



Request For Proposals

SEO Technical Assistance Provider + Tech Advisor

Spokane Independent Metro Business Alliance (SIMBA)

RFP open until filled

Budget: \$12k

Timeline: Present until May 31, 2023

About SIMBA

SIMBA is the independent business alliance of the Spokane-Coeur d'Alene metro region. We build a prosperous, equitable, and local economy by organizing and educating regional businesses, consumers, and partners.

SIMBA envisions a connected, interdependent, supportive, and collaborative local economy with shared opportunities, broadened ownership, and unique community character.

PROJECT OVERVIEW

The purpose of this project is to benefit low-income, underserved, and rural communities by helping businesses that are members of these communities thrive through participation in the Live Local INW Community Marketplace.

Across the Inland Northwest in both urban and rural communities, under-represented and smaller-sized businesses lack reliable, easy-to-use, and values-aligned tools to promote their businesses and products and reach the much larger pool of local-first customers outside their town or county. This is especially noted along the main streets of smaller and rural communities in the region like Colfax, Kettle Falls, Palouse, or Colville. This project will help diverse, local, independent businesses in these areas bridge the rural-urban gap by connecting them with regional market consumers looking for their unique goods and services. It will also support businesses by closing the digital divide that keeps many entrepreneurs limited to Facebook, email, and foot traffic promotion to find, engage, and serve a much larger audience of "good fit" customers.

This Live Local INW Community Marketplace project will create an online and mobile app-powered community marketplace platform that attracts and equitably directs the economic

potential of individual consumers, locally-owned businesses, and institutions across Washington State who want an easier way to shop and buy locally.

By expanding our existing commitment to provide the resources and tools for local businesses and business serving organizational partners, this project will make it much easier for regional consumers to support a diverse network of rural and urban microenterprise businesses.

This project will serve to catalyze invaluable opportunities for the newly-formed Business Equity Coalition of the Inland Northwest (BECiN) to strengthen relationships among its coalition members and community partners, and to give regional consumers and institutions another way to strengthen the resilience and equitable representation of our local and regional economies. In addition to the marketplace, the project consists of outreach to partner organizations and local businesses, and grantmaking.

STATEMENT OF WORK

Overview

The contractor will work with the technology providers within the Live Local INW Community Marketplace project team to provide oversight, quality control and content input into the Resources and tools provided to our members and partners. They will also provide management as it relates to the programmatic execution of this project, and mentorship and support level oversight to SIMBA's technical staff member in coordination with SIMBA's staff Director.

Services

The contractor will provide the following services as part of this project:

	Service	Hours (if applicable)	Cost Subtotal
1	<i>SEO Expertise:</i> Provide expert oversight of project technical resources and support to marketing and communications personnel to ensure SEO best practices are being honored throughout all contract work products.		
2	<i>Content Creation:</i> Create written, graphic and video tutorial content to educate participating businesses and partners on small business SEO best practices, especially on how to utilize digital tools and resources offered through the Live Local campaign to improve business discoverability, campaign visibility, and to help small businesses measure the beneficial impact of taking part in campaign promotional activities. Work		

	with other project resources to ensure that materials conform to Live Local INW Campaign visual and branding standards, and publish finalize materials in a dedicated SEO section on a new Business Resources page on the Live Local website.		
3	<i>Management:</i> Mentor and manage the SIMBA Technical Coordinator as it relates to the project lifecycle, communications and organization. Coordinate weekly with SIMBA's Director who manages this personnel's organizational operations duties that contribute to supporting contracted programming.		
4	<i>Oversight:</i> Attend project executive team meetings and funder check-ins to be informed and able to provide oversight, advisement and coordination to SIMBA's governing directors as needed regarding the status and progress of contract execution.		

BUDGET AND TIMELINE ACKNOWLEDGEMENT

We want to highlight and provide context for the RFP timeline requirements and budget, which are unique to this opportunity.

This contract is being funded through a special, one-time grant from the Washington State Department of Commerce that was – by design – required to be disbursed and executed in a short timeframe. This timeframe is, by association, reflected in our RFP process.

SIMBA is committed to ensuring that this process is as accessible and supportive for you as possible, given the unique parameters. With that, we welcome questions and conversation, especially if you are perceiving potential roadblocks or need more clarity. Tiffany Harms is our RFP point person and would be happy to check in with you. She can be reached at team@spokaneindependent.org and 253-224-8080.

EVALUATION METRICS

SIMBA will evaluate bidders and proposals based on the following criteria:

- Previous experience/past performance history.
- Projected costs.
- Experience and technical expertise.
- Bidders must demonstrate the organizational capacity to conduct the work required by this project.
- SIMBA shall grant preference to SIMBA members and partners, in accordance with Federal law.

- SIMBA shall award contracts only to responsible contractors possessing the ability to perform successfully under the terms and conditions of this project.

SIMBA will not pay for travel, lodging, or per-diem unless specifically mandated in the requirements.

SUBMISSION REQUIREMENTS

Bidders must adhere to the following guidelines to be considered:

- Submissions are to be directed to Tiffany Harms at team@spokaneindependent.org.
- Include samples and references with your proposal.
- Proposals should not be more than 10 pages. Failure to comply with this guideline will result in an automatic rejection.
- A proposed schedule must also be included and clearly expressed.
- Include pricing using the table provided above under Statement of Work.
- If you are interested in more than one open RFP opportunity, you must submit a separate proposal for each.

UEI AND INVOICING REQUIREMENTS

The grant we are working under requires that all vendors possess an active UEI (Universal Entity Identifier) number in order to receive payment. This means that we will need all selected vendors to have a UEI by the first invoicing deadline on April 25, 2023. While this is a no-cost process to complete, it does include multiple steps that we want vendors to have time to move through. To obtain a UEI visit sam.gov. Please don't hesitate to reach out to us if you have any questions.

CONTACT INFORMATION

For questions or concerns connected to this RFP, please don't hesitate to reach out to:

Tiffany Harms (*pronouns: she/her*)

Recruiting and HR Consultant, Juno Collaborative Consulting

Spokane Independent Metro Business Alliance

team@spokaneindependent.org | 253-224-8080