



# Campbell County w y o m i n g

**Request for Proposal (RFP)**  
**Communication, Marketing, Branding & Public Relations Services**  
**For**  
**Carbon Valley**

**Submit to:**  
**Ivy McGowan-Castleberry**  
**Ijm01@ccgov.net**

Proposal Closing Date:  
September 27, 2019

(SOW) at any time during the resultant contract period. Such performance may alter the amount of overall funds and projects administered by the contract and will be determined on a year-to-year basis.

The primary objective is to effectively partner with a firm to provide marketing, public relations, media planning and placement, and an overall communication strategy for the City of Gillette and Campbell County to promote our area as Carbon Valley, the destination for advanced carbon research. This RFP will provide marketing and communications services for a period of two (2) years.

**a. Purpose**

Gillette and Campbell County are interested in retaining a firm or set of firms that will design, develop, and implement a strategic advertising and public relations campaign that, in collaboration with Gillette and Campbell County, will:

- i. Incorporate the Carbon Valley Blueprint, (to be completed fall 2019 by Lone Tree Academics, LLC), promote local awareness of outreach efforts to develop a base of local advocates for Carbon Valley as a destination for companies working on advanced carbon product development and CCUS.
- ii. Identify target advanced carbon research organizations regionally, nationally and internationally for marketing and public relations outreach.
- iii. Increase profile/brand awareness to position Carbon Valley as a prime location for relocation and expansion in key target industries.
- iv. Develop marketing and promotion strategies for an international Carbon Conference to be hosted in Campbell County.

**3. Scope of Work (SOW)**

The selected firm(s) will be expected to service the marketing, branding, and public relations needs of the City of Gillette and Campbell County in the development of Carbon Valley. The following includes a sample of the required services:

Marketing & Branding

- Develop community branding ideas, including logo and slogans to define Carbon Valley; and to effectively and successfully raise awareness and connect with target audiences.
- Create branding strategies to brand Gillette/Campbell County as Carbon Valley, the research and development capital for CCUS and advanced carbon products.
- Create coordinated marketing campaigns (print, broadcast, digital, online, email, etc.) to include a written plan addressing objectives, audience/market description, strategies, tactics, and budgets.
- Creative strategy and design (reports, advertising, and visual display, broadcast, or social media materials).
- Concept development, including quality graphic design.
- Develop original copy (text), copywriting, and editing. Languages may also include Chinese, Japanese, or other identified foreign languages.

- Provide guidance on cultural considerations for identified foreign markets/organizations.
- Media planning & buying: media negotiations, client meetings, correspondence related to specific media plans/buys.

#### Public Relations

- Strategic planning for local, regional, national, and international markets.
- Build messaging that can be used in various channels including earned media, social media, and paid traditional media to geo-target key audiences through relevant channels to drive awareness, create an emotional connection and education on key actions.
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with Carbon Valley.
- Develop a concrete social media strategy using tools like Facebook, Twitter, LinkedIn, and Instagram.
- Develop and pitch storylines and press releases, fact sheets, issue briefings, and industry highlights to the media.
- Identify and submit Carbon Valley governments, organizations, and businesses for industry award opportunities.
- Support communication efforts (i.e., blog posts, monthly newsletters, etc.) as needed.
- Develop and maintain targeted media lists (local, trade, national, and international).
- Strengthen relationships with the local community.
- Integration of survey systems for feedback.

#### Account Management & Reporting

- Meet with city council, county commissioners, and/or their representatives as needed for purposes of carrying out initiatives.
- Maintain internal procedures that ensure budget control, prompt billing, and quality control, including but not limited to auditing invoices.
- Prepare cost schedules and project sheets for expenditures and obtain approval of all expenditures with regard to authorized advertising by submitting preproduction estimates.
- Assign and aid in the production, application, registration, and defense of all applicable intellectual property.
- Provide regular status reports as agreed upon, to provide timely updates regarding the progress on all projects.
- Provide monthly, quarterly, and annual performance cost analysis.
- Develop analytical data reports and KPI's in collaboration with Carbon Valley leadership to measure overall effectiveness and performance, and provide detailed reports monthly.

It should be noted that strategic plans, creative strategies, and other strategic input will come in large part from Carbon Valley representatives in coordination with the selected firm(s). In addition, the firm(s) should be able to recommend strategies to expand the impact of marketing/public relations campaigns allowing for broadest possible exposure to the target audience within the available budget.

