

**SOUTHEAST KENTUCKY ECONOMIC DEVELOPMENT CORPORATION  
REQUEST FOR PROPOSAL  
SKED EAST KENTUCKY COMMUNITY ECONOMIC DEVELOPMENT BRANDING  
INITIATIVE**

**I. General Information**

Project Objective: SKED proposes to work with 4 economic development organizations to complete branding, website development and collateral material for each organization.

Issuing organization: Southeast Kentucky Economic Development Corporation  
(SKED)  
2292 S. Highway 27  
Somerset, KY 42501

RFP Issued: October 12, 2020  
Questions must be received by: October 19, 2020 4:30 p.m. EDT  
Reponses to questions: October 22, 2020 4:30 p.m. EDT  
Due date for proposals: November 13, 2020 4:30 p.m. EST

The policy of the SKED Board is to solicit proposals with an honest intention to award a contract. This policy will not affect the right of SKED to reject any or all proposals.

Contact for further information: Brett Traver, Executive Director  
[brett@skedcorp.com](mailto:brett@skedcorp.com)  
Phone: 606-677-6100

**II. Summary**

The Southeast Kentucky Economic Development Corporation (SKED) is seeking a web design and branding firm to work with 4 economic development organizations within the Appalachian Regional Commission (ARC) territory to complete branding, website development and collateral material for each organization. The four organizations under consideration are: The Corbin Economic Development Agency, The Rockcastle County Industrial Development Authority, The Morehead-Rowan County Economic Development Council, and The Ashland Alliance/East Park Industrial Development Center. All of these economic development organizations have made significant investment in economic development resources like industrial parks, and buildings through the years.

This project will focus on the brand strategy and design of the four proposed economic development organizations. A clear brand strategy provides a forward vision, with everything an organization needs to share their story, attract new businesses, and better meet their mission. It is expected that this will be a collaborative process encouraging organizations to think about their

brand in a bigger picture. This will be achieved via a two-hour strategy session to help the design company to better understand and capture the organizations voice and style. This information will then be used to tailor the new branding to the organizations new goals, wants, needs, and customer profiles.

Funding for this project will be coming from the Appalachian regional Commission via a grant. Each community has agreed to provide a specific amount of money as a match for the grant. The total amount of money available for the four projects is \$120,000 dollars. You will see a breakdown of the budget in Section 5.

### **III. Background**

SKED is a community development organization formed in 1986 to create employment opportunities in a 45-county service area in Southern and Eastern Kentucky. It accomplishes this mission by recruiting new businesses, making direct loans, providing entrepreneurial training and technical assistance to businesses, and providing economic development services to local communities. Since its creation, SKED has secured loans and grants totaling more than \$20 million, providing funding for over 250 businesses, which in turn have created more than 9,000 jobs throughout the region.

SKED's mission is to improve the quality of life and vitality of our service area by promoting sustainable economic development and employment opportunities with creativity, professionalism, and integrity in collaboration with local, state, and federal partners.

#### **Morehead-Rowan County Economic Development Council**

The mission of the Morehead and Rowan County Economic Development Council, Inc. (EDC) is to coordinate all aspects of local economic growth. We serve the region by providing first class industrial properties at which businesses may develop and prosper.

Rowan County is home to one of a select few parks designated by the Kentucky Cabinet for Economic Development as a Regional Business/Industrial Park. The MMRC, a 509-acre park offers Class A-1 industrial property. The MMRC, located one mile from Interstate 64 offers level, flood-free acreage with truck accessibility and industrial infrastructure ready for developments of most sizes.

#### **Rockcastle County Industrial Development Authority**

RCIDA staff along with other community leaders work with prospective companies to help evaluate the overall compatibility of projects with our community. We assist companies working with local, state and federal resources.

RCIDA will seek out and facilitate local, state and other incentive plans to help businesses make easy location decisions.

#### **Corbin Economic Development Agency**

Located on Interstate 75 exits 25 and 29, amid the pristine beauty of the Daniel Boone National Forest, Corbin is within 600 miles of fifty-one percent of the retail sales markets in the United States. With a progressive economic development business plan in place, and available land in

two industrial parks at competitive costs, Corbin is an ideal location for business expansion, as well as a great place for employees and families. Corbin offers the “best of both worlds”; a small town life style and ready access to the great metropolitan centers of the Midwest.

