



REQUEST FOR PROPOSALS Marketing Services

Professional Service Contract

To All Interested Parties:

Attached is a copy of a Request for Proposals for Marketing Services for the Broome County Land Bank Corporation's ("BCLBC" or "Land Bank") recently awarded New York State Homes & Community Renewal's ("HCR") Vacant Rental Improvement Program ("V-RIP") grant. These services are necessary at this time to assist the Land Bank with marketing of our V-RIP program to eligible applicants within an expedited timeframe. All professional services provided through this contract will be fulfilled using funds from the Land Bank's V-RIP grant SHARS No. 20240448. The Land Bank is budgeting approximately \$20,000 for marketing services. Proposals should not exceed this amount.

The submission requirements and deadline for this Request for Proposals are included in the attached document. The Land Bank reserves the right to reject any and all proposals submitted.

The Land Bank is an Affirmative Action/Equal Opportunity Employer. Section 3 Residents, Section 3 Businesses, Minority Business Enterprises, Women Business Enterprises, Small Business Enterprises, Service-Disabled Veteran Owned Businesses and Labor Surplus Area Firms are encouraged to submit proposals.

Please submit Proposals to:

Jessica Haas, Executive Director
Broome County Land Bank Corporation
60 Hawley Street, 5th Floor
Binghamton, New York 13901-1766
Jessica.Haas@BroomeCountyNY.gov

Attachments:

Request for Proposals for Marketing Services
Rating Sheet
EEO/MWBE Form
Non Collusive Bidding Certificate
V-RIP Program Sheet



REQUEST FOR PROPOSALS

Marketing Services

Professional Service Contract

December 10, 2024

To Whom it May Concern:

The Broome County Land Bank is soliciting proposals for professional services to assist the Land Bank with marketing of our recently awarded V-RIP grant. The Land Bank is seeking a respondent to provide a robust marketing campaign to support the awareness of our V-RIP program to eligible applicants. The campaign ought to include multiple outlets and solutions to support awareness of the program. The respondent should familiarize themselves with the Land Bank and respective V-RIP program and must be willing to incorporate adjustments and enhancements to the marketing campaign as additional details of the program become available. The Land Bank is seeking to implement a plan that will promote the V-RIP program that facilitates program participation across all areas of Broome County. Implementation will require close coordination with Land Bank staff. The Land Bank anticipates this project to commence immediately after award and execution of a contract and be implemented in an expedited timeframe. All professional services provided through this contract will be fulfilled using funds from the Land Bank's V-RIP grant SHARS No. 20240448. The Land Bank is budgeting approximately \$20,000 for marketing services. Proposals should not exceed this amount.

1.0 REQUIRED SCOPE OF SERVICES

The Respondent should utilize, at minimum, the following marketing approach to identify and reach the Land Bank's target audience for V-RIP:

1.1 Digital Media Campaign – the proposal should include a digital media campaign using a combination of different media outlets. At a minimum, the desired characteristics of this campaign include:

- a. Creative development of monthly ad copy and design
- b. Ad scheduling and management
- c. Performance analysis of all monthly campaigns
- d. Social media platforms including Facebook
- e. Digital media toolkit to be able to directly distribute

1.2 Traditional Media Campaign – the proposed traditional media campaign should use a combination of different traditional media strategies and platforms, including but not limited to:

- a. Creative development of monthly ad copy and design
- b. Purchase and placement of media buys
- c. Print
- d. Email

1.3 Other Promotional Pieces – the proposal should detail other promotional pieces such as:

- a. Flier for eligible applicants
- b. Print ad creative
- c. Landing page update

1.4 General Support

- a. Attendance at annual Board of Directors meeting as necessary
- b. Arrange, assist and attend other meetings as necessary
- c. Regularly advise Executive Director and Land Bank Board, if necessary, of current and new marketing trends

**Respondents must be prepared to launch within 30 days of award and execution of a professional services contract and must be able to provide services through December 2026.*

2.0 REQUIRED SUBMITTALS

If the requested services are not available within a single firm, it will be necessary to include the above requested information for each proposed subcontracted firm. Submittals should include and/or address the following items:

2.1 Title Page – please include firm name, address and contact person

2.2 Table of Contents

2.3 A statement of interest in performing the proposed services.

2.4 Firm Qualifications

- a. Provide information regarding your firm’s qualifications to perform the requested scope of services
- b. Provide a list of past and current clients like the Land Bank that your firm has provided marketing services for. Discuss the scope of services provided, a description of the client, and their contact information.

2.5 Personnel Qualifications and Experience

- a. Include a list of personnel who would be performing marketing services for the Land Bank
- b. For each individual, please include a resume with the following information: relevant experience working with Land Banks or other similar non-profit organizations, education and any certifications.

