



BEAUFORT DIGITAL CORRIDOR
2018 Request for Proposal

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I. ORGANIZATION & PROJECT OVERVIEW

A. EXECUTIVE SUMMARY

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, conceive and materialize creative assets for the Beaufort Digital Corridor (BDC).

Efforts are intended to increase occupancy of BASEcamp, BDC's co-working office, with high-quality tech organizations by the end of 2018.

In order to attract the right audience, messaging will need to be created that emphasises the benefits of BDC membership and BASEcamp residency including the support members receive in order to help their businesses grow. The pillars of support are detailed below.

B. ORGANIZATION BACKGROUND

The Beaufort Digital Corridor is a community-sourced initiative to attract, nurture and promote the region's tech economy through an array of impactful programs, products and events while leveraging Beaufort's renowned livability.

The BDC is focused on creating the business, education and social environment that is attractive to tech entrepreneurs and tech-related companies. The BDC leverages its carefully nurtured relationships, program elements, legislative access, and contacts to assist companies with integrating them into the community. This integration is accomplished through four pillars - COMMUNITY, TALENT, SPACES & CAPITAL.

COMMUNITY - As a grassroots, community-sourced initiative, Beaufort's local technology community lies at the heart of everything that happens at the Digital Corridor. It is this fruitful engagement and collaboration that informs all our initiatives and has created the tech-friendly business environment that is leading to our tech economy growing well above the national average. The Digital Corridor engages in a range of business, social and education related programs and events to continually nurture our vibrant tech community.

TALENT - The economic vitality, global competitiveness, and prosperity of our country and the Beaufort community depends on the innovation and skills of our

workforce. Companies need well-educated, skilled employees to develop and deliver their competitive products and services. The need for these skilled employees along with vetted outsourced resources is magnified in the tech industry where the technology landscape is evolving at an unprecedented rate. The Digital Corridor's talent development strategy is comprised of three tactical areas - CONNECT, DEVELOP & SUPPORT.

SPACES - BASEcamp is Beaufort Digital Corridor's premier business incubator and co-working office designed to meet the transitional professional office space needs of tech and tech-related entrepreneurs seeking adaptable, affordable office and conference facilities of the highest quality, while gaining access to the Beaufort Digital Corridor's network of entrepreneurs and professionals.

CAPITAL - Capital is a critical component for any company seeking to grow. The Digital Corridor's role is not to aggregate capital but instead to aggregate investors and make curated information available to tech entrepreneurs operating in the Beaufort community in an efficient manner. Entrepreneurs seeking capital may reach out to us at anytime for guidance and referral to possible capital resources. Additionally, a variety of capital-related educational & pitch events are occasionally hosted by the Corridor and held at our BASEcamp facilities.

For additional discovery information, please visit our [website](#).

C. SCOPE OF WORK

The Scope of Work is designed to encourage aggressive, targeted growth of BDC membership and BASEcamp occupancy amongst Tech organizations and professionals. It will include but not be limited to the following:

- Conceiving original messaging and copy that effectively targets high-tech companies, tech entrepreneurs and businesses with a technology component. The BDC currently has a tagline (see [BDC website](#)). This can be kept, changed, or adjusted as needed to match the key messaging to be used across multiple marketing mediums.
- Materialize original creative assets to be used across a variety of digital and print marketing efforts including, but not limited to brochures, buck-slips, print ads, display ads and social media.

D. PROJECT GOALS

- To effectively communicate the benefits of becoming a BDC member through creative messaging and marketing collateral.
- To generate a high-level of awareness for the BDC amongst tech organizations and entrepreneurs.
- For new and nascent tech companies and entrepreneurs and businesses with a technology component to apply for office space at BaseCamp. This is a mission-critical goal so we need to be specific that some of our messaging pertains specifically to getting this result.

E. TARGET AUDIENCE

- Tech Companies
- Tech Entrepreneurs
- Businesses with a technology component

II. PROPOSAL REQUIREMENTS

1. A biography, resume and/or background of practitioner or agency, including applicable experience, education, awards and any case studies demonstrating prior campaigns, media results or other successes.

2. Include a description of the types of services to be provided and a budget for a typical month, showing estimated number of hours and hourly billing rate, and an estimate of reimbursable costs, if any. The proposal should include an hourly cost of service and a rate based on assignments by project.

3. Not more than five samples of work done by the individual(s) who would be assigned to complete the work under the Agreement.

4. An example tagline you'd create for the Beaufort Digital Corridor, if needed, and how it ties in with the project goals listed in section D.

5. Identification of the method by which progress reports and performance measurements will be provided.

III. SELECTION CRITERIA*

1. Cost-effectiveness and a demonstrated effort to be cost-conscious.
2. Experience as related to marketing and public relations creative strategy.
3. Documented prior experience in handling project(s) of similar size and scope.
4. Demonstrated ability to meet deadlines.
5. Business integrity and reputation in the industry relevant to scope of services.
6. Proven prior experience, as confirmed by references.
7. Proven skill and reputation, including timeliness and demonstrable results.
8. Meets qualifications set forth in this RFP.

*Selections will be made based on the most qualified candidates as determined by the Beaufort Digital Corridor.

IV. SUBMISSION REQUIREMENTS

Prospective service providers should submit one (1) copy of their proposal to the Beaufort Digital Corridor on or before Friday, July 27, 2018. Interviews may be requested with candidates of interests. Final selections will be made on or around Friday, August 31, 2018.

Proposals should be titled "BDC RFP Candidate," and should be emailed to Shelley Barratt at shelley@beaufortdigital.com.

Please email Shelley with any questions.