



REQUEST FOR PROPOSAL

PROFESSIONAL MARKETING CONSULTING SERVICES

**RFP NUMBER
22-10**

Date of Issuance: February 2, 2022, 3:00 p.m. (CST)
Written Questions Due By: February 16, 2022, 3:00 p.m. (CST)
Responses to Questions: February 23, 2022, 5:00 p.m. (CST)
Proposals Due: March 4, 2022, 5:00 p.m. (CST)

**Buda Economic Development Corporation
405 East Loop Street, Bldg. 100-EDC
Buda, Texas 78610**

ISSUED BY:
Buda Economic Development Corporation
405 East Loop Street, Bldg. 100-EDC
Buda, Texas 78610
Phone: 512-295-2022
www.budaedc.com

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PUBLIC NOTICE

BUDA ECONOMIC DEVELOPMENT CORPORATION
REQUEST FOR PROPOSALS

PROFESSIONAL MARKETING CONSULTING SERVICES
RFP NO: 22-10

The purpose of this Request for Proposal (“RFP”) is to invite potential consultants (the “Proposer”) to submit a proposal for Professional Marketing Consulting services for the Buda Economic Development Corporation (“BEDC”). An evaluation team for this RFP will review the proposals received in response to this RFP and the winning proposal will be recommended to the EDC Board of Directors.

These documents constitute the complete set of specifications, requirements, and/or proposal forms. All terms and conditions of this RFP, any addenda, proposer’s submissions and negotiated terms, will be incorporated into the contract as set forth herein.

Proposal responses must be submitted via email, no later than 5:00 p.m. (CST) on Friday, March 4, 2022 (“Proposal Due Date”). Proposals received after that time will not be accepted regardless of the circumstances.

All submittals must be emailed to the Authorized Contact:

Traci Anderson
Executive Director
Email: traci@budaedc.com
Phone: 512-295-2022

The timely delivery of proposals is the sole responsibility of the proposer. The Buda Economic Development Corporation is not responsible for any failures and/or errors of omission. Any proposals or amendments received after the specified deadline will not be considered and will be deemed as late and non-responsive – NO EXCEPTIONS.

The BEDC reserves the right to accept any Proposals deemed to be in the best interest of the BEDC, to waive any minor irregularities, omissions, and/or technicalities in any response, or to reject any or all Responses and to re-advertise for new Responses as deemed necessary by the BEDC without notice.

For more information, please contact the BEDC office at (512) 295-2022.

SECTION 1

INTRODUCTION

1.1 Background

The Buda Economic Development Corporation seeks a qualified consultant to develop a Comprehensive Marketing Strategy to include evaluation and potential redesign of our brand, including the organization's logo, tagline, colors, fonts, program branding, and associated materials; as well as communication services.

We want to ensure that anyone who needs economic development assistance or seeking a new location for their business can find the Buda EDC, and that we have a look and feel that is recognizable locally, regionally, and nationally, as well as current, fresh, and connected.

The BEDC was established in 2001 and is a Texas non-profit Economic Development Corporation created under sections 501, 504, and 505 of the Texas Local Government Code. It is funded by a dedicated half-cent sales tax paid by the citizens of Buda. Buda, TX is located approximately 15 miles from downtown Austin strategically situated in a high growth corridor along IH-35 and in one of the fastest growing counties in the nation, Hays County.

The BEDC is governed by a seven (7) member Board of Directors who oversees the administration of economic development activities, pursuant to the BEDC Strategic Plan that includes, but not limited to business development, business retention and expansion, recruitment, entrepreneurship, real estate development, job creation and growth of the local tax base.

Buda would like to be establish itself as a great place to live, work, play and do business; be the right place for development, redevelopment and investment; and be the perfect mix for a business-friendly community.

More on Buda's background can be found at [History of Buda | Buda Tourism, TX - Official Website \(visitbudatx.com\)](https://www.visitbudatx.com/history-of-buda).

ORGANIZATION MISSION AND VISION

The following is current as of January 25, 2022:

Mission

The Buda EDC's mission is to provide leadership in creating and pursuing balanced economic growth, by recruiting and retaining desirable, diverse businesses and developing infrastructure, while protecting the quality of life and natural resources in the region. The Buda EDC helps to grow the economy in Buda by actively recruiting new retail, manufacturing, and office



businesses to Buda, providing small business assistance and guidance, and working with existing Buda businesses by providing assistance with growth and expansion.

