



# alamance chamber™

Access more.

**REQUEST FOR QUALIFICATIONS:  
ETWI Communication & Marketing Services**

**Response Due Date: ~~December 13, 2023, by 4:00 PM~~ January 5, 2024 by 4:00 PM**

**General Information**

Document Type: Request for Qualifications

Posted Date: ~~November 28, 2023~~ December 19, 2023

Response Due Date: ~~December 13, 2023~~ January 5, 2024 by 4:00 PM

Anticipated Services Period: January 2024 – June 2024

**Office Address and Point of Contact**

David Putnam, CPRP  
Senior Director, Economic Development  
Alamance Chamber  
PO Box 450  
Burlington, North Carolina 27216  
[david@alamancechamber.com](mailto:david@alamancechamber.com)  
336-228-1338

Issued By: Alamance Chamber  
610 S Lexington Ave,  
Burlington, NC 27215

RFQ Name: ETWI Communication & Marketing Services

Issue Date: ~~November 28, 2023~~ December 19, 2023

Questions Due Date: ~~December 05, 2023~~

Direct Inquiries To: David Putnam  
Senior Director of Economic Development  
336-228-1338  
[david@alamancechamber.com](mailto:david@alamancechamber.com)

Submittal Due Date: ~~December 13, 2023~~ January 5, 2024 by 4:00 PM

Delivery of Submissions:  
By Mail or Hand Delivery:  
PO Box 450 (mail)  
Attn: David Putnam  
610 S Lexington Ave (hand)  
Burlington, NC 7215 By

Email:

[david@alamancechamber.com](mailto:david@alamancechamber.com)

Subject line: ETWI Communication & Marketing Services

Respondents are cautioned not to make changes to any of the terms and conditions in this solicitation. Doing so may render a Respondent's proposal unacceptable and unresponsive for award. Questions and inquiries must be made in writing.

**Introduction**

Alamance County is a diverse county in the of more than 170,000 residents in the piedmont of North Carolina. The Eastern Triad Workforce Initiative, of which Alamance County is a part, seeks to enhance workforce training and development through collaboration with the Alamance Chamber, Alamance Community College, the Alamance-Burlington School System, Alamance County’s workforce development board, and other workforce and economic development partners.

The purpose of this RFQ is to seek a vendor to provide comprehensive communication and marketing services for the benefit of promoting and furthering the efforts of workforce training, mentorship, and apprenticeship opportunities available within Alamance County. This necessitates strategic marketing to provide exposure and awareness of the program, highlighting workforce training opportunities to local employers, youth, their parents, and adults of working age.

**Scope of Work**

Comprehensive communication and marketing services must implement a communications and marketing strategy at the direction of the Alamance Chamber and Career Accelerator Program steering committee to accomplish goals and objectives in accordance with the Eastern Triad Workforce Initiative of Alamance County. Services should accomplish increased community awareness and engagement of available programs.

The comprehensive communication and marketing services must address the following:

1. Identify and implement strategies to engage with the target audience for apprenticeship and workforce development initiatives.
2. Develop and implement messaging and brand awareness for Alamance County partners of the Eastern Triad Workforce Initiative.
3. Develop marketing collateral that includes producing photography, digital, print, and other media advertising for the Eastern Triad Workforce Initiative of Alamance County.
4. Provide Career Accelerator Program website update and management services and recommend system enhancements to accomplish goals and objectives.
5. Provide digital marketing services that leverage existing platforms, paid advertising, SEO, and social media management.
6. Opportunities to connect with the English- and Spanish-speaking populations in Alamance County through appropriate translated collateral.

**Proposal Timeline**

<b>RFQ Process</b>	<b>Date</b>	<b>Time (EST)</b>
RFQ posted	November 28, 2023 December 19, 2023	
Proposers Written Questions Due	December 05, 2023	5:00pm

Alamance Chamber Responses to Proposers Questions	December 07, 2023	5:00pm
RFQ Due Date - Proposals Due from Proposers	December 13, 2023 January 5, 2024	4:00pm

**Proposal Submittal Requirements**

- Submissions: Copies of the qualification statements should be submitted through email in PDF format to [david@alamancechamber.com](mailto:david@alamancechamber.com), and if desired one hard copy to the Alamance Chamber by 4:00 pm on ~~December 13, 2023~~ January 5, 2024 by certified mail or private carrier to:

Attn: ETWI Marketing RFQ  
 David Putnam, Senior Director of Economic Development  
 Alamance Chamber  
 PO Box 450  
 Burlington, NC 27216

