Great Rivers Greenway

REQUEST FOR QUALIFICATIONS (RFQ)

FOR MARKETING, PUBLIC RELATIONS, PHOTOGRAPHY, VIDEOGRAPHY, GRAPHIC DESIGN, DIGITAL CONTENT SERVICES, AND/OR WEB DEVELOPMENT SERVICES

KEY DATES

- **INFORMATION SESSION:**
  Great Rivers Greenway (GRG) will host a hybrid (in person and on Zoom), recorded information session covering both an agency overview and this specific RFQ (registration required) on Thursday, October 29, 2026, from 1 PM-2 PM Central Time.

  Please join us in person at our offices at the City Foundry, 3745 Foundry Way, Suite 253 St. Louis, Missouri 63110) or virtually via Zoom (https://us02web.zoom.us/j/86124566260). All questions, their answers, and the info session recording will be published online and sent to all who have downloaded the RFQ by Friday, November 6, 2026, at 4 PM Central Time.
- **QUESTIONS DUE:**
  Questions related to this request for qualifications should be sent by Wednesday, November 4, 2026, to Claire Mueller, Communications Manager at cmueller@grgstl.org. All questions, their answers, and the info session recording will be published online and sent to all who have downloaded the RFQ by Friday, November 6, 2026, at 4 PM Central Time.
- **SUBMISSIONS DUE:**
  Friday, November 13, 2026, at 4 PM Central Time via website upload. 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 printed, fax, or verbal proposals will be accepted.
- **VENDOR DECISION:**
  Notifications of decision will be sent to all applicants by EOD Friday, November 20, 2026.

BACKGROUND, SCOPE OF WORK, AND QUALIFICATIONS

GRG is a regional public agency serving the City of St. Louis, St. Louis County and St. Charles County, making the region a more vibrant place to live, work, and play by connecting communities with greenways.

GRG is assembling a list of qualified vendors to be able to assist with a variety of projects between Friday, January 1, 2027, and Friday, December 31, 2029. Whether promoting civic engagement meetings, grand openings, or greenway programming, we look forward to collaborating with consultants and vendors to get the job done. By forming a list of qualified vendors, GRG is able to contact anyone on the list when a need arises for a one-off project, ongoing contract, or something else. **Responding to this RFQ does not guarantee work; this is simply gathering qualifications. GRG encourages a wide range of respondents**, be it individuals, companies, or organizations, but people need not form teams for responding, as the needs over 3 years will vary widely.

Firms or individuals added to this vendor list may receive project opportunities anytime through Friday, December 31, 2029. Chosen consultants may be asked to provide working files for their respective projects. All files and materials will be owned by and provided to GRG as requested. **Respondents may choose to share their qualifications regarding one or more of the 7 categories below; it is not required to be qualified for or respond to every one of the categories or every example listed in any given category.**

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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 tactics, and more.
- 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 progress with various media outlets.
- 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, greenways, etc.
- 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 marketing assets.
- Production of artwork for wayfinding signs using GRG templates and design standards.
- Other graphic design projects, as needed.

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Digital Content

- Development and/or implementation of social media content as needed.
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- Auditing and analyzing metrics for all GRG social media accounts.
- Recommending strategies/tactics to improve social media reach and engagement.
- 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.

Web Development

- Website development (creation of pages, posts, tools, features, enhancements of existing items, etc.)
- Always-on maintenance and support (handling potential security issues, ensuring site and plugin updates are completed etc.)
- Accessibility testing for compliance with WCAG (Web Content Accessibility Guidelines) standards
- Search engine optimization and visibility
- Strategy and/or implementation for:
    - Integrating content and/or current website with other technology platforms such as mapping systems, apps (fitness, interpretive, history, etc.), and platforms.
    - Exploring new platforms or interactive technology at physical sites (i.e. signage).
    - Gathering user feedback studies and analyzing current site usage, search engine optimization. Ability to analyze results, recommend and implement improvements.
- Other web development services, as needed.

INSTRUCTIONS FOR PREPARING QUALIFICATIONS

Submit one proposal as a PDF through the upload link provided. Submittals should contain:

1. Letter of interest including:
    a. Synopsis of qualifications and an indication of which of the 7 categories the proposal is responding to (again, can be 1, all 7, or any combination)
    b. Designation of a primary contact representing the contractual authority of the organization or individual and their contact information
    c. Profile of organization or individual including # of employees, location, ownership structure
    d. Brief description of relevant experience working with local governments, public agencies
    e. Disclosure of any material agreements, relationships, or employment your organization or team members have that may create a conflict of interest or the appearance thereof
    f. Statement of understanding of the terms of General Provisions as set forth below; please be sure to include any requested deviation from the terms, including insurance amounts, and note that consultants will not be disqualified based on requested changes and will be considered based on individual circumstances

2. Highlight 3 past completed projects or experiences that are relevant to each category the proposal is responding to by briefly describing the project or work, outcomes or goals achieved + current hourly rates or sample fee structure;. If you're applying to multiple categories, you can submit up to 3 examples for any given category, but you don't need to do 3 per category. Some examples could apply to multiple categories, and 3 per category may not be necessary.
3. Provide 3 references by listing name, company/organization, and contact information (phone, email).

SELECTION PROCESS AND CRITERIA

GRG will establish and publish a list of qualified consultants by Friday, November 20, 2026, notifying everyone who responded to the RFQ of their status on this list. GRG may reach out with questions or for an interview anytime between submission and the end of the 3-year period. The list will be in effect from Friday, January 1, 2027, through Friday, December 31, 2029. 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 project based on unique experience, previous work, additional skills, approach, etc.
- Hourly fees and/or cost information

Upon selection of consultant for any given project throughout the 3-year period, GRG will negotiate a scope of services and other terms and conditions of an agreement with the selected consultant(s), which may or may not be a formal contract, depending on the opportunity. If such negotiations are not successful, GRG reserves the right to begin negotiations with other respondents.

Great Rivers Greenway reserves the right, at their sole discretion, to 1) reject any or all submittals when, in their 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) allow annual additions to the Prequalification List, 5) request additional information which may be deemed necessary, and 6) determine whether any given opportunity requires a contract or not. This Request for Qualifications does not obligate Great Rivers Greenway to pay any costs incurred by any respondent with their submission.

GENERAL PROVISIONS

- Any opportunity awarded as result of this RFQ will be awarded without discrimination on race, color, religion, age, sex, sexual orientation, or national origin.
- Prospective consultants shall assure GRG 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.).
- GRG is interested in supporting opportunities for local businesses and residents. Preference may be given to businesses located within St. Louis City, St. Louis County or St. Charles County (Great River's Greenway's district), and secondarily within the State of Missouri.
- It is the policy of GRG that all businesses, including Minority Business Enterprises (MBEs) and Women Business Enterprises (WBEs), shall have an equal opportunity to participate in the performance of contracts utilizing District funds, along with all other businesses and enterprises. GRG does not establish or enforce numerical goals, targets, or quotas for participation by MBEs or WBEs in its contracting

process, and GRG will not evaluate or score bids based on the inclusion or absence of MBE or WBE participation, but GRG may track such information for the purpose of awareness.

General Provisions for opportunities within a formal contract:

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 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.