

Request for Proposal/Quotation

**- Tulsa Economic Development Corporation (TEDC)
Social Media Strategy and Content Production**

August 20, 2021

Tulsa Economic Development Corporation
125 W. 3rd Street, 2nd Floor
Tulsa, Oklahoma 74103



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Confidentiality Statement

This Request for Proposal (RFP) is intended for use **only by the addressee(s)** and may contain privileged and/or confidential, copyrighted, or otherwise restricted information viewable by intended recipient.

Submission Details

Submission Deadlines

All proposals in response to this request must be submitted by electronic mail, facsimile transmission, or mailed/delivered **no later than close of business Friday, August 27, 2021.**

Submission Delivery Address

The delivery address to be used for all submissions is:

Cioré Taylor
Director of Entrepreneurial Development & Education Network
Tulsa Economic Development Corporation
125 W. 3rd Street, 2nd Floor
Tulsa, Oklahoma 74103

***Drop box is available if delivery is outside of regular business hours (Mon-Fri 9-5)**

Submission Questions and Clarifications

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Cioré Taylor
Director of Entrepreneurial Development & Education Network
Office: 918-585-8332
[Email: cior@tedcnet.com](mailto:cior@tedcnet.com)

Electronic Submissions

Electronic submissions in response to this Request for Proposal will be accepted as long as they meet the following criteria and are sent via email to: cior@tedcnet.com.

Introduction and Executive Summary

It is the intent of this RFP to secure a competitive quote for Social Media Strategy and Content Production to connect with our target audience while providing tools and resources to better assist our community.

TEDC seeks to enhance its web presence and services offered online by redesigning our current primary social media presence. The redesigned social media will enable TEDC staff to deliver information and services easily, quickly, and with few to no technical barriers. This effort would provide relevant content, have consistent scheduling, responsive design, highly relevant search results, and a contemporary style of storytelling.

TEDC is requesting proposals from vendors to plan, execute and deliver the redesign of its Social Media Strategy and Content Production. TEDC seeks through this RFP to enter into contract with an established communications/marketing/digital media agency. The agency's work must be of the highest quality with an expectation for excellence and innovation.

Business Overview & Background

Tulsa Economic Development Corporation (TEDC), a mission-based, non-profit Community Development Financial Institution (CDFI) formed in 1979, is a sub-recipient of the City of Tulsa's Community Development Block Grant program funded by the U.S. Department of Housing & Urban Development. TEDC is also a partner with the U.S. Small Business Administration and the U.S. Department of the Treasury.

TEDC's mission is to serve as a catalyst for economic development in the Tulsa Region. We achieve our objectives by providing start-up and existing businesses access to unconventional financial resources and technical assistance. TEDC uses both public and private funds to make small business loans with the ultimate objective of sparking and supporting sustained economic development in the Tulsa area. Special consideration is given to companies that employ low to moderate income individuals, to those located in underserved communities, as well as to those who have faced longstanding barriers to economic opportunity. TEDC strives to help each client impact the economy in a positive, measurable, and sustainable way. We partner with many other organizations and individuals who share our commitment and participate with other financial institutions on projects that lack sufficient equity.

In development, TEDC is launching two new streams of work within their umbrella. Historically, TEDC has primarily offered lending services and now we are adding education for small business development and for commercial vendor development. TEDC aims to support under-resourced individuals from a 360-degree approach of supporting education to qualify for funding and education after funding to enable resiliency. We also are looking to support innovative ways to create economic

impact in communities that experience disproportionate lack of access to capital and helping to create jobs. TEDC is located at 125 W. 3rd St., 2nd Floor, in Tulsa.

Detailed Specifications

TEDC is requesting a quotation with the following requirements to be included:

- Elevate our brand image to be more competitive and compelling for lending and education
- Design content layout through mixture of videos, images, and text to maximize storytelling
- Strategize content for Facebook, Instagram, TikTok and LinkedIn (optimized for virality)
- Strategize distinction in content between TEDC (lending), EDEN (education), and CATALYST (development) for long term use with options for spin offs
- Capture, design, produce and edit videos for timeless use with ability to clip and repurpose
- Set up storage of social media assets and organize for searchability
- Create posting schedule optimized for growth on each platform
- Develop ongoing ad campaigns to increase pipeline of new customers, educators and business partners
- Implement social media strategy for 60 days and conduct biweekly feedback loops to adjust strategy as needed
- Guided transition of content production to in house marketing and communications team
- Training on any required software to in house team during hand off
- Guidance on how to produce strong captions as it relates to each social media platform

Assumptions & Constraints

The TEDC website will be maintained by a relatively small staff with finite web knowledge, so the site should be built so that all major blocks of content are easy to edit, without the involvement of the developer. That means that the copy and revolving visual content, such as web banners (if applicable) should be readily interchangeable through the CMS dashboard. An open-source CMS that offers broad community support and comprehensive knowledge base is preferable.

Terms and Conditions

Proposals must include the following sections in this order:

- A. Contact information. Name, address, phone number and email address of the agency and/or firm; and the name, phone number and email address of the person to contact concerning your company's proposal.
- B. Company profile describing your company and experience developing websites. Key personnel profiles of staff who would be assigned to work on this project.
- C. References. Provide contact information (name, agency, phone number, and email address of person to contact) and public website URL for at least three recent clients to show examples of your company's work product. Include information about CMS used.

- D. Project Narrative. Provide details about your proposed approach to completing the project, including:
1. Overview that describes your approach to the project (your “big picture” for developing the new TEDC website).
 2. Examples demonstrating expertise in IA and UX to drive flexible design that performs effectively on desktop, mobile and tablets across all operating systems and multiple browsers.
 3. Schedule of major tasks/phases, including summaries of activities and deliverables, and estimated completion date.
- E. Total cost for the completed project.

Selection Criteria

- Compliance with the format, terms and conditions of the RFP
- Vendor’s qualifications and references
- Vendor’s understanding of the project, including familiarity with non-profit websites
- Vendor’s ability to provide the services required
- Cost
- Quality of portfolio of projects (attractiveness of design, function, and accessibility)
- Experience with CMS and customization of themes

The bid shall be awarded to the agency whose proposal is responsive to the bid and is most advantageous to TEDC, considering the factors identified in the bid. TEDC reserves the right to reject any and all nonconforming, nonresponsive, unbalanced, or conditional proposals, and to award a contract in the best interest of TEDC. Proposers must be prepared for TEDC to accept three (3) vendors for in-person interviews. The selected proposal, if any, will be selected solely by the judgement and best interests of TEDC. If negotiations do not result in an acceptable agreement, TEDC may reject the offer or revoke the award, and may begin negotiations with another vendor or reissue the RFP. Submission of an offer confers on the vendor no right to an award or to a subsequent contract.

The selected vendor will be notified of the contract award recommendation on or about September 8, 2021.