



HANCOCK COUNTY PORT & HARBOR COMMISSION

Request for Qualifications
(RFQ) for Professional
Marketing Services

Issue Date: January 3, 2019



OVERVIEW

- The Hancock County Port & Harbor Commission (HCPHC), is seeking an experienced marketing firm to create, develop, produce, and execute economic development and marketing tools for HCPHC on a project-by-project basis.

ABOUT HCPHC

- HCPHC plays a critical role in the region's economy, facilitating business growth in the aerospace, manufacturing, military, polymer/chemicals, UAS, and other industrial sectors.
- HCPHC has a wide range of authority to promote economic development in Hancock County. HCPHC owns a port, industrial park, airport/airpark, and a short line railroad. We are charged with recruiting and aiding new companies, as well as supporting and retaining existing companies, including assets at NASA's Stennis Space Center. HCPHC controls the infrastructure needed to develop projects from concept to completion. Visit www.portairspace.com for more information.
- HCPHC works in partnership with numerous agencies and organizations across a spectrum of interests and activities and regards its marketing goals as an essential, foundational requirement for success. Strategies should focus on generating exposure and information through a variety of sources that maximize targeted coverage and response. Marketing messages should be frequent, consistent, clear and professional.



OVERVIEW OF PROJECTS

The selected firm will have extensive experience in creating economic development campaigns and marketing strategies such as those listed below. The selected firm will research, create, design, develop, provide, and implement all required services to complete the following:

- Website Development
- Photography (Aerials & Other Still Photos)
- Video Design
- Print Collateral
- All other marketing projects assigned

QUALIFICATIONS

The selected firm will have produced projects similar, but not limited, to those described above. Specifically, the firm will leverage research and knowledge of best practices in relevant areas to develop projects that align with the overall business strategy of HCPHC.

Preferred qualifications include:

- Seven years of experience in the design and production of similar campaigns or projects in a closely related field of economic development.
- Demonstrated ability to identify cost-effective, creative means to complete projects.
- Ability to present best-practice case studies with a specific focus on outreach to our targeted markets through website development, photography, video design and print collateral.

Required Qualifications include:

- Must have successful, proven track record in branding, creative design, copywriting, website development, social marketing, video production, and cross promotions.
- Must have active participation in qualitative market research.

- Must be able to implement training methods and provide coaching to enable HCPHC staff to easily manage and maintain projects in a cost-effective manner upon completion.
- Must be able to develop performance metrics to assess the effectiveness of projects.
- Ability to work with a diverse team of stakeholders.

SUBMITTAL REQUIREMENTS

In order to qualify for the award of this contract, the following information should be submitted to the point of contact no later than the submittal deadline listed below. The requirements should showcase your economic development work and its relevancy to our projects. Briefly list the role that your firm played in each campaign.

- List five branding campaigns with logos and taglines that your firm recently completed in the last 2 years.
- List five live websites your firm has designed and launched in the last 3 years.
- List web addresses to three online video presentations that your firm developed.
- Provide five examples (electronic PDF's are acceptable) of printed collateral materials.
- List five current or former economic development client's reference information.
- Provide your company's profile, length of time in business, and core competencies.
- List which team members will be assigned to our projects and what each person's role will be. Please include a brief background summary for each key staff member assigned.
- Submit in writing the ability to commence services circa February 2019 with the ability to meet the expected completion date of August 2019.
- Submittal must contain the signature of a duly authorized officer or agent of the company responding to this RFQ.

SUBMITTAL DEADLINE

One (1) electronic copy and one (1) hard copy of the Submittal Requirements response is due no later than 5 pm CST, on Monday, January 31, 2019. Email response to Tiffany Goodwin, Business Development Manager, of the Hancock County Port & Harbor Commission at tgoodwin@hcphc.ms.

Mail or deliver hard copy to Tiffany Goodwin, Hancock County Port & Harbor Commission, located at 14054 Fred & Al Key Road, Kiln, MS 39556.

CONDITIONS & LIMITATIONS

- Responses that fulfill the qualifications may be required to meet in person with the HCPHC staff prior to the vendor selection.
- A submittal does not guarantee that the vendor will be contracted to perform any services but only serves notice to HCPHC that the vendor desires to be considered.
- This RFQ does not represent a commitment or offer on behalf of the HCPHC to enter into contract with any vendor participating in response to this RFQ or to pay any costs incurred in preparation of a proposed response to this request.
- The submittal may become part of the HCPHC files without any obligation on its part to return them to the original vendor.
- HCPHC reserves the right to waive any requirements listed herein.
- HCPHC reserves the right to award any and all work outside of this RFQ process.
- HCPHC reserves the right to award multiple awards of this RFQ to interested parties.

QUESTIONS

Direct questions or requests for any clarification of this RFQ to Tiffany Goodwin, HCPHC Business Development Manager, at tgoodwin@hcphc.ms or 228-467-9231.