



**Request for Proposal  
Marketing and Communications Services  
Issued: November 19, 2024**

**Submit to:**  
**Cristina Bennett**  
[Cristina@b3kprosperity.org](mailto:Cristina@b3kprosperity.org)

**Submission Deadline:**  
**Wednesday December 11, 2024**  
**by 5:00 p.m. PST**

## **Our Vision**

*To be the best place in California for everyone to achieve the American dream.*

## **Our Mission**

*To bring our region together to imagine, engineer, and build the next era of success, where all people prosper and businesses thrive.*

## **I. Background**

B3K Prosperity (B3K) is a mission driven non-profit economic development organization serving the Kern County region and the City of Bakersfield in California. B3K Prosperity is a public/private collaborative effort among business, government, industry and civic leaders with a central purpose to expand access to Quality Jobs by shaping the next chapter of the Kern County region's economy into a globally competitive marketplace. We seek to foster upward economic mobility for all Kern County residents, by expanding inclusive wealth and prosperity and by growing or upgrading 30% of our existing job base - or 100,000 quality jobs- by 2031. To meet these ambitious goals, B3K has devised a multi prong strategy approach that includes: 1) spur entrepreneurial activity to innovate new technology, products and processes; 2) train and educate a skilled workforce to meet industry demand; 3) build a civic infrastructure to support economic development and human well-being, with a focus on access for all; and 4) tell our unique new story and rebrand the image of Kern County as a globally competitive, business friendly region with an outstanding quality of living.

To translate strategy into action, B3K will accelerate the growth of the following five (5) key Opportunity Industries:

- **Aerospace and Defense:** Solidify East Kern and the Antelope Valley as a globally-leading aerospace innovation, testing, and production hub where firms can access specialized facilities and deep talent to commercialize ideas and grow, generating high-quality jobs across skill levels.
- **Advanced Manufacturing:** Accelerate the growth of specific manufacturing subsectors that concentrate higher-quality jobs and improve workforce access by prioritizing industry support and talent efforts.
- **Business Services:** Strengthen business and professional services to help advance industry diversification and build a more robust digital skills workforce positioned for success in the tech economy.
- **Energy:** Establish Kern County as a champion in energy and carbon management - including renewable and low-to-negative carbon energy, fuels, products, technology and services – while stimulating durable economic growth and high-quality jobs for its residents.
- **Entrepreneurship Ecosystem:** Foster a cohesive entrepreneurship and business ecosystem providing start-ups and existing firms with the expertise, resources, and capital necessary to grow and expand successful enterprises, supporting dynamic local and regional economies offering jobs to residents and promoting vibrant communities.

B3K Prosperity seeks to implement a thoughtful and engaging marketing and communication strategy to promote our vision for the community, to promote our five Opportunity Industry programs, services, resources and activities, to celebrate our achievements and our community impact, and to promote the City of Bakersfield and Kern County as a globally competitive, business friendly region with an outstanding quality of living.

## **II. Scope of Work**

B3K Prosperity is seeking qualified companies and/or individuals to provide marketing, public relations, media planning and placement, and an overall communication strategy services for the B3K Prosperity organization. B3K is also seeking design services for a “refresh” of the website ([B3KProsperity.org](http://B3KProsperity.org)) and corresponding communication templates (such as e-newsletter). The following includes a sample of the required services:

### *Marketing & Branding*

- Create strategies to brand the City of Bakersfield and Kern County as global competitors in the five (5) Opportunity Industries reaching local, regional, national, and international markets.
- Create coordinated marketing campaigns to include a written plan addressing objectives, audience/market description, strategies, tactics, and budgets.

- Creative strategy and design (such as reports, event promos, visual display, social media materials).
- Concept development, including quality graphic design.
- Develop original copy (text), copywriting, and editing. Languages will include Spanish, Punjabi and other identified foreign languages.
- Coordinate media planning & buying.

#### *Public Relations*

- Maintain B3K's website, all social media platforms and e-newsletter.
- Build messaging for local, regional, national, and international markets.
- Build messaging that can be used in various channels including earned media, social media, and paid traditional media to geo-target key audiences through relevant channels to drive awareness, create an emotional connection and education on key actions.
- Create messaging to effectively and successfully raise awareness and connect with various target audiences.
- Create messaging to drive interaction and build excitement through sharing relevant content and providing opportunities to interact with the City of Bakersfield and the Kern County region.
- Develop a concrete social media strategy using tools like Facebook, X, LinkedIn, and Instagram.
- Develop and pitch storylines and press releases, issue briefings, and industry highlights to the media.
- Develop and maintain targeted media lists (local, trade, national, and international).
- Strengthen relationships with the local community.

