection of a firm or organization for professional services is made at the discretion of the Scott County CDA. The Scott County CDA reserves the right to refuse and reject any or all qualifications and to waive any and all formalities or technicalities or to accept the firm who the Scott County CDA in its sole discretion determines to be most qualified. The CDA may determine to take no action and reserves the right to do so. Proposals submitted after the deadline date and time will not be accepted. Note: Firms submitting qualifications not in proper form may be rejected.

Contact Information

Jo Foust, Business & Community Development Director  
Scott County CDA -Center for Entrepreneurship  
4601 Dean Lakes Blvd  
Shakopee, MN 55379  
Telephone: (952) 395-5143  
Email: [jfoust@scottcda.org](mailto:jfoust@scottcda.org)

**Scott County Community Development Agency (CDA)  
Request for Proposal – Great Scott County Website**

**1. Purpose:**

The Scott County CDA seeks proposals to from marketing firms to provide professional marketing services related to the management of the [www.GreatScottCounty.org](http://www.GreatScottCounty.org) website.

**2. Project Overview:**

The scope of the Great Scott services includes the following key components:

- a. **Monthly Website Management:** WordPress Web Services including monthly review and maintenance, content updates and optimization, incorporating input from the Scott County CDA. This will include links to a landing page and updates related to the Drive for 5 / Career Lift program.
- b. **Monthly Newsletter with supporting social media:** Monthly Constant Contact Newsletter, with four supporting social media posts, (1 per week/month). Content to be developed in collaboration with CDA staff.
- c. **Optional Monthly blog and/or LinkedIn Articles:** Note the successful firm may utilize repurposed newsletter content for the blog creation and LinkedIn articles
- d. An **Optional Bid** to provide **monthly website** management and **quarterly** newsletters, blogs and LinkedIn media (versus monthly), is requested.
- e. **Posting of Sponsor ads** on the website, motion and static social ads for sponsors, banner ads for sponsors on the website. Optional bid to create the ads in addition to the posting.
- f. **Development of Reels** (15 and 30 second) for Sponsors of the website.

**3. Submittal Instructions:**

An electronic copy of the Proposal shall be emailed to: Jo Foust, Business and Community Development Director at: [jfoust@scottcda.org](mailto:jfoust@scottcda.org) by **4 p.m. on May 28, 2024**. (Note: this is an extension from the original deadline of 10 a.m. May 27, 2024)

**4. Content of Submittal:**

Each response shall be submitted as outlined in this section. Please include an outside cover and/or first page, containing the name of the RFP.

**Section #1: Firm Information:**

- a. Firm name, addresses, and telephone numbers of all firm offices.
- b. Primary contact.
- c. Professional References. Provide names and contact information for three professional references.

**Section #2: General Company History/Qualifications:**

- a. Experience of the Company and experience working on related projects
- b. Proposed Scope of Work as identified in the Project Overview, above.
- c. Any Client responsibilities.
- d. Dedicated or assigned staff. Supply list (name, address, telephone number, and type of work of subcontractors to be used on this contract.

**Section #3: Pricing:**

- a. Compensation or pricing for services
- b. Payment Schedule (frequency)
- c. Any additional out-of-pocket fees

**Section #4: Timing:**

- a. Please submit a timeline for the work to be performed, with start and end dates.

**5. Target Dates:**

RFQ Submittal Deadline: May 28, 2024  
Notice to Proceed: 2024 June 3,  
2024

Services are proposed to be provided for a 12-month period June 2024-May 2025.

**6. Evaluation Criteria:**

The criteria used to evaluate the RFQ responses will include, but not be limited to the following (items listed below are not listed in order of importance):

- a. Qualifications of Firm, specifically as they relate to this project and experience with similar projects. Related project experience of the firm(s) and the individuals who would be assigned to the project. (35 points)
- b. Understanding of Project Scope and proposed method to accomplish identified tasks. (15 Points)
- c. Cost-effectiveness and value for money. (30 Points)
- d. Available Resources to Complete Project. This criterion includes the analytical, design tools, personnel, resources, or methodologies commonly used by the firm that may be applicable to the project categories and ability to dedicate resources to be responsive. (10 points)

- e. Timeline. (10 points)

**7. Selection Process:**

From a review of the proposals, the Scott County CDA intends to evaluate the proposals and possibly invite one or more firms to be interviewed before making a final selection of a firm for the projects. The Scott County CDA reserves the right to select based solely on statements of qualifications received.

**8. Additional Instructions, Notifications, and Information:**

- a. **All Information True** - By submitting a response, Respondents represent and warrant that all information provided in the response submitted shall be true, correct, and complete. Respondents who provide false, misleading, or incomplete information, whether intentional or not, may be excluded.
- b. **Cost of Responses** - The Scott County CDA will not be responsible for the costs incurred by anyone in the submittal of responses.
- c. **Contract Negotiations** - This RFP is not a contract or a commitment of any kind. If this RFP results in a contract offer by the Scott County CDA, the specific scope of work, associated fees, and other contractual matters will be determined during contract negotiations. Negotiations shall be conducted with all offerors who submit a proposal determined to have a reasonable chance of being selected for award, unless it is determined that negotiations are not needed with any of the offerors
- d. **No Obligation** -The Scott County CDA reserves the right to evaluate the responses submitted; waive any irregularities therein; select candidates for the submittal of more detailed or alternate proposals; accept any submittal or portion of submittal; reject any or all Respondents submitting responses, should it be deemed in the Scott County CDA's best interest; or cancel the entire process.
- e. **Professional Liability Insurance** - The Respondent shall have the appropriate liability insurance certificate by an insurer authorized to transact insurance in the State of Minnesota.