



## **Request for Proposal (RFP) Marketing Small Towns Regional Talent Attraction Campaign**

**Deadline for Proposal – June 27, 2024**

**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 and awareness of smaller communities throughout the region. Workers and families considering the Fargo Moorhead region may often hold misperceptions about living in a small town creating a barrier to success. 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. If feasible, we'd like to incorporate some surveying to determine if we've changed their perceptions of small-town living.

**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 manage this project along with the lead marketing firm selected. 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 becoming aware of the abundant opportunities living in the smaller communities that make up the greater region including all of Region Five and Clay County in Minnesota. While our goal is to convince people to change their zip code, we understand that starts with changing 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. We want to utilize the most enhanced data to monitor and prove we are changing perceptions and convincing people to move to the area.

**Collaborating to change perceptions and drive users to consider the benefits of rural communities:**

This project will require the primary marketing firm to take on a leadership role helping to act as a coordinator and liaison to the contacts throughout the region and with the other vendors hired for the project. The contacts will be the the people within the counties and communities who connect us with the people and places that help highlight the best of the greater region.

We'll use those high-impact quality of life aspects to change perceptions and sell potential residents on the benefits of our larger regional community.

We'll have several components to support the marketing campaign including: marketing materials for an ad campaign, landing pages, LiveinFMArea website enhancements, HubSpot Workflows, video(s) and an ad campaign.

The initial vision we have for the video is a glimpse into small town living. It won't be one town or county but glimpses of life in a smaller community. These could be several smaller videos or one large one or a combination. Regardless, we would want to incorporate :15 and :30 messages for ads. 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.

The ads will drive users to a landing page, where we'll grab their contact information to place them in an automated email campaign or workflow through HubSpot.

We will use the data and information from our previous campaign to determine the best strategy to place ads. Previously we have used our data tools to select the occupation and geographical areas that show the candidate could make more money in our region based on wage differentials and cost of living data. We used information from focus groups to tailor the messages.

We'll continue to work with various agencies and freelance professionals to build a (growing) library of content and marketing materials that include collateral material, videos 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. Our ultimate KPI

would be a change in zip code, but we understand additional KPI's are also important including traffic to the website, specifically the jobs board, form submissions, email open rates etc. We would want high-level reports with enough detail that our investors understand what we're doing and how we are meeting our KPI's.

We anticipate that all the agencies selected will meet weekly with the GFMEDC team and the lead marketing firm 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
Marketing	\$100,000
Video	\$90,000
LiveinFMArea Website Updates	\$30,000
HubSpot, workflow creation	\$30,000
Advertisements	\$70,000

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.

**Dates and Deadlines:** The project is expected to start July 2024 and, at this time, funds must be encumbered by June of 2025. (Please expect the language of any contract to align with our grant 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 (liveinfmarea.com).

Below is a rough idea of possible timeline:

June: Send out RFP's, review and select vendors

July: Start creation of outbound strategies

August: Continue building collateral, start outbound campaign, Create HubSpot inbound marketing campaign outbound campaign

September: Build collateral, outbound campaign, begin evaluating results (tweak if needed), start reporting (front facing data)

Oct/June: Fully implementing program with ad placement, tracking and measuring results

The prioritization of this program is to ensure we have a robust set of 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 June 7, 2024
- Proposal due in GFMEDC office (COB) June 27, 2024
- Notification of selected agency July 8, 2024
- Project Starts July 16, 2024

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](mailto:lgnelson@gfmedc.com)

Greater Fargo Moorhead EDC  
51 Broadway Suite 500  
Fargo, ND 58102

## 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 of 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).