



## REQUEST FOR PROPOSALS: MARKETING SERVICES

### I. SUMMARY

The Tuscaloosa County Industrial Development Authority dba Tuscaloosa County Economic Development Authority (TCEDA) is soliciting proposals from qualified parties to provide services in the general fields of marketing, content development, public relations, graphic design, promotional videos, website design, and marketing analytics.

The TCEDA seeks to strengthen current marketing practices in a cost effective, timely, and efficient way that leads to successful business attraction and retention in Tuscaloosa County. The successful firm should have a strong understanding of economic development, Tuscaloosa County, and the West Alabama region.

### II. TIMELINE

Issue Date: August 4, 2022  
Deadline for Questions: August 9, 2022 12:00 Noon CST\*  
Responses to Questions: August 11, 2022  
Proposal Due Date: August 18, 2022 4:00 PM CST

*\*All questions must be submitted by email to [max.snyder@tcoeda.com](mailto:max.snyder@tcoeda.com)*

### III. SCOPE OF SERVICES

#### Marketing Strategy

- Create and advise on search engine optimization (SEO) strategy
- Create and advise on social media and newsletter content
- Create and advise on development of traditional and digital marketing campaigns

#### Text & Graphic Design

- Create brochures, flyers, infographics, maps, and other promotional materials for economic development initiatives and projects

#### Video Production

- Film, produce, and edit videos highlighting community assets including, but not limited to, available buildings & sites, quality of life/place, existing business & industry, academic institutions, available workforce, etc.

## Public Relations

- Create and advise on strategies to raise the profile of the TCEDA and Tuscaloosa County
- Create and advise on press releases and media correspondence

## Budget

- Propose billing structure that includes monthly retainer fee and/or hourly billing rates for services

## **IV. EVALUATION**

All proposals will be reviewed by the TCEDA and evaluated on the following criteria:

- Quality and completeness of the response
- Demonstrated understanding of the scope of services and proposed approaches
- Qualifications and experience of the project team
- References provided in the response
- Retainer and/or hourly billing rates

In-person and/or virtual meetings may be requested during the evaluation period.

## **V. SUBMITTAL REQUIREMENTS**

The TCEDA must receive one (1) original copy and one (1) digital copy of the proposal by **4:00 PM CST on August 18, 2022**. Submittals must be delivered to the following address:

Tuscaloosa County Economic Development Authority  
ATTN: Max Snyder  
2204 University Blvd  
Tuscaloosa, AL 35401

The digital copy may be emailed to [max.snyder@tcoeda.com](mailto:max.snyder@tcoeda.com), or submitted with the original on a CD or USB drive.

The TCEDA reserves the right to accept or reject any or all proposals in part or whole.