



Great Rivers Greenway

REQUEST FOR QUALIFICATIONS (RFQ) FOR MARKETING, PUBLIC RELATIONS, PHOTOGRAPHY, VIDEO PRODUCTION, GRAPHIC DESIGN AND/OR DIGITAL CONTENT SERVICES

SUBMITTAL DUE: Thursday, November 9, 2023 at 4 P.M. Central Time via website upload

Questions related to this request should be sent by October 26, 2023 to:

Dallas Adams, Communications Manager at dadams@grgstl.org. Answers will be published and sent to all those who've downloaded the RFQ by Tuesday, October 31, 2023.

There are two opportunities to attend information sessions regarding this RFQ. Registration is required.

- **Thursday, October 19** at 8:30 am Central:
https://us02web.zoom.us/webinar/register/WN_3GSinp75Qvm6aH4En98kkg
- **Wednesday, October 25** at 12:00 pm Central:
https://us02web.zoom.us/webinar/register/WN_Ux6_oOdESUSdVvywsKjPxg

Great Rivers Greenway is offering an information session for working with the entire agency on November 2.

BACKGROUND

The Metropolitan Park and Recreation District, doing business as Great Rivers Greenway, is a regional public agency serving the City of St. Louis, St. Louis County and St. Charles County. Great Rivers Greenway is making the region a more vibrant place to live, work and play by connecting communities with greenways.

SCOPE OF WORK AND QUALIFICATIONS

Great Rivers Greenway is interested in hiring one or more firms or individuals to assist them with a variety of projects over the next few years. We welcome the expertise and perspective of vendors to help us fulfill our goals of telling everyone about the greenways! Whether we're supporting the sharing of public meetings or civic engagement, inviting people to programs on the greenways or sharing stories of our incredible volunteers, we look forward to collaborating with consultants and vendors to help get the job done. Respondents may choose to share their qualifications regarding one or more of these six categories; it is not required to be qualified for or respond to every one of the categories or every one of the examples listed in any given category.



Firms or individuals' qualifications will be evaluated, and qualified respondents can be called upon anytime through December 31, 2026 to do work for Great Rivers Greenway. Responding to this RFQ does not guarantee work.

Marketing:

- Development and execution of general and event-specific marketing strategies and promotion.
- Development and management of paid media (traditional, digital, social, etc) campaigns.
- Strategy and implementation of SEO campaigns.
- Other marketing projects, as needed.

Public Relations:

- Coordinate with staff to inform and execute short- and long-term public relations strategies ranging from traditional media coverage, event promotion, brand/profile raising tactics.
- Coordinate with staff to write, edit and distribute press releases, media alerts, story pitches, public service announcements to local, regional and national media including follow up and tracking of progress with various media outlets.
- Coordinate with staff to develop pitching strategies, media lists and/or draft customized pitches.
- Assist in strategy and outreach for non-traditional public relations efforts like award opportunities, public speaking, etc.
- Serve as a consultant for crisis communications, media training or other communications efforts as needed and scoped.
- Other public relations projects, as needed.

Photography:

- Capturing photos of events and activities, staff or board headshots, etc as needed.
- Capturing photos of greenways as needed.
- Editing and enhancing photos as needed.
- Other photography projects, as needed.



Video Production:

- Video production services, including planning, writing, shooting and editing projects.
- Recording and documenting events and activities as needed.
- Creation of marketing and promotional videos as needed.
- Capturing footage of greenways as needed.
- Updating video materials as needed.
- Other video production projects, as needed.

Graphic Design:

- Creation of new and original logos and graphic elements.
- Creation of branded assets for the agency and its foundation.
- Design of maps, flyers, brochures and other print and online materials.
- Conceptual development and execution of other marketing assets.
- Production of artwork for wayfinding signs using already created templates and standards.
- Other graphic design projects, as needed.

Digital Content:

- Development and/or implementation of social media content as needed.
- Development and/or Implementation of digital content, like blog posts and other web content as needed.
- Auditing and analyzing metrics for all Great Rivers Greenway social media accounts.
- Recommending strategies and tactics to improve reach and engagement across all social media platforms.
- Identifying/assisting with social media marketing opportunities, including influencer outreach, event amplification, social media content creation and other strategic opportunities as needed
- Training/coaching GRG staff as needed to stay up-to-date with changing algorithms, trends, and best practices across each social media platform.
- Other digital content services, as needed.

Chosen consultants may be asked to provide working files for their respective projects. All files and materials will be owned by and provided to Great Rivers Greenway as requested.