Vision

The vision of the BEDC is for Buda to be the most dynamic business center between Austin and San Antonio - a leading destination for high-growth companies, skilled and creative workers, and high-impact real estate development projects.

THE CHALLENGE

Throughout its 20-year history, the Buda EDC has grown tremendously along with its community. Having once primarily offered some services to the community and businesses, the Buda EDC now offers multiple levels of business support, education, workforce and technical assistance, recruitment and lead generation, business growth opportunities, and more. The organization would like to ensure its efforts are known locally, statewide, regionally, and at the federal level.

As we move into 2022 and beyond, we must reflect on who we are, what we do, and how we express those things to our community, business, potential prospects, site consultants, and a broad coalition of allies to the community and organization.

The Buda EDC competes with major communities around us in seeking external and expanding prospects. We need to ensure we keep our own and grow from within as well as bring in new industries to keep our workforce close to home.

In 2020 we filed a DBA to go from the City of Buda 4B Corporation to BEDC or Buda Economic Development Corporation. We are a separate entity from the City of Buda, but work at the pleasure of the City Council. The DBA move was made to align with what we called ourselves externally. We find there is a lack of understanding of who the Buda EDC is or what we do. There are many economic development organizations with the same acronyms and would like to have brand recognition outside of our organization, differentiating Buda from .

We must ensure that there is a cohesiveness to our look, feel, and overall brand, that can easily and effectively be utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage, social media, marketing materials, websites and any others defined. Any time you find Buda EDC, whether it's at the local or national level, we are united as one powerful organization that can assist in many different facets.

1.2 Invitation

Thank you for your interest in this Request for Proposal (“RFP”). The BEDC invites proposals (“Responses”) from qualified firms or individuals interested in providing Professional Marketing Consulting Services as described in Section 2.0: “Scope of Services”.

Individuals or firms responding to this RFP should have extensive experience, a knowledgeable background, and qualifications in the provisions of the services described herein.

1.3 Agreement Terms and Conditions

The Proposer selected to provide the services requested herein shall be required to execute a Professional Services Agreement (“Agreement”) with the BEDC.

1.4 Submission of Responses

Emailed responses must be received no later than the date and time indicated in the Public Notice and on the cover of this RFP in order to be responsive.

1.5 Additional Information or Clarification

Request for additional information or clarifications must be made in writing to the authorized contact representative listed in this RFP. Any request for additional information or clarifications must be received in writing **no later than 3:00 p.m. (CST) on February 16, 2022.**

The BEDC will issue responses to inquiries and any other corrections or amendments it deems necessary in written addenda issued prior to the Response Due Date. Proposers should not rely on any representations, statements or explanations other than those made in this RFP or in any written addendum to this RFP. Where there appears to be a conflict between the RFP and any addenda issued, the last addendum issued shall prevail.

Proposers are responsible to assure submission and receipt of all addenda. Prior to submitting the Response, Proposers should check the BEDC website, where all addenda will be posted.

1.6 Award of an Agreement

The Award shall be made to the responsible Proposer whose proposal is determined to be the most advantageous to the BEDC as determined by the Board of Directors of the Buda EDC, in its sole discretion. The BEDC reserves the right to execute, as applicable, an Agreement with the Successful Proposer when it is determined to be in the BEDC’s best interest. The BEDC shall have no obligation to award any negotiated contract and any contract with the BEDC is subject to the approval of the Buda City Council under state law, which has no obligation to approve such contract.

1.7 Submittal Instructions

Careful attention must be given to all requested items contained in this RFP. Proposers are invited to submit Responses in accordance with the requirements of this RFP. **PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING A RESPONSE.**

1.8 Changes/Alterations

The Proposer(s) may change or withdraw a Response at any time prior to the Response Due Date. All changes or withdrawals shall be in writing. Verbal changes, modifications or

withdrawals will not be recognized and will be disregarded. Written modifications will not be accepted after the Response Due Date. Proposers shall not assign or otherwise transfer their Response to another individual or entity.

1.9 Sub-consultants

A Sub-consultant is an individual or firm contracted by the Proposer or Proposer's firm to assist in the performance of services required under this RFP. A sub-consultant shall be paid through Proposer or Proposer's firm and not paid directly by the BEDC. Sub-consultants are allowed by the BEDC in the performance of the services delineated within this RFP. The Proposer must clearly reflect in its Response the major Sub-consultants to be utilized in the performance of required services. The BEDC retains the right to accept or reject any Sub-consultant proposed prior to Agreement execution.

