

PUBLIC RELATIONS SERVICES
Economic Development Generating Excellence
EDGE RFP for Professional Services
July 15, 2010

GENERAL INFORMATION

Background

The Economic Development Generating Excellence (EDGE) is a state economic development agency created to support technology-based research and development, commercialization of technology and entrepreneurial business success to attract capital, create more high-paying jobs, expand and diversify the state's economy, and to provide greater prosperity for Oklahomans now and in the future. EDGE has the following objectives::

- Expand the number of researchers, technicians, support services and associated activity within Oklahoma
- Increase the formation and growth of advanced technology companies in Oklahoma
- Leverage additional federal research grants and/or privately funded research into Oklahoma research institutions
- Improve the health status and quality of life of Oklahomans

To further these objectives and inform the state's citizens, EDGE will contract with a public relations firm to assist the program to achieve greater awareness of and involvement within Oklahoma communities.

EDGE policies and practices are designed to promote the availability of the program to all potential users of the agency's services regardless of geographic location within the state. To remain competitive and profitable virtually all Oklahoma businesses must continually increase the use of innovation and technology

This promotion and marketing activity will strengthen Oklahoma's technology-based economy by attracting more federal funds for applied research, by increasing the number of qualified responses to EDGE solicitations, and by enhancing EDGE's image within Oklahoma.

Purpose

The purpose of this solicitation is to request proposals for promotional and marketing services and products for the Economic Development Generating Excellence (EDGE) program.

The period for implementation by the successful applicant will be one year from the date of contract signing, with a maximum expenditure of \$50,000. EDGE reserves the option to renew for two successive 12-month periods. Successful execution of the contract will be a consideration for awarding of contract in succeeding fiscal years.

Scope of Work

EDGE has three predominant audiences: (1) a targeted group of policymakers and lawmakers who benefit from background information that enables them to effectively evaluate Oklahoma's needs for investments in science and technology, (2) the community of technology researchers and innovators, and (3) all Oklahomans who are stakeholders and will benefit from improved economic conditions and human health created by a targeted investment in scientific and technological research.

EDGE requests proposals for the design of strategies and tools that address the tasks listed below. EDGE may utilize other vendors and in-house resources for these same services for projects not encompassed by specific directives, campaigns or programs assigned to the successful bidder.

- Build on EDGE's official branding strategy that will ensure programs, printed materials and multi-media presentations are easily identified as belonging to EDGE.
- Provide strategies, marketing, design, and products that enhance the continued development of the EDGE program.
- Maintain a public relations program that will promote the EDGE program to the various media outlets including regional print, and Web. Also, seek speaking engagements that would be receptive to the message of the Program's activities in promoting economic development through technological advancement.
- Draft all EDGE press releases and media pitches. Develop a downloadable EDGE press kit to include, for example, the EDGE fact sheet, logos, photos, and access to press releases. Distribute these materials to all applicable media.
- Design/Develop/Execute an Annual Impact Report for the EDGE program measuring annual success of the EDGE grantees. This will include gathering information through awardee interviews and other applicable processes. Such information will include, secondary/tertiary job creation from EDGE grant funding, EDGE fund leveraging, sub-contractors proliferation, and indirect impacts of the EDGE program on Oklahoma's economy. The Annual Impact Report is to be completed by Monday, November 1, 2010.
- This RFP calls for creative planning, graphic design and other services to include contracted printing and electronic news gathering. Any major expenditure must be pre-approved by EDGE through normal consultation.

Key Dates

Release of RFP
RFP Proposal Due Date
Contract Award

Thursday, July 15, 2010
Monday, August 30, 2010 – 5 p.m.
Wednesday, September 1, 2010

Contact

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Programs Officer II
Economic Development Generating Excellence
800 Research Parkway, Suite 330
Oklahoma City, Oklahoma 73104
405-319-8288/fax 319-8290
rwaldrop@okedge.org
www.okedge.org

All questions will be answered at EDGE's discretion and within constraints of resources and time. All questions must be submitted in writing to rwaldrop@okedge.org by Friday, August 20, 2010 – 5:00 p.m. No individual notification will be made to individuals regarding questions asked.

Selection Process

The criteria for selection of the successful proposal will include general experience, professional qualifications, reputation, experience with similar organizations, and the contractual fee. Although the contractual fee will be an important factor, it will not be the only factor considered.

EDGE shall have the right to reject any and all proposals submitted pursuant to this RFP for any reason whatsoever, in its sole and absolute discretion and without liability therefore. In addition, EDGE shall have the right to extend, amend or cancel this RFP at any time prior to the selection of any contractor pursuant hereto, in its sole and absolute discretion and without liability. In no event shall EDGE be responsible for any costs or expenses incurred by any applicant in submitting a proposal under this RFP. Each applicant who submits a response does so solely at the applicant's own cost, risk and expense. EDGE accepts no responsibility for the return of successful or unsuccessful proposals. This RFP in no way obligates EDGE to select any applicant's proposal.