INSTRUCTIONS FOR PREPARING QUALIFICATIONS

Submission of Qualifications

Please submit one proposal as a PDF file through the upload link provided. Submittals should contain:

- Letter of interest that includes a synopsis of qualifications of the firm and the primary contact stating their professional credentials. Please clearly state the individual and their contact information who is representing the contractual authority of the firm.
- Indicate which of the services the proposal is responding to. (can be any, all or any combination of them)
- Profile of firm including number of employees, location, and relevant experience working on similar efforts within the last five (5) years. Describe the firm's experience with local governments, districts or other public agencies in the conduction of similar services.
- Provide a brief description of the firm(s) participating in this proposal and its ownership structure. Indicate percentage ownership by women and minorities.
- Provide a sample fee structure and rates for two sample projects.
- Disclose any material agreements, relationships, or employment your firm or team members have that may create a conflict of interest or the appearance thereof.
- Provide 3 references by listing name, company/organization, phone and email.
- Statement of understanding of terms of the General Provisions as set forth below. Please be sure to include any requested deviation from the terms, including insurance amounts. Consultants will not be disqualified based on requested changes and will be considered based on the particular circumstance.

It is the sole responsibility of the vendor to see that the proposal is received in proper time through the website upload link provided. **No fax or verbal proposals will be accepted.**

SELECTION PROCESS AND CRITERIA

Process and Criteria

Initially, GRG will establish a list of qualified consultants from which to choose. GRG may reach out with questions or for an interview before or after the finalizing of the list. All respondents will be notified of their status on this list. The list will be in effect from November 2023 through December 31, 2026. GRG reserves the right to add consultants to the list if deemed qualified. For specific projects, consultants will be evaluated on the following criteria:



- Relevant experience and demonstrated understanding of GRG's stated needs
- Capacity and expertise of staff assigned
- Added value to a potential project based on unique staff experience, previous work, additional skills, approach, or other factors
- Hourly fees and or cost information
- M/WBE status

Upon selection of consultant, GRG will negotiate a scope of services and other terms and conditions of an agreement with the selected consultant(s). If such negotiations are not successful, GRG reserves the right to begin negotiations with other respondents.

GENERAL PROVISIONS

Any contract awarded as a result of this RFQ will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin.

Prospective consultants shall assure Great Rivers Greenway that they will comply with the Americans with Disability Act (ADA) of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (42 U.S.C. 12101 et seq.).

While not a requirement, Minority and Women Business Enterprise goals of 25/5% have been established by GRG, i.e. 25% of the total contract amount to be awarded to Minority Business Enterprises (MBE) and 5% of the total contact amount to be awarded to Women Business Enterprise (WBE).

Preference may be given to businesses located within St. Louis City, St. Louis County or St. Charles County, and secondarily within the state of Missouri.

Any contract awarded pursuant to this RFQ and the resulting qualified consultants list shall require the consultant to execute and deliver to GRG an affidavit confirming the consultant's enrollment in the E-Verify federal work authorization program with respect to its employees, in compliance with Section 285.530 R.S.Mo. as well as a copy of the consultant's E-Verify MOU. Consultants shall not be required to execute the affidavit and supply an E-Verify MOU copy if either (i) the compensation to be paid under the contract is \$5,000 or less, or (ii) the consultant does not have any employees (though an affidavit attesting that the consultant has no employees will still be required).

Any contract awarded pursuant to this RFQ may require that selected consultant(s) maintain (i) Comprehensive General Liability insurance and Automobile Liability insurance with liability limits of not less than \$1,000,000 per occurrence; (ii) Professional Liability Errors and Omissions insurance coverage in a policy limit not less than \$1,000,000 for each claim and aggregate; and (iii) a Workers' Compensation insurance policy protecting consultant from all claims under applicable state workers' compensation laws in the



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statutory limit and Employer's Liability insurance. GRG must be named as an additional insured on the comprehensive general liability insurance and automobile liability insurance policies. Consultants should address any proposed variances to the foregoing insurance policies and requested coverage in their submissions. All consultants deemed qualified will be considered for projects. Requested deviations from the stated requirements will be considered based upon the particular circumstances.

Prospective consultants shall assure GRG that they will comply with 2010 ADA Standards prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (42 U.S.C. 12101 et seq.).

The organization reserves the right, at its sole discretion, to 1) reject any or all submittals when, in its opinion, it is determined to be in the public interest to do so, 2) waive minor informalities of a submittal, 3) cancel, revise, or extend this solicitation, 4) request additional information which the organization deems necessary.

This Request for Qualifications does not obligate Great Rivers Greenway to pay any costs incurred by any respondent in the submission of a proposal.