1.10 Discrepancies, Errors, and Omissions

Any discrepancies, errors, or ambiguities in the RFP should be reported in writing to the BEDC in the manner prescribed in the RFP Section 1.4. Should it be necessary, the BEDC will issue an addendum clarifying such conflicts or ambiguities.

1.11 Disqualification

The BEDC reserves the right to disqualify Responses before or after the submission date, upon evidence of collusion with intent to defraud or other illegal practices on the part of the Proposer. It also reserves the right to waive any immaterial defect or informality in any Response; to reject any or all Responses in whole or in part, or to reissue a RFP.

Any Response submitted by a Proposer who is in arrears, e.g., money owed or otherwise indebted by failing to deliver goods or services to the BEDC (including any agency or department of the City of Buda) or where the BEDC has an open claim against a Proposer for monies owed to the BEDC at the time of Proposal submission, will be rejected as non-responsive and shall not be considered for award.

Any Proposer who submits in its Response any information that is determined by the BEDC, in its sole discretion, to be substantially inaccurate, misleading, exaggerated, or incorrect, shall be disqualified from consideration for award of the Agreement.

1.12 Proposer Expenditures

The Proposer understands and agrees that any expenditures made in preparation of Responses or in the performance of any services requested by the BEDC in connection with the Responses to this RFP are exclusively at the expense of the Proposer. The BEDC shall not pay or reimburse any expenditure or any other expenses incurred by any Proposer in preparation of a Response and/or anticipation of a contract award.

SECTION 2

SCOPE OF SERVICES

2.1 Purpose

BEDC is seeking responses from qualified Professional Marketing Consultants develop a comprehensive marketing strategy. Consultants should demonstrate written evidence of past performance and business endeavors that align with the purpose, values, and vision of BEDC to provide exemplary cost-effective marketing services. The BEDC's initiative is to differentiate Buda from other surrounding communities in the area by developing a brand which may be used to market the BEDC to prospective businesses, developers, residents, and visitors.

The BEDC is seeking to create a consistent brand that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage, social media, marketing materials, websites and any others defined. For the purpose of this RFP, proposals can respond to all together or individually, marked "A", "B", and "C".

2.2 Services

The selected individual or firm will be required to provide the services as follows:

A. Branding Services:

The BEDC requests proposals by qualified individuals or firm(s) to research, create, and develop an implementation plan for a branding initiative for the BEDC. We are seeking to create a unified, defined and clear message that that will market the BEDC locally, statewide, nationally, and internationally as a great place to live, work, play and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.

The brand must be authentic and resonate with citizens, businesses, employees, and community groups within Buda and throughout the region in order to gain the broadest possible support for the initiatives. It must be relevant to the BEDC, but also reflect the desire to move forward.

Branding Deliverables:

- a. Brand Presentation: Presentation of research and findings, logo options
- b. Creative Elements: Logo design, templates, website and social brand
- c. Brand Guidelines: Graphic standards for logos, color, consumer and trade publications, typography, photography, social and a guide for branding that includes social media, online advertising, business cards, name tags, lead responses, presentations, trade show / fam tour collateral and promotional items.

B. Public Relations Services:

- Develop a strategic public relations plan that includes media relations, community and national outreach, crisis communications strategy, a web, email and social media strategy, and timeline for implementation.
- Research, write, and distribute press releases to targeted media outlets and targeted industries. Assist staff with press releases.
- Recommend public relations and publicity efforts to supplement paid advertising, including cooperative advertising partnerships and op-ed pieces.
- Coordinate and manage press conferences and media tours.
- Pitch stories to targeted media outlets including, but not limited to, local and national television and print publications.
- Fulfill media requests as directed by the BEDC.

C. Marketing (Digital and Traditional) Services:

- Update, recommend or create dynamic website
- Develop a media kit to include marketing materials for targeted industries and leads.
- Coordinate advertising services, including the creation, preparation, and placement of advertising in various media outlets.
- Provide creative ideas for unique partnerships to leverage resources.
- Data and metric reports on social and engagement levels
- Provide yearly media training
- Provide all other related services necessary to fulfill the BEDC's marketing and public relations needs.