### **Ashland Alliance/EastPark Industrial Center**

The Ashland Alliance is the Chamber of Commerce and Regional Economic Development Partnership for the City of Ashland and Boyd and Greenup Counties.

EastPark provides land that is primed for development, with infrastructure in place to meet small business and large industrial demands.

- Total developable acres remaining: 445; largest contiguous developable site: 90 acres
- Terrain: Flat (former strip-mining, reclaimed with fill dirt and rock and leveled to within less than 3 percent of grade)
- Environmental: Phase I and/or Phase II; Wetlands delineation endangered species, archeological, historical clearances are current; geotechnical assessment – all complete
- Utility infrastructure in place throughout the park

## **IV. Scope of Work**

SKED is seeking a branding and web design company with experience working in the Appalachian Region of Kentucky. Below is the scope of work expected for each economic development organization.

### **Morehead-Rowan County Economic Development Council:**

With this project, the Morehead-Rowan County Economic Development Council will go through a thorough and collaborative branding process with a finished website, collateral material including PowerPoint template, and a photography and videography day for the community. This will give the community some local “stock” economic development specific photos and a short community economic development video. Additionally this price will include the first year of maintenance of the website including but not limited to monthly WordPress and content updates, monthly Google Analytics reports, continued SEO optimization, and continued ADA compliance.

### **Rockcastle County Industrial Development Authority:**

With this project, the Rockcastle County Industrial Development Authority will go through a thorough and collaborative branding process with a finished website, collateral material including PowerPoint template, and a photography and videography day for the community. This will give the community some local “stock” economic development specific photos and a short community economic development video. Additionally this price will include the first year of maintenance of the website including but not limited to monthly WordPress and content updates, monthly Google Analytics reports, continued SEO optimization, and continued ADA compliance.

### **Corbin Economic Development Agency:**

With this project, the Corbin Economic Development Agency will go through a thorough and collaborative branding process with a finished website, collateral material including PowerPoint

template, and a photography and videography day for the community. This will give the community some local “stock” economic development specific photos and a short community economic development video. Additionally this price will include the first year of maintenance of the website including but not limited to monthly WordPress and content updates, monthly Google Analytics reports, continued SEO optimization, and continued ADA compliance. The Corbin Economic Development Agency is the managing entity of the Southern Kentucky Chamber of Commerce, which serves the cities of Corbin and Williamsburg, KY. The agency also manages and controls the Southeast Kentucky Business Park and has a contract with the city of Corbin, KY to manage and promote the Corbin Center. With these conditions the organization will receive additional sub-marks and messaging around their business park, Chamber of Commerce, the Corbin Center, alignment of the current chamber of commerce website to meet the new brand, maps of the business park, and additional photography and videography for the business park. In addition to the new branding and website for the Corbin Economic Development Agency, this project would also provide the Corbin Center with new branding and messaging, a website, and collateral.

### **Ashland Alliance / EastPark Industrial Center:**

With this project, the Ashland Alliance / EastPark Industrial Center will go through a thorough and collaborative branding process with a finished website, collateral material including PowerPoint template, and a photography and videography day for the community. This will give the community some local “stock” economic development specific photos and a short community economic development video. Additionally this price will include the first year of maintenance of the website including but not limited to monthly WordPress and content updates, monthly Google Analytics reports, continued SEO optimization, and continued ADA compliance. In addition, the Ashland Alliance would have their EastPark Industrial Center better integrated into their overall brand strategy to help them simplify the region for industry recruitment, speak directly to specific audiences, and drive them to take action.

### **V. Deliverables**

At the end of the project, we expect the organizations to have a design that amplifies their reach and a messaging strategy that drives action. To achieve this goal we expect:

- A brand vision that explains the organizations new brand and their personality overall.
- A brand platform that includes multiple logo files and graphic standards to help the organization learn how to use their logo, typography, and color scheme.
- Clear messaging for the organization including a positioning statement, brand story, and detailed messaging to be used across various marketing channels.
- Branded conversation slides designed and written to help the organizations better share what they do with others.
- New business cards, letterhead, and envelope designs.
- Updated social media imagery to match the new branding and templates for easy image creation in the future.

