



Request for Proposal (RFP) Regional Talent Attraction Campaign

Deadline for Proposal – February 3, 2023

Initiative Overview: The Greater FM EDC has been awarded a grant from the State of North Dakota to deploy a large-scale marketing initiative focused on regional talent attraction (recruiting additional workforce to the region).

Our goal is to recruit additional talent to the region with a multi-prong marketing plan focused on workforce attraction. Success would mean that we have a robust marketing and ad campaign that uses data to effectively target and message potential workforce (new residents) and pull them into an automated marketing funnel (through HubSpot). The campaign keeps them in the funnel until they apply for a job or meet with a liaison or local champion who will assist them with their needs in hopes of having them relocate to the region.

The Grant: The ND Regional Workforce Impact Grant (RWIP) provides grant dollars to regional entities. According to the state website, the goal of the grant is to “design and implement innovative plans to address the region’s most demanding workforce challenges. The grant program will respond to the negative impacts the COVID-19 pandemic has had on workforce and industries by encouraging regions and communities to develop sustainable, innovative solutions to help businesses find workers, and help workers and jobseekers prepare for and connect to better, higher-quality and better paying jobs. The RWIP grant aims to offset the cost of local solutions that will have a regional impact. Funds may be provided as a resource to implement a long-term solution to permanently mitigate workforce participation issues.”

The state grant will be awarded in three tranches, each new tranche awarded when the recipient meets an agreed upon milestone.

The GFMEDC will lead this project with the help of Reach Partners, a project management firm. We aim to gather a collective group of professionals with a shared vision for talent attraction through a coordinated marketing plan. As such, this RFP contains several components that make up a broader talent attraction plan. These components could be fulfilled by one or many agencies/freelancers.

Please include at the top of your application the component(s) you are interested in working on.

Proposed Project: The overall goal is to attract new residents to the region to fill high valued positions within the healthcare and manufacturing sectors. A secondary goal is to change perceptions of our area with these targeted individuals and the general public they may associate with. Our plan lays out several components to achieve this goal.

Based on grant requirements, our attraction efforts must fall within one of the five targeted sectors identified by the State of North Dakota. Of those targeted sectors, manufacturing and healthcare are the two sectors that make sense for recruitment to the region. We recognize that many occupations cross over into other industry sectors, and it is likely that a successful campaign focused on occupations within these two critical sectors will yield benefits to other sectors in the region, especially when we consider trailing family members obtaining employment in the region.

Data driven information and focus groups:

The regional workforce marketing campaign will focus on a series of targeted marketing efforts aimed at specific occupations (healthcare and manufacturing) in geographical areas (ex. Rockford, Chicago, Omaha, Des Moines, Cedar Rapids, etc.).

Using our data tools, the GFMEDC will select the occupation and geographical areas that show the candidate could make more money in our region based on wage and cost of living data. Then starting with focus groups of the identified professions, we'll learn what each group likes and cares about, tailoring our message based on that information. The focus groups will help us build personas to drive the rest of the marketing messaging.

We'll build and deploy an outbound marketing campaign using best practices and the most effective ad buys including ads across digital media and other effective strategies.

Using the background research targeting those occupations, we'll bring the potential candidates into an email nurture campaign with HubSpot.

For example, using HubSpot, the focus could be on 3, 6 or 12-month nurture campaigns based on campaign parameters such as geography, sector, occupations or demographics. Each nurture campaign would be a targeted campaign to a certain segment. For example, we target nurses. We would build a campaign with feedback from focus groups who provide the information we need to create a successful marketing strategy (what resonates with them, what made them want to move here, etc.).

We'll work with various agencies and freelance professionals to build a (growing) library of content and marketing materials that include videos, interviews (of people who've moved here) and photos. Using the marketing materials, we'll pull "customers" into a funnel. Targeted communication would ultimately lead a "customer" to connect to a job page to apply for jobs or a local contact/liaison (who communicates directly with the customer). Our goal is to track the success as closely as we can to each "customer" or candidate being interested in or accepting a position in the metro.

Once the "customer" connects with a liaison or applies for a job, they end up on a thank you page or a list in HubSpot so we can track them as a success (or at least track as successfully through our system).

We anticipate that all the agencies selected will meet weekly with the GFMEDC team, Reach Partners and other community partners to build and track the campaign.

Your Role: If selected for one or more of the components, you will join a larger group working on one marketing project. We anticipate weekly meetings to keep the project on time and on budget.

