

Request for Proposals for Marketing and Consulting Services

RFP Closing Date: **December 19, 2019**

RFP Closing Time: **4:00 p.m.**

Introduction:

The Greater Brownsville Incentives Corporation (GBIC) is requesting proposals from qualified firms and individuals to provide Marketing and Consulting Services on economic development initiatives to include website design, social media support, rebranding campaign, content development, etc.

The Greater Brownsville Incentives Corporation (GBIC) is the “Type A” economic development organization for the City of Brownsville, Texas. It is funded through a ¼ cent sales tax and created to generate economic development and growth.

Description of Services:

1. Develop a Marketing Strategy/Campaign from inception to implementation
2. Website Development: Create and maintain website
3. Social Media: Create content on different social media platforms
4. Content development: Research and create content relevant to economic development strategy and target industries
5. Rebranding: Create new logo and rebranding campaign

Submittal Requirements & Contents:

1. Firm Name
2. Business Address
3. Telephone Number
4. Location of Branch Offices and Home Office
5. Year Business Established
6. Type of Organization (Individual, Partnership, Corporation)
 - a) **Executive Summary:**
Describe your understanding of the scope of work to be performed and your firm’s ability to perform the work.
 - b) **Team Qualifications:**
Identify the specific partners, managers, and in-charge staff who will be assigned to this engagement. Provide their bios specifying experience relevant to the type of services requested.

- c) **Fees:**
Please provide an estimate of fees, billing rates for the anticipated services to be provided, and billing frequency. Please indicate whether you are willing to make a commitment to a fixed fee schedule.

- d) **Client References:**
Include a list of relevant clients that your firm has served within the past three years.

Selection Criteria:

25 Points	Qualifications, experience and expertise
25 Points	Firm's profile, staff resources, it's principals, current workload
20 Points	Firm's approach for developing a marketing strategy
10 Points	Familiarity with the City of Brownsville and Economic Development
10 Points	Firm's projects within last five years and references
10 Points	Firm's fee and billing policies

100 Points Total

Submission Requirements:

In order to be considered, submittals must be received no later than 4:00 p.m. on Thursday, December 19, 2019.

Electronic file submittals are to be sent to: administration@greaterbrownsville.com

Mail or hand delivery submittals:

Greater Brownsville Incentives Corporation
Attn: Administration
500 East Saint Charles
Brownsville, Texas 78520

Questions can be submitted in writing to:

Laura Matamoros, Director of Business Research & Strategy
Email: lmamoros@greaterbrownsville.com
Please use email subject head- RFP INQUIRY (Marketing Services)