

Request for Proposals

Independent Contractor(s) Marketing and Consulting Services

New Orleans Business Alliance (NOLABA), a non-profit, is requesting proposals for a long-term marketing services contract. All quotes and proposals should be submitted to: Attn: Morgan Stewart, 1250 Poydras Street, Suite 2150, New Orleans, LA 70113. One (1) electronic copy in PDF format to mstewart@nolaba.org and at least one (1) hard copy must be submitted to the above address. Both versions are due by 5 p.m. **Monday, Nov. 12, 2018. NOLABA reserves the right to accept or reject any and all proposals and/or any portions of proposals.**

Additional information may be obtained by contacting the New Orleans Business Alliance at 504-934-4500 or mstewart@nolaba.org.

Submittals that are **incomplete, unclear, or fail to comply with the requirements** as outlined in the instructions, may be rejected.

OPPORTUNITY DESCRIPTION

A. Description of Entity

The New Orleans Business Alliance (NOLABA) is the official non-profit organization tasked with leading economic development initiatives for Orleans Parish. It is a public-private partnership between the City of New Orleans, the business community and private investors. It was created on August 13, 2010. The 17-member Board of Directors is composed of a cross-section of New Orleans community leaders, including the Mayor, and a diverse group of business leaders.

The New Orleans Business Alliance carries out key responsibilities as delineated in its Cooperative Endeavor Agreements:

- Brand/position New Orleans. Our vision currently sees NOLA as a great American city for business investment, and the perfect intersection of culture and commerce, where inclusive economic security is available for all.
- Intentionally attract new business and investment to NOLA, and grow existing business. Specifically target biomedical industry, digital industry, and business and industry that will equitably offer opportunities for underserved sections of the city.
- Build, coordinate and expand the local Small Business Ecosystem by providing leadership, tools and information to assist local business owners, particularly entrepreneurs of color.
- Facilitate workforce/talent development training programs, and grow those programs to reach, graduate and place more participants in good jobs.
- Lead place-based growth through strategic neighborhood redevelopment and build a professional cultural economy for the creators and producers.
- Promote the city and state economic development assets and incentives.
- Convene and work with local economic development partners.
- Accomplish all the goals above with strategy that includes an intentional commitment to inclusion and a commitment to removing current economic disparities and ensuring that all New Orleanians benefit from the city's economic growth and have improved access to economic security.

We view our mission to unite a diverse community of stakeholders to attract new business, build local business and job growth, create wealth through small business development and workforce development, and build an equitable and sustainable economic future for New Orleans as critical to the city's future.

B. Scope of Solicitation

Overview

NOLABA is hiring a full-service marketing agency or virtual agency to assist with creative services and strategy, the execution of key marketing deliverables for both short-term and long-term projects to meet strategic goals. The consultant(s) will work directly with NOLABA leadership to develop and execute specific marketing/creative initiatives that align with the organizational strategy on a monthly retainer. The contract could require up to 70 hours each month, through December 31, 2019. A portion of those hours (to be determined) may be completed in person at the offices of NOLABA.

Key Deliverables

- **Brand audit**
 - Review the economic development environment in local and other appropriate markets for branding and strategy;
 - Logo redevelopment if necessary;
 - Potential for tagline redevelopment: such as Advantage New Orleans vs. #WhyNOLA or other promotional campaigns elements.
- **Creative**
 - Graphic design (messaging and design of collateral material, advertising, presentations, etc.);
 - Digital creative (website reimagination/redesign and social media) strategy, messaging, design and management;
 - Paid advertising strategy and design, and placement;
 - Stakeholder Outreach through tools such as potentially redesigned semi-monthly newsletter;
 - Design Power point presentations and other items associated with key speaking engagements;
 - Creative for Department-specific projects:
 - Digital products;
 - Brochures;
 - Signage;
 - Creative products, etc.
- **Overall Strategy**
 - Overall outcome-based marketing strategy:
 - Branding the City of New Orleans;
 - Traditional and intentional business attraction and retention;
 - Place-based: strategic neighborhood redevelopment + Cultural economy business growth;
 - Small Business growth;
 - Workforce Development;
 - Enhanced PR presence for our team members – this could include strategy around thought-leadership opportunities, local and national awards, etc.;
 - Earned media strategy;
 - Traditional and digital paid advertising strategy;
 - Stakeholder Outreach and NOLABA branding to influence investors, key leaders, City Council, etc.
 - Create a calendar with appropriate cadence for public relations, media and marketing communications events.
- **Measurements of Success**

Objectives:

Objective #1: Market and promote New Orleans assets to improve the city's value proposition as a place to locate new business and grow local business and investments; invest in and grow local small businesses; and market the NOLABA workforce/talent development programs to attract participants and partners.

- Conduct a brand audit regarding external business audiences and local businesses.
- Develop in coordination with NOLABA leadership top marketing priorities through the end of 2019 after assessing current marketing needs and projects.
- Content creation/creative: work with the Vice President of Marketing and Communications and leadership to implement marketing strategies and creative that create growth and opportunity in the city.
- In addition, all basic marketing tactical work needs to be executed in a timely and effective manner.

Objective #2: Enhance and promote the New Orleans Business Alliance's value proposition in the local marketplace with consistent marketing projects and tactics geared to a diverse group of stakeholders in New Orleans including businesses, foundations ("investors") that donate to NOLABA (both current and prospective), civic leaders, business community, and City Hall ensuring these audiences know we are the business growth organization for the city.