D. Video Production Services:

- Develop and produce promotional videos, about the BEDC that can be used for marketing / promotional opportunities.
- Develop and produce twelve (12), 1-to-2-minute videos, one per month, that highlights and promotes the BEDC and BEDC funded projects and programs for use on the BEDC's website and social media sites.

(The videos should present an overview of the Buda Economic Development Corporation/City of Buda, portraying its residential and business growth, history, capital investments, and arts and culture offerings in a spirited and attention-grabbing way).

- Assist the BEDC with the placement of all produced videos on the BEDC website, social media sites, YouTube, and other applicable media outlets.
- The selected Proposer will be responsible for producing all elements of the video(s), which may include, but are not limited to: outlines, storyboards, scripting, voicing, interviews lighting, B-roll to support interviews and script, shooting, lighting, graphics, animation, editing, coding, and music.
- The finished product(s) should be delivered in Beta and Web-compatible formats. The

finished product will include up to seventeen (17) broadcast quality videos.

SECTION 3

GENERAL CONDITIONS

3.1 Acceptance / Rejection

The BEDC reserves the right to accept or reject any or all Responses or to select the Proposer that, in the opinion of the BEDC, is/are in its best interest(s). The BEDC also reserves the right to reject any Proposer who has previously failed to properly perform under the terms and conditions of a contract, to deliver on time any contracts with the BEDC, and who is not in a position to perform the requirements defined in this RFP. Further, the BEDC may waive informalities, technicalities, minor irregularities, and /or request new Responses for the services specified in this RFP and may, at its discretion, withdraw and or re-advertise the RFP.

3.2 Legal Requirements

This RFP is subject to all applicable federal, state, and local laws, codes, ordinances, rules, and regulations that in any manner affect any all of the services covered herein. Lack of knowledge by the Proposer shall in no way be cause for relief from responsibility. The BEDC shall have no obligation to award any negotiated contract and any contract with the BEDC is subject to the approval of the Buda City Council under state law, which has no obligation to approve such contract.

3.3 Non-Appropriation of Funds

In the event that insufficient funds are appropriated and budgeting or funding is otherwise unavailable in any fiscal period for this Project, the BEDC, shall have the unqualified right to terminate the Agreement upon written notice to the Proposer, without any penalty or expense to the BEDC. No guarantee, warranty or representation is made that any particular work or any project will be assigned to any individual or firm.

3.4 Fees/Charges

Submit proposed prices for the services offered and provide an explanation of the Proposer's price breakdown for services to be performed. Offered prices will be fixed. Each proposer must develop and submit a line item budget for all services to be provided based upon past experience, information provided in this RFP, and anticipated fees.

3.5 News Releases and Communication

Respondents and the selected Proposer shall not be permitted to issue any news releases or videos, nor make any statement to the news media, or through social media channels, pertaining to this RFP, any proposal, contract, or work resulting therefrom, without first obtaining prior written consent or approval from the BEDC Executive Director.

3.6 Independent Contractor

Nothing herein shall be construed to create an employer-employee relationship between the BEDC and Respondent. Respondent is an independent contractor and not an employee of the BEDC. The Respondent will not represent to be or hold himself or herself out as an employee of the BEDC. Each party under this Agreement shall be solely responsible for its own financial obligations. Neither party shall have the right to create any obligations, expressed or implied, on the behalf of the other.

3.7 Use of Material

All creative produced materials and elements developed by the selected Proposer shall become the property of the BEDC, as will all materials/video footage developed but not utilized. The

BEDC maintains the right to use any materials generated by the selected Proposer in other BEDC material generated by BEDC personnel and may do so without the selected Proposer consent or approval.

3.8 Contract Term

The Contract for services shall be for one (1) year from execution of the Contract with an option for two (2) one year renewals. Such renewal(s) shall be made by mutual agreement and shall be contingent on satisfactory performance evaluations as determined by BEDC and shall be subject to the availability of funds and subject to approval by the Buda City Council which has no obligation to approve such contract. Any renewal shall be in writing and shall be subject to the same terms and conditions as set forth in the initial Contract. Any modifications to expand or enhance the planned scope of the Contract in future years that may necessitate additional funds beyond the original prices submitted shall be made by mutual agreement. The Proposer agrees to this condition by signing its proposal. The BEDC reserves the right to terminate a contract at any time based on Contractor performance or matters of noncompliance.

