



Request For Proposals

Technical Communications Manager

Spokane Independent Metro Business Alliance (SIMBA)

RFP open until filled

Budget: \$25,000

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

While we have a Marketing Agency handling the external communications for the Live Local INW Community Marketplace project, this role will be the primary interface for communications that need to come from within SIMBA. This firm will also work heavily within our CRM to support data integrity and reporting as well as document some technical requirements for our business members and coalition partners. The selected contractor will have the variety of expertise needed to cover this wide array of communications needs.

Services

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

	Service	Hours (if applicable)	Cost Subtotal
1	<i>HubSpot Administrator:</i> Using experience working with HubSpot Hub and Pro, support the HubSpot Systems Director in implementation, data clean up, data management, creating workflows and setting up automations where possible and required, and setting up custom reports for Commerce. Act as the primary point of contact for supporting project communications that need to go through HubSpot including email broadcasts, event setup, social media integrations, forms and reports.		
2	<i>Project Coordination:</i> Ability to use agile methodologies to iterate through updates and changes within a technical		

	environment. Includes use of Asana, Slack and Google Workspace tools as well as interfacing with the Project Manager and up to 6 workstreams and their communications needs.		
3	<i>Communications Strategy:</i> Utilize appropriate tools and systems to track multiple inputs and data points to create a cohesive communications strategy. Includes communicating with our members and partners about technical implications of the project, promotion of 5 events and educating on and enticing participation in the Local Dollars option.		
4	<i>Communications Implementation:</i> Act as the primary point of contact for generating project communications such as newsletters, audience-specific e-blasts, forms and reports that need to go out through HubSpot and need to be embedded in SIMBA's various websites. Lead on internal event setup through Eventbrite, and advertising SIMBA and Live Local events also on web assets including websites, social media channels and organizational calendars. Work with other project resources to ensure that these work products reflect the level of quality and accuracy and consistency that SIMBA's audiences expect from such communications.		
5	<i>Documentation Creation:</i> Collaborate with Partner Regranting Manager to produce preliminary governing bylaws for our BECiN coalition partners, and create a logo usage framework to protect the integrity of how our business members and partners utilize the Live Local INW brand. There will be \$3,000 available as part of the total contract amount for this component of the work.		

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 by May 31, 2023 in order to receive payment. 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