

# **GROW SOUTHWEST INDIANA**

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# **WORKFORCE**

## **Request for Proposals**

Website, Logo, Brand Package, and Social Media Services

Release Date: July 1, 2021

Due Date: August 2, 2021

Contract Period: August 27 through December 12, 2021

Issued by:  
Grow Southwest Indiana Workforce Board Inc. for Region 11

TO: Prospective Bidder

FROM: Grow Southwest Indiana Workforce Board for Region 11

SUBJECT: Request for Proposal (RFP)

DATE: July 1, 2021

### Request for Proposal

Grow Southwest Indiana Workforce Board, Inc. (BOARD) for Region 11 is requesting proposals to provide website, logo, brand package, and social media services. The organization needs a new website, and this is an opportunity to develop a new logo, brand package, and also enhance social media usage.

Due Date Proposals are due no later than 4:00 PM Central Time on August 2, 2021. Bidders should submit an electronic copy of the proposal to:

Linda Jones  
Administrative Coordinator Grow Southwest Indiana Workforce Board  
[Linda.jones@workonesw.org](mailto:Linda.jones@workonesw.org)

Proposals received after the specified due date and time will not be accepted.

The following chart is presented to advise all prospective bidders of the timelines for the bid, review, and selection processes.

#### Timeline for Request for Proposals (RFP)

Proposal Due Date	August 2, 2021	4:00pm Central Time
Proposals Opened	August 3, 2021	8:00am Central Time
Planned Decision Date of Contract Award	August 27, 2021	11:00am Central Time
Planned Contract Start Date	August 27, 2021	4:00pm Central Time
Contract Concludes	December 12, 2021	4:00pm Central Time

Lobbying is strictly prohibited. No bidder (including Board Members, employees, or other agents) shall contact the Board members or staff after the release of the RFP to secure favorable treatment about the awarding of a contract. Should such contact occur, the Board reserves the right to reject the offending bidder. The Board reserves the right to reject any and all bids. Receipt of a bid does not constitute a binding contract.

## Section I – Background and Purpose

### Background

Grow Southwest Indiana Workforce Board, Inc. hereinafter “the Board”, is a volunteer body certified by the Governor of Indiana in accordance with WIOA. The functional responsibility of the Board is to provide policy guidance and exercise oversight with respect to Workforce Development activities.

The Board is composed of representatives of business and industry, organized labor, community-based organizations, economic development agencies, and educational agencies. Representatives of the private sector constitute a majority of the Board membership. Board meetings are open to the public, and all are welcome to attend.

On behalf of the Board, issuance of the Request for Proposal is coordinated by, Sara Worstell, Executive Director.

### Purpose of Request for Proposal

The purpose of this Request for Proposal (RFP) is to solicit competitive proposals for the following areas:

- Website development and hosting: The Board currently has a website for the WorkOne organization ([www.workonesouthwest.com](http://www.workonesouthwest.com)) but would like a new website branded for the Grow Southwest Indiana Workforce Board. Much of the content of the existing website for would be included in the new website, and there would also be pages to promote other programs of the Board. The new website will be easy to update by staff members of the Board.
- Logo: The Board’s current logo is listed on the cover page of this RFP. An updated logo will be used in marketing and communications.
- Brand package: The Board does not have any specific brand guidelines. A brand style guide will include standards for communicating the Board’s brand and will include instructions for logos, colors, typography, imagery, voice, and tone.
- Social media services: The Board would like assistance in the use of social media through an audit and plan for more effectively using social media in the future.

The contract resulting from this RFP is anticipated to commence on August 27, 2021 and end December 12, 2021.

## Section II – Proposal Format

### Instructions

This section is to be completed by the lead applicant organization.

The proposal must be submitted electronically in accordance with the terms, conditions, and procedures stated in this RFP and must be received no later than 4:00PM Central Time on August 2, 2021. All proposals must be submitted to:

Linda Jones  
Administrative Coordinator  
Grow Southwest Indiana Workforce Board  
[Linda.jones@workonesw.org](mailto:Linda.jones@workonesw.org)

Any proposal received that is not received by the due date and time will be rejected without consideration.

#### Requirements

Proposals must be received at the above email address by 4:00 PM Central Time on August 2, 2021. Proposals not received by this time will be automatically disqualified from competition – no exceptions. Mailed and faxed proposals will not be accepted.

Bidders are urged to submit their proposals before the last day. No deviation from announced deadlines, regardless of circumstances, is possible.

All proposals must be submitted as described in the Instructions. All proposals must be complete with page numbers. Narrative sections must be double spaced, using 12-point type or larger.

#### Index of Instructions

Proposal Cover Sheet – Include the name of your agency and contact person.

Purpose - Summarize your proposal of services. The summary should include the proposed description of services, a timeline for delivery of services, and itemized costs for the four areas identified in the RFP.

Business / Organization Description and System Experience- Include the following elements:

- Provide information about your business/organization including vision, mission, current customer base, staffing and service expertise.
- Highlight your organization's longevity and how this proposal will connect to your mission and organizational goals.
- Include three references and contact information for whom your business has provided similar services.
- Explain how diverse populations will be strategically targeted and reached for equity and inclusion.

Budget – Available funding is \$15,000. Provide a detailed budget.