



CITY OF DULUTH

**REQUEST FOR INFORMATION (RFI)
ON BEHALF OF THE DULUTH ECONOMIC DEVELOPMENT AUTHORITY
FOR**

MARKETING PARTNERS FOR SMALL BUSINESSES

RFI NUMBER 23-AA08

ISSUED TUESDAY, MAY 2nd, 2023

SUBMISSIONS DUE FRIDAY, MAY 26th, 2023

SUBMIT TO

Purchasing@DuluthMN.gov

PART I - GENERAL INFORMATION

I-1. Project Overview. The City, on behalf of the Duluth Economic Development Authority (DEDA), is seeking information from marketing agencies regarding their available services, qualifications and products. Information from the selected agencies will be provided to awardees of the Small Business Marketing Match grant program. Additional detail is provided in **Part IV** of this RFI.

I-2. Calendar of Events. The City will make every effort to adhere to the following schedule:

Activity	Date
Deadline to submit Questions via email to deda@duluthmn.gov	Monday, May 15th
Answers to questions will be posted to the City website no later than this date.	Friday, May 19th
Submissions must be received in the Purchasing Office by 4:00 PM on this date.	Friday, May 26th

I-3. Rejection of Submissions. The City reserves the right, in its sole and complete discretion, to reject any and all submissions or cancel the request for information (RFI). The City is not liable for any costs incurred by Submitter in preparation or submission of the response to this RFI, or in participating in the RFI process or in anticipation of award of a contract.

I-4. Questions & Answers. Any questions regarding this RFI must be submitted by e-mail to the Duluth Economic Development Authority (DEDA) at deda@duluthmn.gov **no later than** the date indicated on the Calendar of Events. Answers to the questions will be posted as an Addendum to the RFI.

I-5. Addenda to the RFI. If the City deems it necessary to revise any part of this RFI before the proposal response date, the City will post an addendum to its website <http://www.duluthmn.gov/purchasing/bids-request-for-proposals/>. Although an e-mail notification will be sent, it is the Submitter's responsibility to periodically check the website for any new information

I-6. Submissions. To be considered, submissions must arrive at the City on or before the time and date specified in the RFI Calendar of Events. The City reserves the right to reject or to deduct evaluation points for late proposals.

Submissions must be signed by an authorized official. If the official signs the Submission Cover Sheet attached as Appendix A, this requirement will be met.

Please email your submission in Microsoft Office-compatible or pdf format.

All materials submitted in response to this RFI will become property of the City and will become public record after the evaluation process is completed.

I-7. Notification of Selection. Submitters whose submissions are not selected will be notified in writing.

PART II - SUBMISSION REQUIREMENTS

Cover letter-

List RFI title, name of the proposer or proposing entity, address, telephone numbers, email address, name of the contact person and the date the RFI is being submitted.

Background of the company-

One page or less narrative that describes your marketing services, qualifications, skills and products.

Resumes-

Brief description of your business's professional details, education and jobs performed.

References-

Provide contact names and email addresses with a brief description, that account for your professional roles and responsibilities.

Services Offered-

A description of products, services and/or match capabilities each marketing agency can provide to utilize grant funding.

Eligible uses of grant funds may include but are not limited to; business marketing in print, multi-media, digital, email, social media, video marketing, or other visual means. Including direct expenditure for marketing and outreach, creation of promotional materials for business enhancement and creation of new business signage or other visual improvements.

Cost-

Breakdown of costs for products and services rendered for qualifying businesses.

PART III - CRITERIA FOR SELECTION

The submissions will be reviewed by City Staff. The intent of the selection process is to review submissions and make an award based upon qualifications as described therein. A 100-point scale will be used to create the final evaluation recommendations. The factors and weighting on which submissions will be judged are:

Qualifications of the Submitter and Personnel	40 points
Prior experience with similar work	30 points
Services Offered	20 points
Cost	10 points

PART IV – PROJECT DETAIL

PROGRAM POTENTIAL: This RFI has the ability to supply marketing agencies with easy access to a wider client base with interested program applicants and the general public, as outside markets will be able to connect with the agencies for future projects.

PROGRAM DETAILS:

Selected marketing agencies will be listed as service providers for the 20 qualifying small businesses seeking marketing and advertising support. Each small business will be awarded up to \$5,000 of grant funds for eligible marketing expenses, if matching funds are secured. Grant funding is administered through DEDA via the Marketing Match Grant Program

As written in the program guidelines, the Small Business Marketing Match Program is providing small businesses with grant funds for additional advertisement. Grantee's will be required to have matching funds in place to be eligible. The matching funds can be provided from any source, including the business owner, another business or entrepreneurial agency (such as the Duluth Chamber of Commerce) or a voluntary marketing agency. If a marketing agency is willing to provide an in-kind match for services rendered, please indicate those details in the submission.

Agencies may be required to meet with business clients in person, if necessary.

**APPENDIX A - SUBMISSION COVER SHEET
CITY OF DULUTH
RFI# 23-AA08 MARKETING PARTNERS FOR SMALL BUSINESS**

Submitter Information:	
Submitter Name	
Mailing Address	
Contact Person	
Contact Person's Phone Number	
Contact Person's E-Mail Address	
Federal ID Number	
Authorized Signature	
Name & Title of Authorized Signer	
Email of Authorized Signer	