The selected firm/individual must also:

- Provide creative briefs before each campaign or individual project outlining the goal(s), objectives, audience, strategies, budget, and evaluation format.
- Demonstrate the ability to plan strategically; integrate, manage, and execute an assortment of marketing projects.
- Identify, evaluate, recommend, and execute new and emerging technology opportunities.
- Provide regular status reports as agreed upon, to provide timely updates to measure overall effectiveness and performance, and progress on all projects including annual performance cost analysis.

#### *Website Refresh.*

B3K Prosperity seeks to do a design refresh of the organization website [B3KProsperity.org](http://B3KProsperity.org) to present B3K Prosperity as a visionary, innovative, entrepreneurial and civic minded economic development organization that is building the next chapter of the Kern County region's economy. We are building the economy of the future. The website will showcase B3K programmatic efforts underway expanding the five Opportunity Industries while also showcasing the Kern County and City of Bakersfield region's economic resiliency, strengths and assets. The website will need to reach diverse stakeholder audiences from residents, students and entrepreneurs to start-ups, researchers and investors. The website should include:

- B3K's commitment to fostering growth across the five key Opportunity Industries: Aerospace and Defense, Advanced Manufacturing, Energy, Entrepreneurship Eco System and Business Services. For each Opportunity Industry, B3K will promote:
  - B3K programming and services underway
  - Research and innovation assets and opportunities
  - Real Estate and Entrepreneurial resources
  - Education and Workforce training opportunities
- California Jobs First/ Kern Coalition: incorporate B3K's role within the Kern Coalition and promote projects and initiatives underway. For more information: <https://www.kccd.edu/kern-coalition/about.html>
- Promote the region as an ideal location for business growth by showcasing the unique advantages and amenities such as housing and education, parks and heritage and a rich environment for arts and culture.
- Serve as a compelling resource, illustrating the many reasons for choosing Bakersfield and Kern County as a top destination for community living and investment.
- Collaboration and Regional Efforts: promote eco-system partners and opportunities.

### III. Contract Period

The term of this agreement will be for a period of 12 months with the possibility of extension. Extension of the agreement will be based on the satisfactory performance as determined by B3K Prosperity leadership. This agreement is expected to commence on January 1, 2025, and end December 31, 2025.

### IV. Contract Terms

B3K Prosperity will negotiate contract terms upon selection and will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

### V. Proposal Guidelines (Limit to 10 Pages)

The firm's proposal shall include the following items in the sequence outlined below, noted with the appropriate heading as indicated below. If a firm is proposing as a team or joint venture, provide the same information for each member of the team or joint venture.

- **Contact Information:** Provide the primary contact name, title, address, e-mail and phone number.
- **References:** Provide three (3) references that the firm has provided services to within the past three (3) years. The contact person named should be familiar with the day-to-day management of the contract and be willing to respond to questions regarding the type, level, and quality of service provided.
- **Executive Summary:** should be limited to two (2) pages and shall include a statement of:
  - Firm's understanding of the scope of work to be accomplished.
  - Firm's proposal to accomplish and perform the identified services.
  - Description of Firm's strategic process on how they might best market Bakersfield and Kern County as an ideal market for location/relocation for the five Opportunity Industries.
  - Description of the firm's process and staffing capacity to serve the needs of B3K.
- **Background and Qualifications:** Please provide the following:
  - Active client list.
  - Specify whether the firm's functions are performed inhouse or outsourced.
  - Describe your firm's unique position in the marketplace and strongest capabilities or service niches.
  - Outline the process used to create integrated marketing, branding, and public relation campaigns.
  - Identify any additional skills, experience, and qualifications.
  - Provide an explanation of how your firm measures/determines the effectiveness of advertising/marketing strategies and campaigns, including return on investment.
  - Public Relations: outline a successful PR campaign your firm has implemented.
- **Relevant Experience:** Provide responses to the following:
  - Describe 2-3 examples of your firm's experience in marketing and branding/rebranding a community as an ideal market for companies to expand or locate. For each listing, highlight your firm's ability to generate relevant strategy and effective communications that speak to relevant audiences, particularly as it relates to your understanding of various offerings in terms of target markets.
  - Explain your knowledge of marketing communities in national and global markets.
  - Describe your knowledge and familiarity with the City of Bakersfield and Kern County's economic development assets and opportunities.
- **Creativity:** Provide responses to the following:
  - Describe your creative process to include providing examples of work that best exemplifies your firm's design skills.
  - Provide examples of your firm's creative work (in electronic format) that cover an integration of communication efforts across a spectrum of disciplines and consumer touch points.
- **Media:** Provide responses to the following:
  - Detail your firm's approach for identifying key or target markets/audiences and the process for determining and buying the appropriate media to reach those audiences.
  - Describe your approach to integrating multiple channels while maintaining brand consistency.
  - Briefly outline your firm's overall media capabilities.