Project Components	Budget
Video	\$40,000
Graphic Design/material creation	\$25,000
LiveinFMArea Website Updates	\$34,000
HubSpot technology, workflow/sequence creation and landing page management	\$68,000
Advertisements	\$200,000

Please note that the GFMEDC will provide the software and data needed to choose the geographic areas and targeted list of individuals and occupations that this project will utilize. In addition, the Focus Group research being conducted as part of this project is also being handled outside of this RFP. In addition, changes made to the FMAreaTour site (the virtual tour) will be handled outside of the RFP.

Dates and Deadlines: The project is expected to start February 13th, and, at this time, funds must be encumbered by June 15, 2023, with our understanding that once encumbered, will allow us time through 2023 to fully implement this program. (We anticipate the state may extend the deadline, but please expect the language of any contract to align with our contract with the North Dakota Department of Commerce).

The project will include the following: focus groups/research (not part of this RFP), outbound marketing campaign – creation of collateral, planning and advertising, HubSpot email nurture campaign, update and build out of website (liveinfargo.com and fmareatour.com).

Below is a rough idea of possible timeline:

January:	Send out RFP's, review and select vendors, begin focus groups, start creation of outbound strategies.
February/March:	Focus Groups, building/collecting imagery, creating collateral, planning for marketing campaign, coordinate website updates/work.
March/April:	Continue building collateral, start outbound campaign, Create HubSpot inbound marketing campaign outbound campaign.
April/May:	Build collateral, outbound campaign, begin evaluating results (tweak if needed), start reporting (front facing data).
June/Dec:	Fully implement program with ad placement, tracking and measuring results.

The prioritization of this program is to ensure we have a robust set of data (focus groups and location and occupation data), video/graphic design, web site content and functionality and HubSpot technology

management. With this in place, we will be able to implement highly engaging advertising campaigns, thus the importance of the first four components of the project listed above and the resources needed to produce them at a high level.

Questions

All questions will be answered and compiled for access by every firm.

Project Budget

The overall budget for this project is not to exceed the amounts previously listed.

Selection and Project Timeline

- Request for Proposal Release Date January 17, 2023
- Proposal due in GFMEDC office (COB) February 3, 2023
- Notification of selected agency February 9, 2023
- Project Starts February 13, 2023

If you submit for more than one component, please separate each component out in your proposal. Joint proposals from more than one firm are allowed and encouraged.

Submission of Proposal: Proposals should be sent to Lisa Gulland-Nelson, Chief Communications Officer lgnelson@gfmedc.com

Greater Fargo Moorhead EDC
51 Broadway Suite 500
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Non-Discrimination

No person in the United States must on the ground of race, color, national origin, handicap, age, religion, or sex, be excluded from participation in, be denied the benefits of, or be subject to discrimination under, under any program or activity receiving Federal financial assistance.

To effectuate compliance with Title VI of the Civil Rights Act of 1964 (42 U.S.C. Section 2000d et seq.); as amended, LARC is required to include the following in any solicitation or contract and these provisions will be incorporated into the contract between LARC and the selected consultant. The Consultant will need to abide by these provisions:

1. Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d et seq.) and US Department of Commerce implementing regulations published at 15 C.F.R. Part 8 prohibiting discrimination on the grounds of race, color, or national origin under programs or activities receiving Federal financial assistance.
2. Title IX of the Education Amendments of 1972 (20 U.S.C. §§ 1681 et seq.) prohibiting discrimination on the basis of sex under Federally assisted education programs or activities.

3. The Americans with Disabilities Act of 1990 (42 U.S.C. §§ 12101 et seq.) prohibiting discrimination on the basis of disability under programs, activities, and services provided or made available by State and local governments or agencies thereto, as well as public or private entities that provide public transportation.
4. Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), and DOC implementing regulations published at 15. C.F.R. Part 8b prohibiting discrimination on the basis of handicap under any program or activity receiving or benefiting from Federal assistance. For purposes of complying with the accessibility standards set forth in 15 C.F.R § 8b.18(c), non-federal entities must adhere to the regulations, published by the US Department of Justice, implementing Title II of the Americans with Disabilities Act (ADA) (28 C.F.R. part 35; 75 FR 56164, as amended by 76 FR 13285) and Title III of the ADA (28 C.F.R. part 36; 75 FR56164 as amended by 76 FR 13286). The revised regulations adopted new enforceable accessibility standards called the “2010 ADA Standards for Accessible Design” (2010 Standards), which replace and supercede the former Uniform Federal Accessibility Standards for new construction and alteration projects.
5. The Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101 et seq.), and DOC implementing regulations published at 15. C.F.R Part 20 prohibiting discrimination on the basis of age in programs or activities receiving Federal financial assistance.
6. Any other applicable non-discrimination law(s).