

REQUEST FOR PROPOSAL -- Reset and Recovery 2021 Digital Business Innovation and Resiliency Campaign

ABOUT CREDC

The Columbia River Economic Development Council (CREDC) is the leading economic development organization for Clark County, working to advance the economic vitality of the region through business growth and innovation. CREDC's mission is to develop a strong, innovative business environment across Clark County in collaboration with over 150 private and public sector partners.

The CREDC team is a dynamic group of collaborative economic development practitioners working together to accomplish a common vision:

*Our vision is for Clark County to be recognized as one of the **most inclusive, healthy and amenity-rich communities in the country**. As a result, and with a continued **focus on growing a diverse base of community -minded employers, talent (both inside and outside the region) sees greater opportunity here than anywhere else in the country.***

PROJECT DESCRIPTION

CREDC is the State of Washington's designated economic development organization for Clark County. One of our key functions is to lead business retention and expansion strategies that support and promote commercial resiliency. In alignment with the Department of Commerce Sponsorship Disaster Response Relief Fund 2021, CREDC will be implementing two projects promoting equitable COVID-19 business recovery, resiliency, and innovation throughout the county. To that end, we are seeking to deploy the following digital projects:

- Digital video shorts campaign
- Update to existing footage on our landing page
- Custom digital resources landing page for entrepreneurs

SERVICES REQUIRED

CREDC is seeking a creative agency with experience in a variety of digital storytelling media, including but not limited to website development, video, and graphic design.

SCOPE OF WORK

Deliverable 1) Design and develop a web page on our existing platform that offers a graphically pleasing, orderly, and easy to navigate layout of information for entrepreneurs in the planning and early stage of business. Website content and site map provided by CREDC. CREDC will continue to host site after project completion.

Deliverable 2) 3-6 2-minute professional-quality videos delivering high-resolution storytelling videos to be published and promoted on our website. Specific video requests will be provided by CREDC and will include businesses which offer business resiliency and innovation stories in Clark County.

PROJECT BUDGET

Submitted proposals must include a budget, with a breakdown per task and each team member's billable rates not to exceed \$40,000 for both projects combined. Content capture must be invoiced and executed by June 30th, 2021.

PRIMARY CONTACT

Marnie Farness, Director of Business Relationships & Strategy
Columbia River Economic Development Council
805 Broadway Street, Suite 412
Vancouver, WA 98660
360.850-5724
mfarness@credc.org

RFP QUESTIONS

All clarifying questions and inquiries must be submitted in writing via email to Marnie Farness mfarness@credc.org

PROPOSAL REQUIREMENTS

- Qualifications
- Previous work examples
- Approach and timeline to meet deliverables
- Budget
- References
- Pitch presentation
- Deadline and delivery: sent to mfarness@credc.org no later than Friday, May 14th.