



## Questions for RFQ#2023-GMS

### Early LearnHub Project Grassroots Marketing Services

1. I see that \$34,900 is the cost for 6 months of support and ad spend (Jan 1 - June 30, 2024). If the agency would be awarded additional years of support at the CEO's discretion, would this double for a 12-month period? What would recurring budgets look like?

There is no guarantee of additional funding beyond the current period. Any budget for additional work in subsequent budget years would be based on project need and availability of funding.

2. Does the agency have a preferred budget split on agency labor and paid ad spend for the \$34,900 or is it more agency discretion upon providing a plan for approval in the RFQ? For example, you might want to see 30% of the budget go toward media spend and 70% toward labor.

No, there is no preferred budget split. The agency is seeking proposals with recommendations that best meet project objectives.

3. For developing the newsletters - I assume, but I wanted to confirm that we would be using your existing newsletter software to design these, and we would not need to account for newsletter software in the \$34,900, but just the labor time to complete the task.

Yes. The organization currently uses Constant Contact.

4. When will the first Early LearnHub launch and what is the planned schedule of additional launches?

We are presently recruiting Early LearnHubs within the community, with the aim of initiating the installation of our first hub by March or April 2024 with installations scheduled to end in September 2024.

5. Would any of the event launch fees need to be accounted for in this or just marketing the initial launch?

Only the marketing needs need to be considered.

6. Would we be responsible for marketing additional launches if more than one takes place in the 6-month period?

Our vision for marketing this project doesn't center around individual locations. Instead, it focuses on the entire project, highlighting new location openings and opportunities as they arise.

7. I assume the answer is yes to this, but does the budget include any media buying and the cost of the production of any physical assets? Basically, anything we may need extra to provide you with the desired scope?

Yes, the budget encompasses all media spends and production of physical assets for the specified six-month duration.

8. What is the actual start date of the project? The document says January 1, 2024, but the anticipated posting of notice of intent is set for January 12, 2024.

The start of the work for this RFQ is estimated for Monday, January 22, 2024.

9. We saw the video presentation and got a strong sense of branding identity at least for the new initiative. Do you have a branding guideline document available for the Coalition and the LearnHub?

The ELC of Osceola County currently has brand guidelines. These will be made available to the contractor. The EarlyLearnHub project does not.

10. Newsletters many times have links to direct the reader to the website for more information, articles, blog posts, etc. Are you looking for the chosen vendor/partner to be responsible for doing the work on the website site as well?

ELC of Osceola County currently has a website management contract. We are looking for the chosen vendor to identify, propose, and create digital content aligned with the mission of the EarlyLearnHub.

11. Regarding the distribution email list: do you have a Mailchimp or Sendgrid account?

ELC of Osceola County currently uses Constant Contact.

12. Regarding the Targeted Paid Advertising efforts: is the budget for the spending expected to be part of the marketing services total or will there be a separate spending budget for Social Media?

Social media spend should be included in the budget.

13. If we are selected, are you looking to us to be in charge of handling the engagement with the community interacting with the content or will you have internal staff monitoring this? Commenting back, answering questions (we would need accurate information to answer accurately), etc.

Final roles and responsibilities for implementation of the communications plan can be discussed as the plan is developed. ELC of Osceola does have some internal assets to support this work.

14. Developing the digital assets for the different launches would be included as part of the service, but there is mention of printing and collateral materials. Is the cost of producing the tangible items (printed/collaterals) expected to be covered by the Total Forecasted Amount? Or are those items going to be billed separately?

These items will be incorporated into the budget, even if their quantity is limited. While we don't anticipate a significant need for printed or physical assets, we do expect the creation and storage of digital assets, even for physical items.

15. How much collateral will need to be printed (roughly). Would this also need to be included in the total budget cost?

We expect physical collateral for this project to be minimal.

16. Will any paid ads, research, etc (not listed in the RFP also need to be included in the \$34K?

No.

17. For e-verify, my client has a team of subcontractors that work in other countries. I know e-verify is for US based contractors only. The CEO and her account manager are based in the US, but the rest of her team are based internationally. Would that be an issue as it relates to e-verify?

It is a state contract requirement that any contracted vendor and individuals working on the project with state funding must be e-verified.

18. Could you provide more specific demographic or psychographic profiles of the target audience for the Early LearnHub Project?