Contracting Process

After notification that a proposal has been accepted, EDGE will prepare a contract for execution on or about Wednesday, September 1, 2010. The contract will be no longer than one (1) year in length – extending from the date the contract is signed. The contract may contain provisions for renewal upon satisfactory completion of services. Nevertheless, from time to time, EDGE may, at its sole discretion, choose to add additional contractors or to open any existing contract for new bids through a competitive RFP process.

The contractor will bill EDGE in arrears based on completion of identified milestones and within 90 calendar days of completion of the milestone. Invoices are to be sent to:

Rachel Waldrop Holzhauser, CCRP, MS
EDGE
800 Research Parkway, Suite 330
Oklahoma City, Oklahoma 73104

GENERAL PROPOSAL REQUIREMENTS

Review and Award of Contract

Written proposals will be reviewed by the EDGE program and its selected representatives. A follow-up formal presentation may be conducted before the final selection.

Award of a contract will be based on the proposal that will be most advantageous to EDGE and the state, with due consideration to price and ability to conform to this request for proposal. EDGE may (1) reject any or all proposals, (2) accept other than the proposal with the lowest price or (3) waive minor irregularities in proposals received.

Proposal Content

1. Vendor company information
 - Company background/history
 - Overview of services and capabilities
 - Biographies of key personnel
 - Contact information
2. Strategies and tools for addressing the tasks identified under Scope of Work
3. Proposed staffing for this project, including subcontractors
4. Projected budget
 - Estimates of cost of services to include:

Task	Estimated \$ Amount	Percent of Total Work	Anticipated Completion Timeline
Planning and implementing Annual Impact Report			◦ planning ◦ completion date 11/1/2010
Maintain Public Relations Program/			As needed
Developing a downloadable EDGE press kit			By
Draft EDGE press releases and media pitches(approximately 10 per year)			As needed
Develop plans for specific projects as required; such planning will be based on requests from the EDGE program			As needed

- Anticipated third party costs
5. Ownership of materials

- Identify steps for providing the EDGE program with all graphics, content and designs – both digital and otherwise – used on various projects
- 6. Examples of previous work similar to that included in this RFP
- 7. List of clients similar to the EDGE program
- 8. Examples of successfully completed past campaigns
- 9. Affidavit (see attached Competitive Bid Non-Collusion Affidavit)

Evaluation Criteria

Only the most meritorious proposals are sought to provide services for this EDGE program. Proposals passing the administrative review will be evaluated based on the responsiveness to all the requirements of this RFP and to the evaluation criteria described below. EDGE will use the following to evaluate the proposals with each criterion weighted equally:

1. How well does the applicant's response fit the intent of the goals stated in the RFP?
2. Does the applicant's response show value-added innovation and creativity?
3. Has the applicant provided proper evidence proving the ability to successfully complete the requirements in this RFP (qualified personnel, prior successful campaigns, etc.)4. Does the applicant properly express an understanding of the unique requirements of a state agency such as EDGE in contrast to private sector customers?



**State of Oklahoma
Department of Central Services
Central Purchasing Division**

**Certification for Competitive
Bid and/or Contract
(Non-Collusion Certification)**

A certification shall be included with any competitive bid and/or contract submitted to the State for goods or services.

Solicitation or Purchase Order #: _____

Supplier Legal Name: _____

SECTION I [74 O.S. § 85.22]:

A. For purposes of competitive bid,

1. I am the duly authorized agent of the above- named bidder submitting the competitive bid herewith, for the purpose of certifying the facts pertaining to the existence of collusion among bidders and between bidders and state officials or employees, as well as facts pertaining to the giving or offering of things of value to government personnel in return for special consideration in the letting of any contract pursuant to said bid;
2. I am fully aware of the facts and circumstances surrounding the making of the bid to which this statement is attached and have been personally and directly involved in the proceedings leading to the submission of such bid; and
3. Neither the bidder nor anyone subject to the bidder's direction or control has been a party:
 - a. to any collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding,
 - b. to any collusion with any state official or employee as to quantity, quality or price in the prospective contract, or as to any other terms of such prospective contract, nor
 - c. in any discussions between bidders and any state official concerning exchange of money or other thing of value for special consideration in the letting of a contract.

B. I certify, if awarded the contract, whether competitively bid or not, neither the contractor nor anyone subject to the contractor's direction or control has paid, given or donated or agreed to pay, give or donate to any officer or employee of the State of Oklahoma any money or other thing of value, either directly or indirectly, in procuring this contract herein.

SECTION II [74 O.S. § 85.42]:

For the purpose of a contract for services, the supplier also certifies that no person who has been involved in any manner in the development of this contract while employed by the State of Oklahoma shall be employed by the supplier to fulfill any of the services provided for under said contract.

The undersigned, duly authorized agent for the above named supplier, by signing below acknowledges this certification statement is executed for the purposes of:

the competitive bid attached herewith and contract, if awarded to said supplier;

OR

the contract attached herewith, which was not competitively bid and awarded by the agency pursuant to applicable Oklahoma statutes.

Supplier Authorized Signature

Certified This Date

Printed Name

Title

Phone Number

Email

Fax Number