
ECONOMIC DEVELOPMENT AUTHORITY

of the City of Norfolk

March 13, 2019

Request for Proposals

For

A Public Relations Professional to conceive, coordinate and conduct a process that builds a partnership with the city's public schools.

999 Waterside Drive, Suite 2430

Norfolk, VA 23510

757.664.4338 main

<https://www.norfolkdevelopment.com/about-us/the-norfolk-economic-development-authority>

Submittal Deadline:

12:00 P.M. March 25, 2019

SECTION I – GENERAL INFORMATION

A. PURPOSE: Proposals are requested by the Economic Development Authority of the City of Norfolk, Virginia (Authority) for a public relations professional with significant experience in the Hampton Roads area to conceive, coordinate and conduct a process that builds a trusting and coordinated partnership with the city’s public Schools. This will involve the creation of a process that brings representatives of the private sector and the school system together to discuss what each can do to arrive at a favorable outcome that delivers qualified candidates for higher education, the military, jobs, business start-ups and other desirable pursuits. It could, and probably should, involve the staging of a “summit” to demonstrate the willingness and sincerity of all parties to develop a partnership of trust and fellowship.

B. ISSUING OFFICE AND CONTACT FOR INFORMATION:

Economic Development Authority of the City of Norfolk
Sean Washington, Assistant Executive Director/Secretary-Treasurer
999 Waterside Drive, Suite 2430
Norfolk, VA 23510
Office (757) 664-4333
Fax (757) 441-2910
sean.washington@norfolk.gov

C. DEADLINE: RECEIPT OF PROPOSALS: March 25, 2019, not later than 12:00 P.M. to the following address: 999 Waterside Drive, Suite 2430, Norfolk, VA 23510

D. QUESTIONS AND CHANGES IN THE REQUEST FOR PROPOSAL:

Proposed Submitters shall carefully examine this RFP and seek clarification of any ambiguity, conflict or other error. Questions should be addressed to the Executive Director or Secretary/Treasurer. Any changes in this RFP will be posted and distributed to vendors of record.

E. AWARD: The Authority intends to award a contract as soon as practicable after receipt and evaluation of vendor’s proposals.

- The award of a contract shall be at the sole discretion of the Authority.
- The award will be made to the offer deemed most meritorious. The Authority reserves the right to accept or reject any and all proposals in whole or in part and to wave informalities in the process.

- Proposals will be initially evaluated on the basis of the written material provided, with clarification as needed through telephone calls to offerors. Based on initial evaluations, the Authority may select vendors whose services and qualifications most closely meet the Authority's needs to enter into discussions.

F. NORFOLK BUSINESSES: It is the policy of the Authority to support Norfolk businesses and workforce development and it encourages companies with corporate offices in Norfolk which employ Norfolk residents to compete for Authority contracts.

G. MINORITY BUSINESS AND PARTICIPATION: It is the policy of the Authority to support minority businesses and the Authority encourages the submission of proposals by all qualified minority and disadvantaged businesses. All responses shall include information on any minority participation, either in terms of personnel within your organization or the use of sub-consultants.

H. COST OF SERVICES: Responses should have costs of services identified.

SECTION II – SERVICE REQUIREMENTS INFORMATION

Public Relations firm should have/or be able to:

- Established relationships within the Norfolk Public School system, the EDA and business community.
- The trust of leadership in both the public and private sectors, including existing business organizations and elected officials (city council and school board).
- The strategic thinking necessary to generate a plan for a process that will be achievable, cost-effective and measurable.
- The skills to facilitate such a discussion, both in the planning of a summit as well as the event itself, and to train others who may also fill that role.
- A thorough understanding of how to work with the local news media, which will be instrumental in communicating the purpose of this initiative and its results.
- The ability to listen to the desires of possibly competing parties and fold them into a process where everyone feels validated.
- A background in economic and workforce development, with a thorough understanding of the need for labor in the maritime and other trades as well as in “white collar” jobs
- Solid writing and speaking skills, excellent local references and a firm appreciation of the strengths and limitations of government bodies, like elected school and appointed economic development boards.
- Produce documents to support and promote the process, although any graphic design or printing needs will be handled by the City.
- Understand how to stream the summit online, although that too can be managed by city or school staff.

- Be able to guide the use of social media in communicating the partnership's work and its benefits.

SECTION III – INFORMATION REQUIRED FROM OFFERORS

The proposal must have the following:

- A statement of interest that includes evidence (such as up to three case studies) that they can meet the requirements listed above,
- A bio of the principal who will be the lead person on this contract as well as of other members of the agency's team who will assist him or her,
- A plan for how the vendor will work within an initial \$5,000 budget (to compensate just for hours invested, not for materials or other out of pocket costs) to prepare for and conduct the summit, and
- References from at least three past clients who can testify to the ability of the provider to meet the requirements of this contract.

SECTION IV – CRITERIA FOR PROPOSAL EVALUATIONS

The selection of the commercial broker will be based on the following:

1. The overall experience and ability in handling matters as described in Section II of this RFP.
2. The professional qualifications and experience of the personnel to be assigned to complete the task.
3. Timeframe identified to complete tasks.
4. Cost of Services.

SECTION V – CONTRACT TERMS

Contract terms to include exclusivity details will be negotiated with selected qualified firm.