



# Board of County Commissioners Agenda Request

## 5A

Agenda Item #

**Requested Meeting Date:** December 21, 2021

**Title of Item:** Approve motion to release Economic Development Communications RFP

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	<b>Action Requested:</b> <input checked="" type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) <i>*provide copy of hearing notice that was published</i>	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing*
<b>Submitted by:</b> Mark Jeffers		<b>Department:</b> Administration
<b>Presenter (Name and Title):</b> Mark Jeffers, Economic Development Coordinator		<b>Estimated Time Needed:</b> 10 minutes
<b>Summary of Issue:</b> <p>Through the Economic Development Committee guidance and in conjunction with the Economic Development Strategic Plan, the Economic Development Coordinator is beginning work on the tourism and recreation recovery project by planning a marketing and communications strategy for Aitkin County. This marketing strategy includes a request for proposal from communications and marketing companies.</p> <p>Once approved, this RFP will be released to social and media outlets.</p>		
<b>Alternatives, Options, Effects on Others/Comments:</b>		
<b>Recommended Action/Motion:</b> Approve motion to release the request for proposal.		
<b>Financial Impact:</b> Is there a cost associated with this request? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No What is the total cost, with tax and shipping? \$ Is this budgeted? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>		

Legally binding agreements must have County Attorney approval prior to submission.



## AITKIN COUNTY ADMINISTRATION

Aitkin County Government Center  
307 – 2nd Street NW, Rm. 316  
Aitkin, MN 56431

Mark.jeffers@co.aitkin.mn.us  
Phone: 218-927-7305  
Cell: 218-513-6188

### REQUEST FOR PROPOSALS FOR COMMUNICATION SERVICES RELATED TO AN ECONOMIC DEVELOPMENT TOURISM AND RECREATION MARKETING PLAN

#### Statement of Purpose

Aitkin County is requesting proposals for the purpose of selecting a qualified firm to serve as communications consultant for the Economic Development Tourism and Recreation Marketing Plan.

The purpose of the Economic Development Tourism and Recreation Marketing Plan is to develop a County marketing strategy to attract workforce, businesses and highlight the quality of life resources of the County.

#### Background Information

Aitkin County (pop. 15,886) is strategically located between the northern Minnesota urban centers of Brainerd, Grand Rapids and Duluth. Its largest industries are tourism, forest products and agriculture. Aitkin County has excellent public schools, well-developed transportation systems, and world class health care facilities.

Long famous for its recreational assets, it boasts an abundance of ATV, snowmobile and river trails, including the Axtell Technical Riding Area and ATV Park. Aitkin County is proud of its water destination lakes and rivers, including Mille Lacs Lake, one of Minnesota's most popular and prolific fishing destinations. The Mississippi River runs through the entire County, in fact, Aitkin County has more miles of the Mississippi than any other County in MN (103 miles).

<https://www.co.aitkin.mn.us/departments/economic-dev/economic-develop.html#gsc.tab=0>

#### Scope of Services and General Duties

The scope of this project is to produce an Economic Development Tourism and Recreation Marketing Plan that will establish and execute the County and partner organizations' vision and promote the County's resources of recreation, tourism and quality of life.

Elements of the Economic Development Tourism and Recreation Marketing Plan will include, but need not be limited to:

- County wide story promotion campaign
- Aitkin County story development
- Community communication plan for execution
- Branding creation and execution of our current tourism and recreation resources



- Branding creation and execution for workforce and business attraction
- Social media elements
- Communication timeline for execution

## **Proposal Form and Content**

The proposal must, at a minimum, include the following:

### Scope of Work Defined

The firms should present their understanding of the requirements of the project and present a task-by-task description of the work to be accomplished. Do not simply restate the scope of services.

### Timeline

The firms are required to include a timeline for the project which will contain the approximate dates that portions of the project will commence and conclude.

### Resumes

Identify person(s) with key responsibilities who will be assigned to work on the project, describe their role and duties for the project. Include the firm's current or past connections to Aitkin County.

### Experience

Discuss demonstrated experience of the firm and the project team with projects of similar scope and magnitude as this project. Experience must be related to projects completed within the past five years.

### Time and Budget Constraints

Demonstrate the ability of the firm to manage the project in a timely and cost effective manner. Although a specific deadline for the process has not been established it is the objective of Aitkin County to complete the update as soon as it may be practical to do so.

### References

List of references relating to the projects completed for local governments over the last five years, with comparable characteristics to the project proposed by Aitkin County.

### Fees

The proposal shall contain an overall anticipated cost for the project, understanding the preliminary budget is expected not to exceed \$40,000.



## General Information

The firms shall submit proposals electronically to [mark.jeffers@co.aitkin.mn.us](mailto:mark.jeffers@co.aitkin.mn.us) and four (4) hard copies to:

Mark Jeffers  
Economic Development  
Aitkin County Government Center  
307 – 2nd Street NW, Rm. 316  
Aitkin, MN 56431

## Closing Submission Date

Proposals must be submitted no later than 4:00 p.m. on XXXXXX

## Inquiries

Inquiries concerning this RFP should be directed to Mark Jeffers, Economic Development Coordinator Aitkin County, [mark.jeffers@co.aitkin.mn.us](mailto:mark.jeffers@co.aitkin.mn.us)

## Conditions of Proposal

All cost incurred in the preparation of a proposal responding to this RFP will be the responsibility of the submitter and will not be reimbursed by Aitkin County.

## Right to reject

Aitkin County reserves the right to reject any and all proposals received in response to this RFP.

## Notification of Award

The decision of selecting successful consulting firm(s) to participate in interviews will be made within two-three weeks from the closing date of the receipt of proposals.

## Schedule of Events

Aitkin County has developed the schedule of events below for selection process—the schedule is subject to change.

Request for Proposal release:

Deadline for Receipt of Proposals:

Proposal Review:

Interview(s) with Economic Development Committee