

REQUEST FOR PROPOSALS
FOR
Marketing Services

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: May 21, 2021

All questions regarding this RFP must be submitted in writing to Scott Champion at scott.champion@wedc.org by June 11, 2021, at 4:00 pm CT.

**PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY:
July 9, 2021, 4:00 PM CT**

To:

Scott Champion

scott.champion@wedc.org

Wisconsin Economic Development Corporation
201 West Washington Avenue, 6th Floor
Madison, WI 53703

I. Scope

The purpose of this Request for Proposals (RFP) is to provide interested proposers with the information needed to prepare and submit a Proposal for the following:

The Wisconsin Economic Development Corporation (WEDC) seeks a highly capable marketing agency partners to develop and deliver a powerful integrated marketing program to promote Wisconsin as a premier location for business, personal and professional fulfillment. We specifically seek agency support in the following areas:

- Brand strategy
- Creative services (at a minimum including print, digital/online, video, out of home, direct marketing, email marketing, marketing collateral, and website)
- Market research and insights
- Marketing planning and execution
- Advertising and media
- Digital marketing services
- Social media strategy, development and execution

As a result of this RFP, we expect to identify an agency partner that is capable of working in collaboration to fulfill our integrated marketing needs.

II. Project Timeline

The work needing to be completed under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline.

Date	Event
May 21, 2021	RFP posted on WEDC.org
June 11, 2021	Deadline to submit questions
June 18, 2021	Answers to submitted questions distributed to agency shortlist and posted on WEDC.org
July 9, 2021	Proposals due
July 9-23, 2021	Committee review of proposals
July 26, 2021	Target date to notify finalists
August 9-13, 2021	Target date for interviews with finalists
August 27, 2021	Target date for agency selection

III. Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin's lead economic development organization.

WEDC provides grants, loans, loan guarantees, tax credits and other financial and technical assistance to its customers. Additional information about WEDC can be found on our website wedc.org or in the Wisconsin Statutes Ch. 238.

WEDC's expected marketing budget for fiscal year 2022 is \$5.3 million. The agency selected will be required to provide a high level of quality services that are normally associated with the handling of an account of this size and scope. It is the expectation that there will be frequent contact between WEDC and the selected agency.

IV. Proposal Requirements

Proposers responding to this RFP must provide sufficient responses to all of the below requests for information. Failure to respond to any of the requests may result in disqualification of the proposal.

a. Mandatory Requirements

- i. Strategic and creative—Provide examples of work similar in scope to WEDC's needs, including work designed to drive action toward highly considered business decisions, from awareness to engagement to ultimate product/service selection. Include information relating to brand strategy, market research and insights, and marketing planning and execution, and demonstrate how strategy drove creative. Highlight any work you've done for government departments, trade associations and/or economic development authorities, including dates of service.
- ii. Integrated marketing—Detail the makeup of the agency's integrated marketing capabilities. Include case studies that demonstrate your integrated marketing capabilities. List major projects completed and provide information on noteworthy strategy-driven innovation you've implemented to help clients achieve their marketing goals.
- iii. Media Planning/Purchasing—Detail your media planning and purchasing capabilities, including traditional and digital media.
- iv. Provide a list of any planned subcontractors to include the organization/individual name and the type of services the subcontractor will provide. If selected, the proposer will be required to identify any additional subcontractors to WEDC prior to the subcontractor beginning work under the engagement.

b. Additional requirements

- i. International Capabilities—Detail experience you have supporting international marketing efforts including tradeshows and conferences; paid and social media; and media relations. Include information on international offices or partners you use to support such efforts.
- ii. References—Please provide the names, titles and contact information for three client references who can attest to your agency's customer service, strategic approach and creative execution strengths.

c. Organizational and Staff Capabilities

- i. Provide a brief description of the agency's history and organization.
 - ii. Provide a list of all staff persons who will be involved in carrying out the tasks covered by this RFP, describing each in terms of their involvement in specific tasks and qualifications.
 - iii. Provide a brief description of how the firm is working to promote diversity and inclusion within the firm. The Proposer should, at minimum, describe its organization in terms of the following:
 1. Size
 2. Structure
 3. Areas of practice
 4. Office location(s)
 5. Whether the proposer is a minority-owned, women-owned, disabled-owned, or veteran-owned business
- d. Technical Requirements/Approach to the Project
- i. Describe in detail how your agency envisions gathering the necessary input from WEDC, its statewide economic development partners and members of its target audiences to develop and deliver a maximally effective marketing strategy in fulfillment of the organization's goals. Provide a timeline for this discovery process.
- e. Documents
- i. Provide a copy of the proposer's W-9.
 - ii. Provide a copy of the proposer's standard contract documents.

