

## Request for Proposal (RFP)

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### Creative Content Creation and Management Services

New Orleans Business Alliance (NOLABA), a 501c3 non-profit organization, is requesting proposals for a one-year creative content services contract. Respondents should submit one (1) electronic copy in PDF format to [VHuntley@nolaba.org](mailto:VHuntley@nolaba.org) and at least one (1) hard copy to the following address (*\*If delivering in-person, then please email [VMiles@nolaba.org](mailto:VMiles@nolaba.org) to confirm that a copy was left at the front desk*):

New Orleans Business Alliance  
Attn: Valerie Huntley  
1250 Poydras Street, Suite 2150  
New Orleans, LA 70113

Responses to this RFP are due by **Wednesday, November 30, 2022, by 5:00pm Central Time**. NOLABA reserves the right to accept or reject any proposal and/or any portions of a proposal. All documents submitted are subject to the Louisiana Public Records Act (La. R.S. 44:1 et seq.). Any emails sent or received by NOLABA employees are potentially subject to these laws. Unless otherwise exempted from the Public Records Act, senders and receivers of NOLABA email or other records should presume that all information sent is a matter of public record and are therefore subject to public inspection upon request. To comply with the Public Records Act, NOLABA keeps all hard documents and electronic correspondence in accordance with its Document Retention Policy.

Additional information may be obtained by contacting the New Orleans Business Alliance at 504-934-4500 or [VHuntley@nolaba.org](mailto:VHuntley@nolaba.org).

Submittals that are incomplete, unclear, or fail to comply with the requirements as outlined in the instructions, may be rejected.

## **SECTION I – Background**

### **Description of Entity**

The New Orleans Business Alliance (NOLABA) is a 501c3 nonprofit organization and the official economic development organization for the City of New Orleans. NOLABA is a public-private partnership with the City of New Orleans and private investors from the local community. It is the only accredited economic development organization representing the City of New Orleans by the International Economic Development Council (IEDC).

The vision of NOLABA is to reposition New Orleans as the next great American city for business investment, quality of life, and equitable economic opportunity. NOLABA leads with a mission to unite a diverse community of stakeholders to catalyze job growth, create familial wealth for its citizens, and build a just and sustainable future for New Orleanians. NOLABA aims to unify partners and stakeholders to design and implement a solid economic foundation for the city: a collaborative and business-friendly environment fueled by a unique culture and dynamism not found anywhere else on the planet.

NOLABA invests its energy and resources into New Orleans neighborhoods and commercial corridors that have endured historic disinvestment and into New Orleans businesses owned by entrepreneurs of color and those creating quality jobs for New Orleanians that help diversify the economy in an equitable and healthy manner. The organization and its team inform decisions with leading-edge data and designs projects to position the city for long-term economic growth and expansion that solves for wealth, health, and environmental disparities.

November 1, 2022	RFP Issued
November 30, 2022	RFP Submission Deadline
<b>Date</b>	Evaluation Period Begins
<b>Date</b>	Evaluation Period Ends
<b>Date</b>	Contract Award

### **Contact Information**

#### Primary Contact

Valerie Huntley  
Senior Director, Marketing & Special Events  
VHuntley@nolaba.org  
T: (504) 291-4616

#### Secondary Contact

Victoria Miles  
Vice President, Finance  
VMiles@nolaba.org  
T: (504) 291-4656

### **Timeline**

November 14, 2022

December 12, 2022

December 13, 2022

January 13, 2023

January 20, 2023

RFP Issued

RFP Submission Deadline

Evaluation Period Begins

Evaluation Period Ends

Contract Awarded

## **SECTION II – Scope of Solicitation**

### **Overview**

NOLABA is seeking an innovative, creative, and forward-thinking firm to design and implement marketing and communications content, including but not limited to the design and management of the NOLABA website, event graphics, presentation templates, social media platforms, annual reports, newsletters, and more.

NOLABA is hiring a firm to assist with creative content services, for both short-term and long-term projects to help communicate NOLABA’s work and impact with external stakeholders – locally, nationally, and globally. The messaging, visual appeal, and deployment of NOLABA content will help the organization meet its strategic goals and provide clarity about its initiatives for its ultimate stakeholders – the citizens of New Orleans.

The consultant(s) will work directly with NOLABA leadership to develop and execute specific marketing/creative deliverables that align with the organizational strategy on a monthly retainer. A portion of contracted time may be completed in person at the offices of NOLABA.

### **Key Deliverables**

The contractor shall perform the following as specified:

- Creative
  - Graphic Design (messaging and design of collateral material, paid advertising, presentations, media kits, etc.)
    - Content such as PowerPoint or Word themes and templates must be easily edited internally at NOLABA
    - Logo redevelopment if necessary
  - Digital creative strategy, messaging, design, and management
  - Stakeholder outreach materials and use of tools such as an annual report and bi-monthly newsletters
  - Content for department-specific projects, including but not limited to digital products, brochures, signage used for events, booths, and more
- Social Media

- Creation of the overall strategy and design for social media, social media campaigns, content creation, and execution
- Management of social media accounts, including a strategy informing the schedule of content releases for each channel of media
- Data analytics that illustrate the impact of the social media strategy & tactics will be reported to NOLABA on a monthly basis
- Meetings and communication with clients as necessary

### **Key Deliverables (cont.)**

- Website
  - Management and maintenance of website including but not limited to:
    - SEO audit and evaluation
    - Ongoing updating of website calendars
    - Updating content (adding or removing) as necessary
  - Website redesign and redevelopment if necessary or beneficial for SEO
- Adjust to any additional content creation as needed
- Provide measurements of success on a quarterly basis

### **Objectives**

#### **Objective #1: Content Creation**

Work with the NOLABA leadership team to create cohesive, visually appealing deliverables as needed for the organization to meet its goals. All basic marketing tactical work needs to be executed in a timely and effective manner. Work with the Senior Director of Marketing & Special Events to implement marketing strategies to promote and create growth and opportunity within the city for the people of New Orleans.