The selected firm must provide creative briefs before each campaign or individual project outlining the goal(s), objectives, audience, strategies, budget, and evaluation format. The selected firm(s) must demonstrate the ability to plan strategically; integrate, manage, and execute an assortment of marketing projects. Firm(s) must be able to identify, evaluate, recommend, develop, and execute, and/or manage new and emerging technology opportunities.

#### **4. Contract Period**

The term of this agreement will be for a period of 24 months with the possibility of extension. Extension of the agreement will be based on the satisfactory performance as determined by Carbon Valley leadership. This agreement is expected to commence on November 1, 2019, and end October 31, 2021, unless an extension is approved by the city council and the board of commissioners.

#### **5. Contract Terms**

The City of Gillette and Campbell County will jointly negotiate contract terms upon selection and will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

#### **6. Proposal Guidelines**

The firm's proposal shall include the following items in the sequence outlined below, noted with the appropriate heading as indicated below. If a firm is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

#### TABLE OF CONTENTS

EXECUTIVE SUMMARY: should be limited to **two (2) pages** and shall include a statement of:

- Firm's understanding of the scope of work to be accomplished,
- Firm's proposal to accomplish and perform the identified services
- Description of Firm's strategic process on how they might best market Carbon Valley as an ideal market for location/relocation for advanced carbon research, and
- Description of the firm's process and staffing capacity to serve the needs of Carbon Valley.

RESPONDENT QUESTIONNAIRE: Use the form found in this RFP as Attachment A.

REFERENCES FORM: Use the form found in this RFP as Attachment B.

RFP CRITERIA: Sections to respond to are listed below and found in this RFP as Attachment C.

- BACKGROUND & QUALIFICATIONS: Attachment C-1
- STRATEGIC PLANNING: Attachment C-2
- RELEVANT EXPERIENCE: Attachment C-3
- CREATIVITY: Attachment C-4
- DIGITAL: Attachment C-5
- MEDIA: Attachment C-6
- PUBLIC RELATIONS: C-7
- COST/PRICING: Attachment C-8

SIGNATURE PAGE: Use the form found in this RFP as Attachment D. The Signature Page must be signed by a person, or persons, authorized to bind the entity, or entities, submitting the proposal. Proposals signed by a person other than an officer of the corporate firm or partner of the partnership firm shall be accompanied by evidence of authority.

## **7. Evaluation of Criteria**

The city council, county commissioners, and/or their representatives will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to this RFP. Each proposal will be analyzed to determine overall responsiveness and qualifications under this RFP.

Criteria to be evaluated will include the items listed below. Additionally, information may be requested from firms at any time prior to final approval of a selected firm(s). The City of Gillette and Campbell County reserve the right to select one, or more, or none of the firms to provide services.

### ***Evaluation Criteria:***

- Background and Qualifications
- Relevant Experience
- Strategic Planning
- Creativity
- Public Relations
- Digital/Website
- Cost
- In-person, or web-based presentation

## **8. Reservation of Rights**

The RFP does not commit the City of Gillette or Campbell County to award a contract. The City of Gillette and Campbell County reserve the right to accept or reject any or all proposals, if the City of Gillette and Campbell County determine it is in their respective

best interests to do so. The City of Gillette and Campbell County will notify firms in writing if it rejects all proposals or cancels the RFP process. The City of Gillette and Campbell County reserve the right to issue amendments to this RFP.

*A. Incurred Costs*

This RFP does not commit the City of Gillette or Campbell County to pay any costs incurred by the firm(s) in the preparation of a proposal in response to this request and agree that all costs incurred in developing this proposal are its responsibility.

*B. Negotiations*

The City of Gillette and Campbell County may require the potential firm(s) selected to participate in negotiations and submit a price, technical, or other revisions of their proposal as may result from negotiations.

*C. Acceptance or Rejection of Proposals*

Proposals shall remain open, valid, and subject to acceptance anytime within 60 days after the proposal closing.

*D. Ownership of Documents*

All documents, data, products, graphics, computer programs, and reports prepared by the firm(s) pursuant to this contract shall be considered the property of the City of Gillette and Campbell County upon payment of product/services. All such items shall be delivered to the City of Gillette and Campbell County at the completion of work/contract.

