

**Request for Proposal, Marketing Coordinator
Small Business Marketing Grant Program**



Proposal Due: May 8, 2020 - 5:00pm

Project Overview:

The Upper Shore Regional Council (USRC) seeks to support local small business growth. As part of this mission, the USRC in partnership with the Kent County Department of Economic Development and the Upper Shore SCORE Chapter seeks to identify a marketing professional to assist small businesses located in Kent County, Maryland.

Primary Goals:

1. Serve at least 15 small businesses with 50 or less employees in Kent County.
2. Assist them with implementing a marketing plan.
3. Assist them with placing ads, utilizing social media, etc.

Scope of Work:

The USRC intends to assist a minimum of 15 small businesses with marketing services valued at approximately \$1,250. The USRC will open the program to the local community and will award the grants to small businesses on a first come basis after being vetted by a local selection team. The successful bidder will act as the project lead and will be responsible for tracking all time and materials associated with assisting the small business utilize the marketing funds effectively.

The selected bidder is specifically requested to provide the following:

1. Conduct a 1-2 hour meeting with each business selected to get a general business overview and to determine the level of need and target focus areas.
2. Develop a brief written marketing plan for each business selected.
3. Provide a marketing workshop to interested businesses in the community.
4. Support the businesses in the execution of their marketing plan to maximize funding.
5. Provide measurable results for each business at completion of marketing campaign.

Evaluation Criteria:

1. General marketing experience.
2. Experience specifically helping small businesses.
3. Overall price.
4. Proposed business selection process, implementation strategy, and timeline.

Submission Requirements:

Candidates are requested to submit a brief proposal that is no more than 2 pages in length. The proposal should include a general summary of marketing experience, specific examples of past performance when applicable, and an overarching strategy and timeline to complete the requested scope of work. A final quoted price should be included in the proposal and should be based on providing the services detailed in the scope of work. An additional hourly rate should be included for services provided after the scope of work has been satisfied.

Final proposals shall be submitted no later than 5:00pm on Friday May 8, 2020 via email at econdev@kentgov.org. Fax and hand-delivered proposals will not be accepted.

Questions regarding the request for proposals must be submitted prior to Friday May 1, 2020. All questions should be emailed to econdev@kentgov.org and will be answered within a 72-hour period.

Contact personnel: Jamie Williams at 410-810-2168.