SECTION 4

PROPOSAL PREPARATION AND SUBMISSION

4.1 Submittal Format

In responding to this RFP, each Proposer should review and account for all the requirements contained within this RFP. The Respondent's reply must be submitted via email to the authorized contact person:

Traci Anderson
Executive Director
Email: traci@budaedc.com
Phone: 512-295-2022

Proposal text should be presented at a minimum in 12-point font size. The proposal document should follow the sections outlined below.

1. Cover Page

The title page must include, at a minimum:

- The title of the RFP;
- The RFP due date;
- The Proposer's name (person, organization and firm);
- The name, title, phone number and address of the person who can respond to inquiries regarding the reply; and
- The signature of the Proposer with authorized signatory

2. Table of Contents

Include a clear identification of the material included in the proposal by section and page number.

3. Executive Overview

Understanding of Scope of Services - Responses must include information showing the Proposer's understanding of the needs specified in this RFP and must include a positive commitment to perform the work.

4. Strategic Approach

BEDC is interested in the Proposer's engagement plan that demonstrates aptitude for management and completion of this engagement. Describe the specific professional marketing consulting services your firm proposes to provide to meet the requirements of the RFP. (Note: The specific services should address and demonstrate your understanding of the type of services requested)

➤ **Provide a narrative not to exceed three (3) pages.**

5. Comparable Projects

BEDC is interested in the Proposer's experience in performing services as specifically represented in this solicitation. Previous experience with engagements of similar scope and range as the engagement specified in this RFP, location of the office from which the work is to be done and the number of partners and other professional staff employed at that office, range of services offered by the firm, and length of time that the Proposer has provided the services it provides. List three (3) projects meeting these criteria, which have been completed in the past five (5) years.

➤ **Provide a narrative not to exceed three (3) pages.**

6. Experience and Qualifications

Specify the number of years the Proposer has been in business. Identify the Proposer's qualifications to perform the services identified in this RFP. **Preferably the Proposer should have experience in economic development marketing.**

BEDC is interested in the experience of the Key Personnel assigned to this engagement that demonstrates history and success with projects of similar size, scope and budget as specifically represented in this solicitation.

- **Identify each Key Personnel and provide a narrative not to exceed two (2) pages briefly describing their credentials.**
- **Attach a resume of no more than two (2) pages for each individual.**

7. **Price**

Include the proposed budget and fees. Provide a detailed list specific to the Scope of Services provided herein.

8. **References**

List a minimum of three (3) references for which the Proposer has provided professional marketing consulting services. Include the name of the organization, brief description of the project, name of contact person telephone number and email address.

SECTION 5

EVALUATION CRITERIA

The Evaluation Team shall rank all proposals received that meet the submittal requirements. The Award shall be made to the responsible Proposer whose proposal is determined to be the most advantageous to the BEDC as determined by the Board of Directors of the Buda EDC, in its sole discretion. The following criteria shall be used in the evaluation. The Evaluation Team will evaluate and rank responsive proposals on the criteria listed below. The maximum score is 100 points. A proposal must achieve an overall score of at least 70 points to be considered for selection and contract award.

CONSIDERATION ITEMS	MAX POINTS
<p><u>Requirements</u> “No” marked in any category indicates the proposal is not responsive and will not be considered. a. Was the proposal received by the due date & time? Yes _____ No _____ b. Was the proposal presented in the required format, all questions in this RFP answered? Yes _____ No _____</p>	Mandatory
<p><u>Qualifications</u></p> <ul style="list-style-type: none"> • Experience in performing services as specifically represented in this solicitation • Previous experience with engagements of economic development marketing similar scope and range as the engagement specified in this RFP • Location of the office from which the work is to be done and the number of partners and other professional staff employed at that office • Range of services offered by the firm • Length of time that the Proposer has provided the services it provides 	35
<p><u>Resumes and Experience</u></p> <ul style="list-style-type: none"> • Resumes and experience of key personnel assigned to this engagement 	25
<p><u>Engagement Planning and Execution</u></p> <ul style="list-style-type: none"> • Comprehensive description of the Proposer’s engagement plan that demonstrate aptitude for management and completion of this engagement. 	15
<p><u>Price</u></p> <ul style="list-style-type: none"> • An explanation of the Proposer’s price breakdown for services to be performed. Provide a spreadsheet that identifies all costs. 	15
<p><u>Other Criteria</u></p> <ul style="list-style-type: none"> • References. Provide three (3) references with contact information. 	10
<p>TOTAL POINTS</p>	<p>100</p>