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### **Request for Quotes (RFQ) for Marketing Consultant**

**From:** Cumberland Economic Development Corporation

**Address:** 118 Baltimore Street, Suite 202, Cumberland MD 21502

**Contact Person:** Matt Miller, Executive Director

**Phone:** 301.722.4173

**Email:** Matt.miller@choosecumberland.org

The Cumberland Economic Development Corporation seeks to engage a marketing consultant to support our marketing efforts. We invite you to submit a quote for the marketing services described below. Your proposal should outline how you or your agency can meet our needs, the associated costs, and any relevant terms and conditions.

#### **Project Overview:**

Since its inception in 2015, the Cumberland Economic Development Corporation and its numerous partners have worked tirelessly to reverse the downward economic trends that have plagued our community for the better half of a century. Immediately, the organization was deployed to take strategic actions to address decades of economic decline the city has experienced in Allegany County, Maryland. Through strategic planning, the CEDC began prioritizing initiatives and procuring funds to obtain the necessary goals outlined within their plan. The entity has led efforts in blight removal, community right-sizing, public safety, land development, grant creation and administration, historic preservation, business attraction and retention and, most recently, the renovation of our city's downtown business district. To support these efforts, the CEDC successfully obtained approximately \$16.2 million in grant funds and an additional \$915,000 in private contributions to supplement the lack of availability of local funds needed. As a result, the City of Cumberland is taking noticeable strides in re-establishing itself as an epicenter for businesses to locate and expand.

With a considerable amount of momentum, through a mixture of both private and public investment, the CEDC's board and staff feel that, in order for our current successes to yield long-term benefit, a strategic and concentrated approach at marketing these projects and initiatives is warranted. To gain the attention of potential visitors, investors, and residents from within our community and surrounding Tri-State region.

**Potential Scope of Services:**

We are interested in receiving quotes for the following services:

*\*Please Note – some of the following may be contracted to a 3<sup>rd</sup> party and may simply require guidance and oversight.*

**1. Content Creation:**

- Social Media Posts
- Website Copy
- Graphic Design
- Video Production

**2. Market Research and Strategy Development:**

- Market Analysis
- Competitor Analysis
- Brand Positioning Strategy

**3. Small Business Assistance**

- Provide in-house guidance and assistance to businesses developing:
  - i. Marketing Plans
  - ii. Social Media Content
  - iii. Marketing Collateral

**Proposal Requirements:**

- **Company Profile:** Provide an overview of your agency, including your experience and expertise in economic development.
- **Service Details:** Describe how your services align with our needs and the approach you would take.
- **Timeline, Pricing and Requirements:** It would be preferred that the consultant report to the CEDC office during regular office hours at minimum 16 hours per week (2 days) for 6

months. Compensation is not to exceed \$20,000 and can be paid in installments throughout the contractual timeframe.

- **References:** Include relevant case studies or references from past clients with similar needs.

**Submission Details:**

Please submit your quote by September 20<sup>th</sup> to [matt.miller@choosaecumberland.org](mailto:matt.miller@choosaecumberland.org) or 118 Baltimore Street, Suite 202, Cumberland MD 21502. We will review all submissions and may request additional information or schedule a meeting to discuss your proposal further.

**Evaluation Criteria:**

Proposals will be evaluated based on:

- Alignment with our marketing objectives
- Experience and expertise
- Cost-effectiveness
- Quality of previous work and client references

We look forward to receiving your proposal and exploring the opportunity to work together. If you have any questions or require further information, please do not hesitate to contact me.

Thank you for your time and consideration.

Best regards,



Matt Miller, Executive Director