V. Cost Proposal

Please submit the hourly rates for key team members/positions that would serve on the WEDC account. Detail your agency's mark-up percentages for outside services, including media placement. Provide information on rates you charge for travel time. Also provide in an estimate of the hours and costs that you feel would be applied to the "immersion" phase of this engagement (i.e. gaining an understanding of WEDC's strategic plan and conducting the necessary research to build a marketing plan for fiscal year 2022).

VI. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

a. Contract Term

The contract will cover from proposal acceptance through the conclusion of fiscal year 2022 (June 30, 2022), renewable for up to four years thereafter.

b. Confidentiality

Proposer acknowledges that all information, data, records and documents disclosed by WEDC to proposer, or which come to proposer's attention during the course of its response to this RFP

or performance under any resulting contract constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity or affiliate without prior authorization by WEDC unless required to do so by legal process of law. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during the course of its performance under the terms of any resulting Agreement, proposer shall not use any Confidential Information for its own purposes.

c. Conflict of Interests

Proposers' response to this RFP must include, in writing, disclosure of any potential conflict of interests that may arise from proposer's performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest.

d. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination:

In connection with the performance of work under this contract, Licensor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, developmental disability as defined in § 51.01(5), sexual orientation or national origin. This provision shall include, but not be limited to, the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, Licensor further agrees to take affirmative action to ensure equal employment opportunities. Licensor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the recipient officer setting forth the provisions of the nondiscrimination clause.

e. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents "confidential" where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential.

f. Insurance

If awarded the contract, the proposer shall maintain Worker's Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

VII. RFP Process

a. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

b. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC's vice president of marketing and brand strategy, Scott Champion, at scott.champion@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. All questions regarding this RFP must be submitted in writing via email to Scott by **June 11, 2021, at 4:00 p.m. CT.**

c. Incurring Costs

WEDC is not liable for any cost incurred by a vendor for responding to this RFP.

d. News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

e. Submitting the Proposal

Proposers shall submit an electronic, PDF, version of their proposal to WEDC's vice president of marketing and brand strategy, Scott Champion, at scott.champion@wedc.org no later than **July 9, 2021, at 4:00 p.m. CT. Hard copies will not be accepted.** Proposal responses should follow the sequence and outline presented in this RFP.

VIII. Evaluation of RFP

a. Proposal Review, Verification and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service. WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

b. Proposal Scoring

Members of WEDC's agency selection committee will separately score agency proposals according to the requirements and capabilities listed in the RFP, assigning a score for each

requirement and capability. Scoring will be weighted based on the agency selection committee's priorities. The committee will together determine which agencies to invite to deliver their capabilities in person.

c. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may enter into negotiations with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

d. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best overall value to WEDC, taking into consideration the proposers' overall quality of work, experience, expertise, and cost proposals.

e. Notice of Intent to Award

All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.

BUSINESS OWNERSHIP DEMOGRAPHIC REPORTING FORM

Vendor Name

Procurement Description

While collection of the following data will help the Wisconsin Economic Development Corporation improve the diversity of its procurements, completion of this form is voluntary.

Please fill in the following table, marking off all categories that apply for each owner. Or, check here if you prefer not to respond to the below

	Owner Name (Optional)	Ownership Percentage	Female	Male	LGBTQ	American Indian or Alaska Native	Asian	Black or African American	Native Hawaiian or Other Pacific Islander	White	Hispanic or Latino	Disabled Veteran	Non-Disabled Veteran	Non-Veteran
1.														
2.														
3.														
4.														
5.														
6.														
7.														

Signature

Date

Print Name, Position at Vendor