Our primary focus will center on catering to the entire Osceola County area, with a specific emphasis on families with children under the age of eight (8) and in underserved communities. Currently, our audience is directed towards the general community in Osceola County, aiming to engage them in following and observing the growth process of this project. Our goal is to build momentum during the planning, build-out, and launch phase.

19. How much flexibility is there in the scope of work for a vendor to propose innovative or alternative marketing strategies?

We are seeking a creative and innovative approach to highlighting the development of this project.

20. Are there specific expectations for how the budget should be allocated across various marketing activities (e.g., percentage for social media, email marketing, etc.)?

No, there is no preferred budget split. The agency is seeking proposals with recommendations that best meet project objectives.

21. What is the expected level of collaboration between the Coalition and the selected vendor in terms of strategy development and execution?

Collaboration is a crucial component of this project to ensure that everyone has a clear understanding of the mission and objectives. The vendor is anticipated to work closely with ELC of Osceola County, presenting their campaigns and ideas for approval before implementation.

22. Can you elaborate on the specific performance metrics or outcomes that would influence the decision to extend the contract beyond the initial term?

Several factors will influence the extension of the contract. We plan to develop these metrics as we gain a better understanding of the most effective marketing efforts. Our evaluation will consider collaboration, strategy, innovation, and several other options, including availability of funding. Our vision is to create a general communication strategy to create some digital content to keep the community up to date. The goal is to build momentum and excitement around the project.

23. Are there ongoing marketing efforts or campaigns that this project needs to align with or complement?

Yes. There may be some overlap with the whole agency Marketing and Outreach initiative.

24. Are there preferred tools or software for analytics and reporting, or is the vendor expected to provide their own?

The vendor will have access to the ELC of Osceola's email communication tool, website and social media analytics either directly or through an internal asset. Proposed metrics using those tools would be decided on by the vendor in collaboration with ELC. Any additional tools that the vendor recommends should be included in the proposal and would be the responsibility of the vendor to provide with the budget scope.

25. What frequency of communication and progress reporting is expected from the vendor?

Our goal is to offer monthly newsletter updates while concurrently establishing an online brand presence for the Early LearnHub through social posts, blogs, information, and updates. Proposals should include any additional or alternative strategy.

26. Are there any known challenges or risks associated with this project that the vendor should be prepared to address?

Anticipate aligning with our project updates schedule. The timing of partnerships, collaborations, agreements, and play space installations may vary by location, so please incorporate flexibility into your marketing plan.

27. Could you provide more details about key community partners or stakeholders that the vendor is expected to engage with?

We will maintain close collaboration with 10 small businesses and 5 larger community partners, which may include community resource centers and county officials. The primary stakeholder group is expected to be the general community in Osceola County. As this project is dedicated to the Osceola community, we aim to ensure the provision of details, updates, and information directly to them. While our stakeholders will seek the same information, we also aim to motivate their active involvement in the project.

28. What is the process for content creation and approval, especially concerning time-sensitive materials?

You will collaborate closely with the project manager of this project, who will then communicate the information to the project team. The team will review, edit, and approve content. In case of time-sensitive matters, we will adapt our process to ensure timely delivery.

29. How does the Coalition envision the feedback and iteration process for marketing strategies and materials?

Ideally, we aim to have monthly meetings to ensure the smooth execution of all marketing efforts and to sustain an ongoing feedback loop.

30. Who are the key decision makers on deciding the agency that will be awarded the services in this RFQ?

See below

31. Could you provide the names and titles of these individuals?

- Joel Rivera, Project Manager (Impact Mavin, LLC.)
- Lee Mendez, Chief Program Officer (ELC of Osceola County)
- Amanda Kelkenberg, Chief Executive Officer (ELC of Osceola County)

32. Do you currently work with an agency or have you in the past?

Yes.

33. If so, who is it and were you satisfied with their performance?

To uphold the integrity of the RFQ process, we are unable to disclose that information at this time.

34. If so, do they have the opportunity to respond to this RFQ?

Individuals or entities deemed suitable to provide the services outlined in our scope of work are encouraged to submit a proposal.

35. Do you have specific, measurable goals as related to the services outlined in this RFQ?

Our goal is to track engagement, as well as stakeholder investments influenced by our marketing efforts.

36. Will there be a presentation portion of this RFQ process?

No.

37. If so, how many agencies will be selected to present?

Given the timeframe of this RFQ, presentations will not be hosted. Please submit your proposal with details in a clear and concise format.

38. Is there a page limit to our RFQ submission?

No.