

**REQUEST FOR PROPOSALS FOR MARKETING SERVICES
FOR TEAM SANTA ROSA**

Notice is hereby given that the Santa Rosa County Board of County Commissioners is calling for and requesting proposals for Marketing Services for TEAM Santa Rosa.

All proposals must be in writing and delivered by hand, Fed Ex, or mail to the Santa Rosa County Procurement Department, 6495 Caroline Street, Suite G, Milton, Florida 32570; and must be received by 10:00 a.m., January 18, 2005.

Scope of Services may be secured from Santa Rosa County Website (www.co.santa-rosa.fl.us) or at the Santa Rosa County Procurement Department at the above address. Telephone (850) 983-1833.

Only proposals received by the aforesated time and date will be considered. Proposals received after the time set for the proposal opening will be rejected and returned unopened to the submitter. All proposals shall be sealed and clearly labeled, “**RFP-Marketing Services for TEAM Santa Rosa.**” Please provide twelve (12) copies of the proposal.

Questions concerning this request may be directed to Ms. Cindy Anderson, at (850) 623-0174.

The Board of County Commissioners reserves the right to accept or reject any and all proposals in whole or in part, and to waive all informalities.

Santa Rosa County does not discriminate on the basis of race, color, national origin, sex, religion, age, or handicapped status in employment or provision of service.

By order of the Board of County Commissioners of Santa Rosa County, Florida.

Legal Notice

One Issue – December 25, 2004 – Press Gazette, December 30, 2004 Navarre Press

Bill and Proof to Santa Rosa County Procurement Department, Attention: Orrin L. Smith, 6495 Caroline Street, Suite G, Milton, Florida 32570.

December 25, 2004

MEMORANDUM

TO: Company Addressed

FROM: Santa Rosa County Procurement Department

SUBJECT: Marketing Services

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Marketing Services

Scope of Work:

The results of this project will be to provide the County's Economic Development Council with a practical blueprint for attracting new businesses; and expanding existing enterprises into Santa Rosa County focusing on those jobs that will increase the County's wealth, utilize the existing workforce and infrastructure, and protect those characteristics of Santa Rosa County that make it unique. More specifically:

- To create a strategic and tactical plan which will diversify the industrial base in Santa Rosa County reducing the dependency on the military contribution and improving /expanding the Export Industry
- To increase the number of quality jobs available in Santa Rosa County
- To attract Export Industry that can utilize the skill set of the existing workforce
- To attract Export Industry that can benefit from the existing infrastructure
- To attract Export Industry that is committed to being good citizens of Santa Rosa County.

Approach

The project will consist of the following four phases with the understanding that more specifics will be developed with the coordination of the Consultant once they are procured and begin the project:

Phase I: Research

Phase II: Strategic Plan

Phase III: Tactical Marketing Plan

Phase IV: Presentation and Review

Phase I: Research

A. Research methods:

- Qualitative: interviews with local and regional economic development resources, and focus groups (this step develops qualitative data associated with “what we **want** Santa Rosa County to look like”).
- Quantitative: National and regional economic development trend research (this step acquires quantitative data associated with markets which are **actually available**).

B. Strength Weaknesses Opportunities and Threats (SWOT) Analysis: An analysis of countywide strengths, weaknesses, opportunities and threats to better gauge what **realistic potential** Santa Rosa County has available.

C. Identification and definition of targeted markets (this step take what we want to look like, what we have to offer and what is available to determine what specifically Santa Rosa County should be targeting to meet the identified goals as identified above).

D. Deliverables:

Situation Analysis: A written research report including a definition of Santa Rosa County’s vision and identity, analysis of the competition, strengths of product/services, definition of the unique marketing position, description of recommended target markets, and opportunities to capture the target market.

Brand Platform: A statement of differentiation and value within the context of the target markets, and the identity and vision statements of Santa Rosa County.

Phase II: Strategic Plan.

A. Using information generated in Phase I (identification and definition of targeted markets) the consultant will develop an economic diversification strategy (conceptually how does Santa Rosa County market to these very specific export industries). (See plan deliverables below).

B. Phase II Deliverables

Marketing Strategy: Strategy will be defined to communicate with the targeted markets. This includes value proposition, differentiation, communication message, and communication channels relative to the target markets. Through studying the competition, the marketplace, past marketing practices, and the needs of the targeted market(s), the consultant will chart a course to achieve stated goals within a prescribed time period. The consultant will use an integrated marketing and communications approach, which addresses both internal and external marketing strategy. The consultant will recommend the mix of sales, advertising, public relations, promotions and collateral required to communicate effectively with the market(s). Specific objectives and actions will be outlined.

Creative Strategy: The consultant will explain the main creative thrust that will have been developed to reach our marketing objectives. This will include the position statement, image statement for the County, and design approach (this includes conceptual draft designs).

Media Strategy: The consultant will present the basic strategy and explain why certain media, or a combination of certain media, will be more effective in obtaining the marketing objectives.

Internal Strategy: The consultant will recommend strategies to insure the internal communications are consistent with the external brand strategy.

Phase III: Tactical Marketing Plan.

A. Based on the strategy defined in Phase II, the Consultant will create a tactical marketing plan/action plan to reach targeted markets.

B. Recommend timeline and estimated production budgets.

C. Phase III Deliverables:

Creative Plan: The consultant will provide creative concepts and preliminary design proofs of advertising, collateral (marketing material, leave behind material such as brochures) and website/digital materials.

Media Plan: The consultant will outline a specific and detailed media plan, which is tied to the strategy outlined in Phase II. This includes a plan for utilization of print and non-print media.

Public Relations Plan: Detailed public relations, publicity or promotional tactics proposed to be used to reach the objectives stated in Phase II.

Action Plan: For each of the objectives established, the consultant will define specific actions designed to reach the identified goals. Each action will include deadlines, the people/persons responsible and tracking recommendations.

Budget: The consultant will provide estimates for all proposed projects and media.

Phase IV: Presentation and Review.

A. Data and concepts developed in Phases I, II and III will be compiled and presented in written documents and formal presentation to TEAM Santa Rosa Economic Development Council, Inc., Board of County Commissioners and other entities of leadership (i.e., various cities within Santa Rosa County, civic organizations, etc.)

B. Upon approval of the plan presented, support will be provided for the transition to implementation.