- A PowerPoint template to create consistent presentations.
- Photography and videography sessions of their communities.
- A comprehensive and robust sitemap that structures the content on the website in an easily navigable way.
- Custom home page designs.
- Custom modular inner page containers and template designs.
- Custom news archive system and individual page designs to match the needs of each organization.
- Full service CMS solution, WordPress is preferred.
- Proficient and correct HTML, CSS, and PHP.
- GDPR and ADA accessibility.
- Use SEO best practices.

With the new branding and websites, it is expected that the organizations will receive training videos for the sites and an in person Q&A session to help the staff of each economic development organization better understand how to use their new websites and branding to better their reach. We also expect the first year of website maintenance to be included in this project.

The maintenance plan may include but is not limited to:

- Monthly files and plugin updates.
- Monthly content updates.
- Monthly Google Analytics reports.
- Continued SEO optimization.
- Continued ADA compliance.

## VI. Timetable

Questions must be received by:	October 19, 2020 4:30 p.m. EDT
Reponses to questions:	October 22, 2020 4:30 p.m. EDT
Due date for proposals:	November 13, 2020 4:30 p.m. EST
Reach award decision and notification:	November 18, 2020
Planning activities:	November 19 – November 27, 2020
Execution of activities:	Nov. 30, 2020 – <b>TBD</b>

## VII. Selection Process

A committee will review all proposals. In evaluating proposals, price will not be the sole factor. The Committee may consider any factors deemed necessary and proper, including but not limited to: price, quality of service, response to this request, experience, staffing and general reputation.

## VIII. Information Required of Respondents

In responding to the RFP please use the following format.

### Section 1. Summary of Proposal

Provide a brief summary of the Sections II through VI of the proposal.

## **Section 2. General Description of Planning Activities Recommended**

Provide a brief statement of your understanding of requested effort including conclusions.

## **Section 3. Work Plan**

Provide information about proposed activities that would involve key stakeholders such as SKED staff and local economic development leaders. Also, provide a timetable for completing the process within the timeframe in Part VI.

## **Section 4. Staffing Plan, Including Resumes**

Please identify each person who will work on the project and identify his or her role. Also, provide a resume and reference for each member.

## **Section 5. Budget**

For each task in Section III, please identify the expected hours of staff members identified in Section IV and the total cost. SKED will reimburse the consultant for completed tasks associated with developing the websites and collateral materials. Please identify detailed costs for anticipated meetings. This project will be funded via an ARC grant. The total amount for the grant for this project is \$120,000 dollars. ARC will be providing \$96,000 dollars of the cost and the four economic development organizations have committed to providing \$24,000 dollars of the cost.

The Morehead-Rowan County Economic Development Council and Rockcastle County Industrial Development Authority websites and branding will be similar in the total scope of work. The Corbin Economic Development Agency website will include the same aspects as above but will also need to include branding and messaging for the Southeast Kentucky Business Park, alignment of the current chamber of commerce website, and a simple website and branding for the Corbin Center. The Ashland Alliance will also include the same aspects of the first two economic development organization but will also need their East Park Industrial Center integrated into their new website. With these requirements, we are aware that the Corbin Economic Development Agency and the Ashland Alliance projects will be more expensive than the projects for the Morehead-Rowan County Economic Development Council and Rockcastle County Industrial Development Authority projects.

When creating your bid packet we would like to see you bid the total cost for all four projects combined. In addition to an overall bid, we would like to see you bid each project separately. SKED will not be the only organization in picking bid winners and if a consensus cannot be made on an overall choice, each community may choose a bid winner. However, if the cost for a project exceeds what has been estimated it will be the responsibility of the community to provide the additional funds needed.

## **Section 6. References**

Please supply the names of three references for which you have worked on similar projects. Include the current contact information for each reference.

## **IX. Proposal Submission**

Proposals should be prepared in a straightforward manner to satisfy the requirements for the RFP. Emphasis should be on completeness and clarity of content.

Questions regarding this RFP shall be emailed to Brett Traver, executive director, at [brett@skedcorp.com](mailto:brett@skedcorp.com) by 4:30 p.m. EDT October 19, 2020.

SKED Committee may request representatives of a bidding organization be available for an in-person or teleconference interview. Any travel expenses and costs related to the interview will be the responsibility of the bidder.

SKED will reach a decision on awarding the contract no later than November 18, 2020

## **X. Additional Information**

Consultants may provide any additional information it feels would assist SKED in the selection process.