- Conduct a brand audit as it relates to local stakeholders.
- Develop, in coordination with NOLABA leadership, top marketing priorities through the end of 2019 after assessing current marketing needs and projects.
- Content creation: work with the Vice President of Marketing and Communications and the leadership team to implement marketing strategies that highlight the value of our core work.
- In addition, all basic marketing tactical work needs to be executed in a timely and effective manner.
- Setting and meeting specific KPIs.

Objective #3: Website & Social Media

- After a brand audit, determine the need for and redesign for a new WordPress website that modernizes the look and intuitive feel while including all of the necessary tools to accomplish the first two objectives of this proposal with the expectation some, if not most, web management will be handled by NOLABA staff.
- Help develop creative and focused strategic content, and make edits if needed to the website, www.nolaba.org.
- Design and assist in providing website content development to enhance search engine optimization (SEO). Appropriate attention should be given to News & Media and Events sections to ensure timeliness and relevancy.

- As part of website redevelopment, help design a conversion-driven website. This includes creating direct calls to action for potential investors, partners, businesses, and workforce program participants.
- Assist with the development and implementation a social media strategy with a focus on conversion and reach. Includes content creation, part-time channel management, and setting and meeting specific measurements for success.
- Be willing to work with NOLABA web management consultant.

Objective #4a: Accomplish external marketing through creative collateral development, electronic newsletter & PowerPoint presentations

- Design collateral materials (brochures, one-pagers, etc.) and advertising to market the city's assets that will attract business investment including but not limited to retail, manufacturing, back-office/headquarters, logistics, distribution, warehousing, for both general and specific industry clusters; small business development, strategic neighborhood development, and workforce/talent development programs.
- Annual Report and complementary presentations: In collaboration with the Vice President of Marketing and Communications and NOLABA leadership, develop and execute a year-end accomplishments communication that will be delivered to various stakeholders.
- Develop/design brochures and presentations targeting stakeholders for CEO and department heads as needed for events and projects.
- Create and update fundraising presentations for the Vice President of Investor Relations and CEO, and further the development of marketing tactics to provide more opportunities for engagement.
 - Create and develop investor marketing strategy and collateral packet.
- Design, assist with content creation, and assist with the execution of a semi-monthly newsletter, in addition to any special announcements.

Objective #4b: Assist with issue/program-based projects as they arise and provide support as needed.

Below are a few examples of potential and current projects:

- **BioMedical:** Help create or enhance strategy and materials to attract the bio-industry (UMC, etc.) to New Orleans. Help to develop or enhance the communications strategy and content for the New Orleans Health Innovators (NOLAH) Challenge/pitch competition to reach the community and partners and participants locally and nationwide.
 - a) Ensure our message is delivered to strategic audiences and positions NOLABA as the leader and convener positioning New Orleans as a Bio hub and growing the Bio cluster as a whole.
 - b) Assess current information including NOLABA messaging around the subject, Bio documents/presentations and develop an appropriate outreach strategy.
- **Other industry clusters for specific materials include:** Retail; Digital Media/Software Development; Food and Music Business and Technology; etc.

- **Strategic Neighborhood Development Program**
 - a) Assist NOLABA in promoting the Claiborne Corridor initiative (and future corridors) to develop and grow economic viability in that neighborhood.
 - b) Position NOLABA as the place-based economic development organization.
- **New Orleans Business Alliance Programs & Events:** Assist with strategic vision, planning, execution and management of events that advance the mission. Share with investors, community partners, economic development partners and other key stakeholders our accomplishments and highlight our work throughout the City. Examples include 504Ward, Economic Development Ambassadors Program, etc.
 - a) Develop marketing/promotion strategy for the events as needed for pre, during, and post-event.
 - b) Develop materials and outreach lists for each event.
 - c) Review and work with NOLABA on the development of the content, collateral and program for the events.
 - d) Assist with venue and event management as necessary.

SUBMISSION REQUIREMENTS

Proposals should not exceed 10 pages, excluding examples in an appendix, and must include the following information:

1. Contact Information

- Respondent's Full Name, Address, Federal Employer Identification Number
- Primary Contact's Full Name, Telephone Number, Email Address

2. Methodology and Work Plan

- Respondents should clearly delineate their methodology and work plan, including key dates and resources needed for achieving the expected outcomes.
- Respondents should outline key deliverables and metrics for success.

3. Statement of Qualifications & Requirements to Perform Duties

- Respondent should provide information demonstrating the background and qualifications to carry out the scope of work. Specific examples of prior work in line with this scope should be outlined.
- Respondent should provide the following as examples of their past work and that of appropriate DBE work as well:
 - outstanding PowerPoint presentation(s),
 - striking web design capabilities
 - example of a newsletter style piece,
 - examples of steps within proposed SEO strategy,
 - social media campaign work, reflecting examples of brand voice and graphic usage
 - any past social media content,

- at least one piece of collateral (brochures, one-pagers, booklets, sales or info decks). Respondents may be asked to submit an additional piece during the process.
- Please list all technical capabilities and experience level with software, programs and any other skill sets needed to carry out the scope of work.

4. Budget Summary and Fee Schedule

5. References

- Provide full names, addresses, and phone numbers for up to three past-client references capable of explaining and confirming Respondent's capacity to successfully complete the project referenced in this proposal. NOLABA staff may contact these references or industry sources, investigate previous projects and current commitments, interview some or all of the proposed team members, and take other information into account in its evaluation of the responses, including contacting individuals not listed explicitly as references.

6. Meaningful DBE Participation

- Respondent should list DBE qualifications, or plan for equivalent inclusion of 35% meaningful DBE contractor participation.

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