**9. Insurance Requirements**

The selected firm shall agree to obtain and maintain, on a primary basis and at its sole expense, at all times during the life of the contract the following insurance coverage's, limits, including endorsements described herein.

- **Commercial General Liability.**

- With minimum limits as follows:
  - \$1,000,000 – per occurrence
  - \$2,000,000 – annual aggregate
- The following coverages shall be included:
  - Premises and Operations Bodily Injury and Property Damage
  - Personal and Advertising Injury
  - Blanket Contractual Liability
  - Products and Completed Operations Liability
- The City of Gillette and Campbell County named as an Additional Insured.
- Provide a Certificate of Insurance showing the above limits and coverages and a provision that policies shall not be canceled without at least thirty (30) days' advance written notice to the County, or ten (10) days' written notice for non-payment of premium within

- **Wyoming Workers Compensation and Unemployment.**

- Provide evidence of good standing with Wyoming Workers Compensation and Unemployment.

#### **10. Proposal Delivery**

Preferred method of delivery is electronic copy to [ijm01@ccgov.net](mailto:ijm01@ccgov.net). For questions, please contact Ivy Castleberry via email or by calling the Campbell County Commissioners Office at (307) 682-7283. The firm is responsible for verifying that the digital file was successfully received and opened by Ms. Castleberry on or before the deadline listed above.

## **1. Background**

Campbell County and the City of Gillette have focused considerable resources on creating an inviting and engaging community for individuals and families. Campbell County is located close to several outdoor activities, including hiking, hunting, fishing, camping, and snow sports. Additionally, Campbell County has one of the lowest effective tax rates in the nation.

Campbell County is also home to significant mineral reserves, including the largest coal reserves in the U.S. Wyoming is the Nation's leading source of inexpensive, low-sulfur coal. Low sulfur coal is an important aspect of meeting environmental standards aimed at reducing air pollution.

Furthermore, from a transportation standpoint, Campbell County is located on a major interstate corridor. Additional transportation services include a major railway hub and a commercial airport.

Despite the broad range of activities that add value and create a high quality of living, low taxes, and proximity to coal stock, Campbell County struggles to attract business to our region. More specifically, we struggle to attract national and foreign companies that are conducting carbon-based research for advanced carbon products and carbon capture use and storage (CCUS).

A contributing factor is that Campbell County and the City of Gillette have never engaged in a sophisticated marketing campaign designed to highlight the significant opportunities that exist here.

Campbell County is uniquely situated to brand and market itself as Carbon Valley: The World Capital of Advanced Carbon Research and Development. Advanced carbon research includes nontraditional uses for coal such as carbon fiber or graphene, as well as carbon capture utilization and storage.

Campbell County has an opportunity to create a thoughtful marketing strategy designed to attract international companies and organizations currently engaged in coal research. To accomplish this task, Campbell County needs a strategic marketing plan based on our resources and desired outcomes, as well as the culture of target companies and organizations.

## **2. Request for Proposal**

The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best aligns with our needs and requirements.

This document constitutes an RFP in a competitive, sealed format, from qualified individuals and organizations to perform communication, marketing, branding, and public relations services. The City of Gillette and Campbell County reserve the right to perform, manage, and/or administer any function referenced within the Scope of Work



RFP ATTACHMENT A  
RESPONDENT QUESTIONNAIRE

General Information and References

1. Firm(s) Information: Provide the following information regarding the firm(s). (NOTE: if this proposal includes two firms, provide the required information in this attachment for each firm by attaching a separate page.)

Respondent Name:

(NOTE: Give exact legal name as it will appear on the contract, if awarded.)

Principal Address:

City:

State:

Zip Code:

Telephone No.:

Fax No.:

Website address:

Year established:

Provide number of years in business under present name:

Business Structure: Check the box that indicates the business structure of the respondent.

☐ Individual or Sole Proprietorship (list assumed name, if any: \_\_\_\_\_ )

☐ Corporation If selected, check one: ☐ Domestic ☐ Foreign

☐ Partnership ☐ Other: If checked, list business structure:

Printed Name of Contract Signatory:

Job Title:

Provide address of the primary office from which this project would be managed:

City:

State:

Zip Code:

Telephone No.:

Fax No.:

Annual Revenue: \$

Total Number of Employees:

Total Number of Current Clients/Customers:



2. **Contact Information:** List the one person who the Carbon Valley Leadership team may contact concerning your proposal or setting dates for meetings.

