



REQUEST FOR PROPOSALS

Regional Publication Workgroup

Comprised of the following partners from Huron, Sanilac, Tuscola, and Lapeer Counties:
Huron County Community Foundation, Huron and Sanilac County Economic Development Corporation, Sanilac County Community Foundation, Tuscola Economic Development Corporation, Village of Cass City, City of Vassar, City of Caro, Lapeer Development Corporation, and Lapeer County Community Foundation

PURPOSE:

The Regional Publication Workgroup is a collaborative effort to reframe the narrative of our communities to promote our assets and amenities through new communication channels to market outside of our own communities. We are seeking proposals for solutions that will advance that mission and begin to create a brand for the Thumb of Michigan. Innovative solutions will allow our Region to reach new audiences and spur economic and population growth in the Thumb.

BACKGROUND:

The Regional Publications Workgroup was established in early 2020. Across Huron, Sanilac, Tuscola, and Lapeer Counties, there had been a common interest in reframing the narrative of the Thumb. To advance that mission, partners came together to establish the Regional Publication Workgroup, recognizing the importance of a collaborative effort.

The Workgroup partners are well-connected in their communities and plan to leverage public, private, and philanthropic dollars to support this project.

SERVICES SOUGHT:

The Regional Publication Workgroup is seeking proposals that provide **innovative** solutions to reframing the narrative of our communities and promoting our assets and amenities through new communication channels to markets outside of the Thumb region. These solutions could be new developments or existing platforms tailored to accomplish the mission of the Workgroup.

The Workgroup would consider multi-year proposals if applicable.

RESPONSE REQUIREMENTS:

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will provide the services sought
- Details about your team
- Any key differentiators about your approach
- A visual mockup of the proposed solution
- Budget

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- Line item pricing
- Timeline
- Strategy for attracting potential partners

Areas of special interest to the Workgroup, which should also be addressed in your proposal response, include the following considerations:

- Ability to engage community partners as a potential revenue source for funding the proposal
 - Recognition for these community partners
- Unique strategic partnerships with external audiences that strengthen the ability to advance the mission of the Workgroup
- Storytelling -- Address the number of creatives that will be working on the proposed solution (include samples of their previous works if possible), address the use of in-house and contracted creatives in the plan, how content would be developed, and plans to ensure equitable coverage of a four county region
- If an existing platform, outline statistics for each channel utilized (ex. Annual readership, size of email list, internal click rate, open rate, social media reach per channel utilized, engagement rate, overall annual content reach)
- If a new platform, address how readership inside the target markets will be generated

TIMELINE:

RFP Opens - June 10, 2020

All Questions Due - June 29, 2020

Proposals Due - July 10, 2020

All proposals must be submitted electronically via Dropbox link found below and on the Huron County Community Foundation Website, by 5 p.m. on July 10, 2020. Please label files with the name of the firm. Late proposals will not be considered. <https://www.dropbox.com/request/rSCRG8Ueue0nEf0LJXFd>

Contact Melissa Anderson, Sanilac County Community Foundation Executive Director, with questions via email only (director@sanilacfoundation.org) prior to 5 p.m. on June 29th. No phone calls will be accepted. All questions will be answered publicly as necessary on the Huron County Community Foundation website linked below.

<http://www.huroncountycommunityfoundation.org/hccf-news/regionalpublication>

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