- Interviews: Some respondents may be invited for an interview to clarify the content of their qualification statement.
- ~~Inquiries: Please submit any RFQ questions via e-mail to David Putnam [david@alamancechamber.com](mailto:david@alamancechamber.com) by December 05, 2023. Other contact outside of the RFQ submittal requirements or questions is discouraged.~~
- ~~Upon request, an optional informational Zoom Meeting will be scheduled. To register for that meeting, please e-mail to [david@alamancechamber.com](mailto:david@alamancechamber.com) and mention the RFQ.~~

**Qualification Statements**

Responses to this Request of Qualifications (RFQ) shall include the following:

- Experience and Capabilities: Describe the experience and capabilities of assessing target markets, communicating effective messages, and providing measurable results for future improvements. Respondents should also highlight their capacity for multi-media production, especially photography, that can be used for print, web, social media, and other forms of advertising to best connect with community members.
- Key Staff Assigned to the Project: Provide a resume summary and link that accurately details the respondent’s work experience, the timeline of responsibilities, missions, and goals. It is also recommended that the respondent share any certifications or professional licenses that confirm their professional capacity to fulfill the scope of services outlined above.
- Technical Approach: Describe the technical approach that will be used to complete the tasks described in this RFQ, including knowledge, experience, and capabilities to perform the scope of services outlined above, if applicable.

- Background Information: Full disclosure regarding the respondent's status and verification that the applicant is not a debarred vendor.
- Cost Estimation: The proposal must include a fee schedule for services by key staff assigned to the project and where otherwise applicable.
- Professional Practice: Please respond to the following questions:
  - Has the respondent ever been cited by any authority for unscrupulous practice?
  - Does the respondent have any past or present suits with any current or former customer? Explain as necessary
  - Has the respondent, including affiliates and subcontractors, ever been or is currently debarred from receiving Federal or State funds?
- Required Attachment: Three (3) references from clients for which the respondent has provided similar services;
- Other: Provide any other information that may be useful to the RFQ selection committee in reviewing this proposal.

### **Consultant Selection**

The Alamance Chamber will establish and facilitate a Selection Committee for the evaluation of qualifications submitted by respondents responding to the RFQ. The proposals will be evaluated and ranked based on the **Selection Criteria** outlined below. The Alamance Chamber may ask the top-ranked respondent(s) to attend a presentation and/or interview opportunity as part of the evaluation process. At the conclusion of the evaluation process, respondents will be ranked in priority order with the highest-ranking respondent(s) being selected to negotiate a contract with Alamance Chamber. If Alamance Chamber elects to negotiate a contract with a selected respondent or respondents, the Alamance Chamber reserves the right to negotiate such terms and conditions of the contract, including, but not limited to scope, role, price, and staffing which may be in the best interests of the Alamance Chamber. Certified Minority Business Enterprise/Women's Business Enterprise companies (MBA/WBE) General or sub-contractor are encouraged to respond.

Providing and maintaining adequate insurance coverage is a material obligation of the vendor under the contract. We may request proof of insurance coverage from the vendor prior to contract award. Vendors shall be responsible for providing and maintaining commercial insurance, of the type and amount listed below:

- Minimum Coverage of \$250,000 of worker's compensation employer's liability insurance
- Minimum \$500,000 coverage of commercial general liability insurance
- Automobile liability insurance minimum coverage of \$250,000 for bodily injury and property damage; \$250,000 for un/underinsured; and \$2500 medical payment coverage.

The selected respondent shall provide written proof of contractual liability insurance, comprehensive general liability insurance, workers compensation insurance, pollution coverage insurance, and professional liability insurance for Directors and Officers for errors and omissions.

### **Alamance Chamber Selection Criteria**

The Alamance Chamber will evaluate the qualifications based on the following factors:

Criteria	Weight	Score	Weighted Score
Proposed Professionals Experience and Qualifications	25		
Demonstrated Record of Completing Similar Projects	25		
Project Understanding and Approach	25		
<b>Final Score</b>			

Score Points:

- Does not meet expectation
- Meets expectation
- Above expectation

### **Alamance Chamber Rights Reserved**

- The Alamance Chamber reserves the right, in its sole discretion, to reject any or all submissions, reissue a subsequent RFQ, terminate, restructure, or amend this procurement process at any time.
- This RFQ is not a bid. Evaluation criteria contained herein shall be used in evaluating the qualifications of interested respondents for selection.
- The Alamance Chamber may contact any consultant after receiving its submittal to seek clarification on any portion thereof.
- The Alamance Chamber reserves the right to request additional information from any consultant if the Alamance Chamber deems such information necessary to further evaluate the consultant's qualifications.
- The Alamance Chamber reserves the right to select several consultants to perform tasks under the contract.
- The Alamance Chamber reserves the right to retain and continue funding consultants selected as a result of this RFQ without further solicitation of services if additional funding becomes available in the future.
- All RFQ material submitted to the Alamance Chamber becomes the property of the Alamance Chamber and will not be returned to the vendor.