



Request for Quotes (RFQ)
Great Scott Marketing
June 2025



Scott County Community Development Agency

Notice of Request for Proposals (RFP)

GreatScottCounty.org Website

Date RFQ Posted: 06/09/2025 Date Response Due: 06/20/25, 10:00 a.m.

Request for Proposals (RFP) for the Great Scott website and marketing, are to be emailed to: 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 10:00 a.m. on June 20, 2025.

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. 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 -CFE
4601 Dean Lakes Blvd
Shakopee, MN 55379
Telephone: (952) 395-5143
Email: jfoust@scottcda.org

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

1. Purpose:

The Scott County CDA seeks proposals from marketing firms to provide professional marketing services related to the management of the 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.
- b. **Quarterly Newsletter with supporting social media:** Quarterly Constant Contact Newsletter to include a minimum of two articles (500 word and 350 word), upcoming events around Scott County, advertisements of upcoming CDA events, promotion of events including but not limited to the FAST-TRACK Challenge and sponsor ads.
- c. **Great Scott Social media posts,** Development of sponsor ads, as requested. The CDA staff will prepare and post all other social media ads.
- d. **Monthly blog and/or LinkedIn Articles:** Note the successful firm may utilize repurposed newsletter content for the blog creation and LinkedIn articles
- 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 or posting of sponsor generated ads.
- f. **Development of Reels** (15 second and 30 second) for Sponsors of the website or posting of sponsor generated reels.

3. Submittal Instructions:

An electronic copy of the Proposal shall be emailed to: Jo Foust, Business and Community Development Director at: jfoust@scottcda.org by 10 a.m. on June 20, 2025.

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. Provide a list including 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: June 20, 2025
Notice to Proceed: June 30, 2025

Services are proposed to be provided for a 12-month period July 1, 2025-June 30, 2026.

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.