Name:

Title:

Address:

City:

State:

Zip Code:

Telephone No:

Fax No:

Email:

3. Does respondent anticipate any mergers, transfer of organization ownership, management reorganization, or departure of key personnel within the next twelve (12) months?

☐ Yes

☐ No

4. Is respondent (or partnering firm) considered any of the following categories?

☐ Small business

☐ Veteran-owned

☐ Minority

☐ Woman-owned

5. Is the respondent (or partnering firm) located in Wyoming? ☐ Yes ☐ No

6. **Bankruptcy Information:** Has the respondent ever been declared bankrupt or filed for protection from creditors under state or federal proceedings? ☐ Yes ☐ No

Elaborate on response if desired:

7. **Citations of Legal Action:**

8. **Previous Contracts:**

Has the Respondent or officer or partner ever failed to complete any contract awarded?

☐ Yes

☐ No

If "Yes", state the name of the organizations contracted with, services contracted, date, contract amount and reason for failing to complete the contract.



RFP ATTACHMENT B  
REFERENCES

Provide three (3) references that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.

**Reference No. 1:**

Firm/Company Name:

Contact Name:

Title:

Address:

City:

State:

Zip Code:

Telephone No.

Email:

Date and Type of Service(s) Provided:

**Reference No. 2:**

Firm/Company Name:

Contact Name:

Title:

Address:

City:

State:

Zip Code:

Telephone No.

Email:

Date and Type of Service(s) Provided:

**Reference No. 3:**

Firm/Company Name:

Contact Name:

Title:

Address:

City:

State:

Zip Code:

Telephone No.

Email:

Date and Type of Service(s) Provided:



## RFP ATTACHMENT C

### RFP Criteria

**RFP ATTACHMENT C-1** (Limit to two pages, Active Client List excluded from page count)

### BACKGROUND & QUALIFICATIONS

Prepare and submit responses to the following items.

**Firm Facts** – Please provide the following basic facts about your firm:

1. Identify your firm's departments and specify whether the functions are performed in-house or outsourced. Also, include the number of full-time personnel and breakdown according to function.
2. Describe your firm's unique point-of-difference within the following:
  - a. Position in the marketplace.
  - b. Strongest capabilities or service niches
3. Active client list (not included in page count).
4. Outline the process through which firm resources are drawn upon and coordinated to create integrated marketing, branding, and public relation campaigns.
5. List any third-party resources utilized to develop client reporting or measure engagement.
6. Identify any additional skills, experience, qualifications, and other relevant information about the firm's qualifications.

**Other** – Please provide information regarding your firm's accounting and billing procedures:

1. Describe your accounting and internal auditing procedures.
2. What is your firm's billing policy regarding:
  - a. Frequency of client billing,
  - b. Account for proof of performance,
  - c. Billing cost per hour for various marketing services,
  - d. Billing time increments for less than one hour (e.g., 15 minutes, 30 minutes)?

**RFP ATTACHMENT C-2** (Limit to 2 pages)

**STRATEGIC PLANNING & EVALUATION**

1. Describe your firm's approach to strategic planning and the evaluation measures that are imposed during the process to ensure that the thinking generated, and the solutions presented, best serve the interests of the client.
2. Provide an explanation of how your firm measures/determines the effectiveness of advertising/marketing strategies and campaigns, including return on investment.

**RFP ATTACHMENT C-3** (Limit to 3 pages)

**RELEVANT EXPERIENCE**

Prepare and submit responses to the following items.

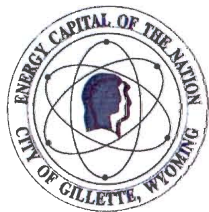
1. Describe 2-3 examples of your firm's experience in marketing and branding/rebranding a community as an ideal market for companies to expand or locate. For each listing, highlight your firm's ability to generate relevant strategy and effective communications that speak to relevant audiences, particularly as it relates to your understanding of the "sweet spot" of various offerings in terms of target markets.
2. Describe in your knowledge and familiarity with Campbell County's economic development assets and opportunities.
3. Explain your knowledge of marketing communities in global markets.
4. Provide samples of the following work completed by your firm. You may provide samples in electronic format (e.g. flash drive, cd, shared folder, website).
  - a. Rack cards
  - b. Trade print
  - c. Business welcome packets
  - d. Digital/Online advertising/Website
  - e. Video
  - f. Other

**RFP ATTACHMENT C-4** (Limit to 2 pages)

**CREATIVITY**

Prepare and submit responses to the following items.