Produce creative collateral (brochures, one-pagers, PowerPoint presentation templates, etc.) for advertising and business development purposes for both general and specific industry clusters. These pieces will help the NOLABA team market the city's assets to attract business investment into sectors such as digital media/software development, bio, food & music business, innovation & technology businesses, retail, light industrial & advanced manufacturing, back-office/headquarters, logistics, distribution, and more. Create content for effective stakeholder outreach through annual reports, funding proposals, presentations, and newsletters. Assist with department-specific projects as they arise and provide support as needed.

## Objective #2: Website, Social Media Content, and Implementation

Conduct a content audit, determine the need for any upgrades/redesigns of the existing WordPress website, and make recommendations to help with conciseness, and grow audience and reach. Develop creative and focused content, and make edits if needed to the website, www.nolaba.org. Be willing to work with NOLABA web management consultant.

Assist in providing website content development to enhance search engine optimization (SEO). Appropriate attention should be given to News & Media and Events sections to ensure timeliness and relevancy.

Ensure that NOLABA staff can easily update website for minor edits. Report-out regularly (monthly) all social media channel performance, data, and analytics, while making recommendations for strategy improvements to help grow audience and reach.

Develop and implement a social media strategy with a focus on conversion and reach. This includes content creation, part-time channel management, and setting & meeting specific measurements for success.

Specifically, for NOLABA programs & events:

- a) Share with public, private, & community partners, as well as additional key stakeholders NOLABA's accomplishments and highlight the organization's work throughout the city. Examples include 504Ward, Homegrown Holidays campaign with Mastercard®, etc.
- b) Develop the marketing/promotion strategy for events as needed (pre, during, & post-event)
- c) Create materials and review and work with NOLABA on the development of the content, collateral, program, and dissemination of information for programs & events

## Objective #3: Build Brand Value

Create, enhance, and promote NOLABA's value proposition to local, national, & international audiences with concise and creative marketing deliverables, projects, and tactics that reflect the inclusive and creative way NOLABA operates as the official and only accredited EDO of New Orleans.

Create, enhance, and promote New Orleans' value proposition as a welcoming place for inclusive & creative business growth, life balance, and one-of-a-kind culture.

## **SECTION III – Submission Requirements**

A proposal of no more than ten (10) pages including a detailed budget for the defined contract period, excluding examples in an appendix, with the subject line "**NOLABA RFP:**

**Creative Content Creation and Management Services" *must* include the following information:**

**1. Contact Information**

- a. Respondent's Full Name, Address, Federal Employer Identification Number
- b. Primary Contact's Full Name, Address, Telephone Number, Email Address

**2. Methodology and Work Plan**

- a. Respondents should clearly delineate their methodology, work plan & schedules, estimated hours/month, including meeting cadence with NOLABA, key dates, and resources needed for achieving expected outcomes
- b. Respondents should also include an outline with key deliverables and metrics for success

**3. Statement of Qualifications & Requirements to Perform Duties**

- a. Respondent should provide information demonstrating the background and qualifications to carry out the scope of work. Specific examples of prior work in line with this scope should be provided.

- b. Respondent should provide the following as examples of their past work and that of appropriate DBE work as well:

- i. Outstanding PowerPoint presentation(s)
- ii. Striking web design capabilities
- iii. Newsletter style piece
- iv. Steps within a proposed SEO strategy
- v. Social media campaign work, reflecting brand voice and graphic usage
- vi. Past social media content & impact data
- vii. At least one piece of collateral (brochures, one-pagers, booklets, sales or info decks; respondents may be asked to submit an additional piece during the process)
- viii. List all technical capabilities and experience level with software programs and any other skill sets needed to carry out scope of work

**4. Budget Summary and Fee Schedule**

**5. References**

- a. Provide full names, address, phone numbers, and email address for up to three (3) client reference capable of explaining and confirming Respondent's capacity to successfully complete the project referenced in this proposal. NOLABA staff may contact these references or industry sources, investigate previous projects and current commitments, interview some or all of the proposed team members, and take other information into account in its evaluation of the responses, including contacting individuals not listed explicitly as references.

**6. DBE Participation**

**Evaluation Criteria**



Responses will be evaluated by using the following criteria, with 100 points as highest possible score:

<b>10 points</b>	Completeness, technical competence, and clarity of the response
<b>15 points</b>	Project approach including budget and schedule
<b>20 points</b>	Knowledge of best practices and experience
<b>20 points</b>	Responder’s overall qualifications and DBE participation
<b>25 points</b>	Respondent’s examples of past work
<b>10 points</b>	Respondent’s experience with similar organizations

**Q&A**

If any prospective respondents to the RFP have questions, then please submit them to Ms. Valerie Huntley ([VHuntley@NOLABA.org](mailto:VHuntley@NOLABA.org)) and they will be placed on [www.NOLABA.org](http://www.NOLABA.org) with accompanying answers. The Q&A opportunity will be open during the submission dates of November 14, 2022 – December 12, 2022.

**Confidentiality Statement**

All information included in this RFP is considered confidential and intended only for use by responders. No information included in this document, or in discussions related to NOLABA’s Technical Assistance Consulting Services selection process, may be disclosed to another party or used for any other purpose without express written or verbal consent.