## **VI. Evaluation of Criteria**

B3K Prosperity will conduct a comprehensive, fair, and impartial evaluation of all proposals received in response to this RFP. Each proposal will be analyzed to determine overall responsiveness and qualifications under this RFP. Criteria to be evaluated will include the items listed below. Additionally, information may be requested from firms at any time prior to final approval of a selected firm(s). B3K reserves the right to select one, or more, or none of the firms to provide services.

### **Evaluation Criteria:**

- Background and Qualifications
- Relevant Experience and Expertise
- Alignment with project goals and requirements
- Creativity
- Cost Effectiveness
- Interview (virtual)
- References and Past Performance

## **VII. Reservation of Rights**

The RFP does not commit B3K Prosperity to award a contract. B3K reserves the right to accept or reject any or all proposals, if B3K determines it is in their respective best interests to do so. B3K reserves the right to issue amendments to this RFP.

- Incurred Costs: This RFP does not commit B3K Prosperity to pay any costs incurred by the firm(s) in the preparation of a proposal in response to this request and agree that all costs incurred in developing this proposal are its responsibility.
- Negotiations: B3K Prosperity may require the potential firm(s) selected to participate in negotiations and submit a price, technical, or other revisions of their proposal as may result from negotiations.
- Acceptance or Rejection of Proposals: Proposals shall remain open, valid, and subject to acceptance anytime within 60 days after the proposal closing.
- Ownership of Documents: All documents, data, products, graphics, computer programs, and reports prepared by the firm(s) pursuant to this contract shall be considered the property of B3K Prosperity upon payment of product/services. All such items shall be delivered to the B3K Prosperity at the completion of work/contract.

## **VIII. Insurance Requirements**

The selected firm shall agree to obtain and maintain, on a primary basis and at its sole expense, at all times during the life of the contract the following insurance coverage's, limits, including endorsements described herein.

### Commercial General Liability.

- With minimum limits as follows:
  - \$1,000,000 – per occurrence
  - \$2,000,000 – annual aggregate
- The following coverages shall be included:
  - Premises and Operations Bodily Injury and Property Damage
  - Personal and Advertising Injury
  - Blanket Contractual Liability
  - Products and Completed Operations Liability
- B3K Prosperity named as an Additional Insured.
- Provide a Certificate of Insurance showing the above limits and coverages and a provision that policies shall not be canceled without at least thirty (30) days' advance written notice to B3K, or ten (10) days' written notice for nonpayment of premium within

### California Workers Compensation and Unemployment:

- Provide evidence of good standing with California Workers Compensation and Unemployment.

## IX. Project Timeline

An electronic copy of the proposal should be submitted to Cristina Bennett [Cristina@b3kprosperity.org](mailto:Cristina@b3kprosperity.org) by **Wednesday December 11, 2024, by 5:00 p.m. PST.** For ALL correspondence, please include the following in the e-mail subject line: B3K Prosperity Marketing and Communications RFP. All questions should be directed to Cristina Bennett in email format only.

RFP Release Date:	Monday, November 18, 2024
Question Submission Deadline:	Friday December 6, 2024 by 5:00 p.m. PST
Proposal Submission Deadline:	Wednesday December 11, 2024, by 5:00 p.m. PST.
Tentative Virtual Interviews:	Monday December 16, 2024
Evaluation and Selection Date:	Friday December 20, 2024
Project Kick-Off Date:	Monday January 6, 2025

## X. Cost/ Pricing: Provide responses to the following items.

- Pricing should be provided in the following:
  - Monthly fee breakdown.
  - Hourly rates based on the work performed.
- Provide Two (2) separate cost estimates for the following:
  - The B3K Prosperity Website and e-Newsletter design refresh
    - Itemize cost estimate for website content to be accessible for people with disabilities
    - Itemize cost estimate for website content translation in Spanish and Punjabi
  - 12-month PR/Marketing and Communication Service contract to include, but not limited to, the following categories:
    - Press Releases and Media management
    - Public Relations
    - Social Media Posts
    - Content Creation
    - Creative Development
    - Digital Management
    - Video Production and Photography
- The prices quoted should be inclusive.
- If your pricing excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.