1. Describe your creative process to include providing several examples of work that best exemplifies your firm's branding skills.
2. Prepare examples of your firm's creative work that cover an integration of communication efforts across a spectrum of disciplines and consumer touch points. You may provide samples in electronic format (e.g. flash drive, cd, shared folder, website).



### **RFP ATTACHMENT C-5** (Limit to 2 pages)

#### **DIGITAL**

Prepare and submit responses to the following items.

From an interactive perspective, describe your firm's strengths.

1. Describe your firm's services, including online media buying and planning capabilities/experience, and the length of time you have been providing these services.
2. Describe your approach to integrating multiple channels while maintaining brand consistency.
3. Describe how your firm has aligned an interactive strategy with other traditional offline channels.
4. Describe your two most innovative interactive programs and show your work. You may provide samples in electronic format (e.g. flash drive, cd, shared folder, website) .

### **RFP ATTACHMENT C-6** (Limit to 2 pages)

#### **MEDIA**

Prepare and submit responses to the following items.

1. Detail your firm's approach for identifying key or target markets/audiences and the process for determining and buying the appropriate media to reach those audiences.
2. Briefly outline your firm's overall media capabilities (traditional and non-traditional).
3. Describe your firm's historical success in negotiation value-added media and how your firm measures the effectiveness.

### **RFP ATTACHMENT C-7** (Limit to 3 pages)

#### **PUBLIC RELATIONS**

Prepare and submit responses to the following items.

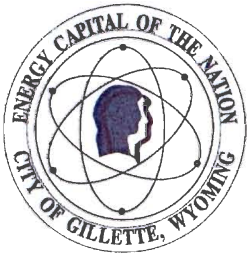
1. Describe your firm's in-house division to handle non-traditional programs, if any, including media and public relations (PR).
2. Provide a list of your firm's most current list receiving said services.
3. Outline a successful PR campaign your firm has implemented.
4. Describe your approach in utilizing PR to draw attention to Carbon Valley as a preferred market for expansion or location.

## **RFP ATTACHMENT C-8**

### **COST/PRICING**

Prepare and submit responses to the following items.

1. Pricing may be provided in the most suitable format and may be presented in either:
  - a. Monthly retainer breakdown
  - b. Hourly rates based on the work performed.
2. Pricing should include, but not limited to, the following categories:
  - a. Strategic Planning
  - b. Media Planning, negotiations, buying
  - c. Public Relations
  - d. Social Media
  - e. Content Creation
  - f. Creative Development
  - g. Digital Management
  - h. Production
  - i. Branding
3. The prices quoted should be inclusive.
4. If your pricing excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
5. If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.



#### RFP ATTACHMENT D

By submitting a proposal, whether electronically or by paper, the firm(s) represents that:

If awarded a contract in response to this RFP, the firm(s) will be able and willing to execute a contract in the form shown in the RFP, as attached and set out in RFP Section 3 Scope of Work, with the understanding that the scope and compensation provisions will be negotiated and included in the final document.

If firm(s) is a corporation, firm(s) will be required to provide a certified copy of the resolution evidencing authority to enter into the contract, if other than an officer will be signing the contract.

If awarded a contract in response to this RFP, firm(s) will be able and willing to comply with the insurance requirements set out in RFP Section 9.

If awarded a contract in response to this RFP, firm(s) will be able and willing to comply with all representations made by the firm(s) in the proposal and during the proposal process.

Firm(s) agrees to fully and truthfully submit the Respondent Questionnaire form and understands that failure to fully disclose requested information may result in disqualification of proposal from consideration or termination of contract, once awarded.

(S)he is authorized to submit this proposal on behalf of the entity.

Firm Entity Name

Signature:

Printed Name:

Title:

(NOTE: if proposal is submitted by co-respondents, an authorized signature from a representative of each co-respondent is required).