2.6 Marketing Services Approach

- a. In detail, please discuss your firm’s approach to performing marketing services. Address items such as proposed staff, strategic messaging, sub-consultant support, etc.
- b. Include a timeline for official launch of the marketing campaign
- c. Include any additional information not requested that is relevant to this request

2.7 Billing/Fees and Payment

- a. Provide a list of all fees your firm charges for its services including one-time fees, monthly fees, annual fees and any other charges.

2.8 If applicable, please include the names of sub-consultants or associate consultants, or joint venture partner consultants, who would be engaged by your firm including their background, relevant experience, key personnel, etc.

2.9 Completed EEO/MWBE form and Non-Collusive Bidding Certificate

3.0 PROPOSAL EVALUATION

The Land Bank shall apply the following evaluation criteria for selecting a firm. Such criteria are not necessarily listed in order of importance. The Land Bank reserves the right to weigh its evaluation criteria in any manner it deems appropriate.

Criteria	Max Points
<ul style="list-style-type: none"> Proposer’s cost proposal compared with all proposals received 	30
A = Lowest Cost Proposal \$ _____ B = Respondent’s Cost Proposal \$ _____ $A \div B \times 30 = \text{Respondent’s Score}$	
<ul style="list-style-type: none"> Proposer’s capacity and capability to provide the services 	
<ul style="list-style-type: none"> Evaluation of the professional qualifications, personal background and resume(s) of individuals involved in providing the services 	20
<ul style="list-style-type: none"> Past record of performance 	20
<ul style="list-style-type: none"> Minority/Women Business Enterprise (“M/WBE”) and/or Service-Disabled Veteran Owned Business (“SDVOB”) Certification* 	5

*Note that the Land Bank will consider M/WBE and/or SDVOB utilization plans.

Once firms are evaluated on the above criteria, a committee of the Land Bank’s Board of Directors may invite firms to interview.

4.0 SCHEDULING AND COMPLETION

The Land Bank expects to undertake the selection process according to the following schedule:

RFP release date:	December 10, 2024
Closing date for RFP questions:	4:00 P.M. on January 3, 2025
Deadline for submission of proposals:	4:00 P.M. on January 9, 2025
Anticipated selection:	No later than January 21, 2025

**This schedule is subject to change at the discretion of the Land Bank*

Please submit questions to Jessica Haas, Land Bank Executive Director at Jessica.Haas@BroomeCountyNY.Gov by 4:00 PM on January 3, 2025.

5.0 PROPOSAL SUBMISSION

Upon receipt of proposals, submittals will be reviewed by a Committee comprised of Land Bank Board Members and staff. The Land Bank may invite several qualified firms to interview for a more detailed in-depth evaluation of qualifications and ability to meet the terms of the proposed contract. The firms interviewed will be asked to address their professional expertise as a part of their interview (and that of their sub-consultant(s)), with the planned scope of services outlined above. Firms should be willing and able to provide additional information that may be required by the selection committee.

Interested parties should submit all required submittals to Jessica Haas by 4:00 PM on January 9, 2025 by mail, hand delivery or email as follows:

Email: Jessica.Haas@BroomeCountyNY.Gov

By Mail or Hand Delivery

Broome County Land Bank
Attn: Jessica Haas
60 Hawley Street, 5th Floor
Binghamton, NY 13901

Please do not hesitate to call me at (607) 778-6001 with any questions.

Sincerely,

Jessica Haas
Executive Director

Attachment A-1

VRIP Marketing Services Evaluation Form

FIRM NAME: _____

DATE: _____

Required Submissions	YES	NO
• EEO / MWBE Policy Statement		
• Non-Collusive Bidding Certificate		

EVALUATION CRITERIA	SCORE	MAX. POINTS	NOTES
• Proposer's cost proposal compared with all proposals received		30	
• Proposer's capacity and capability to provide the services		25	
• Evaluation of the professional qualifications, personal background and resume(s) of individuals involved in providing the services		20	
• Past record of performance		20	
• M/WBE and/or SDVOB Certification		5	

TOTAL: _____

EVALUATOR NAME: _____

**EQUAL EMPLOYMENT OPPORTUNITY POLICY STATEMENT & M/WBE PARTICIPATION
BROOME COUNTY LAND BANK CORPORATION**

EQUAL EMPLOYMENT OPPORTUNITY (EEO)

It is the policy of _____(name of organization) to provide equal employment opportunity to all people without regard to race, color, sex, religion, age, national origin, disability, sexual preference, or veteran status. This organization will undertake and/or continue existing programs of affirmative action to ensure that minority group members are afforded equal employment opportunities without discrimination, and shall make and document its conscientious and active efforts to employ and utilize minority group members and women in its work force. These programs will be in accordance with all relevant Federal and State non-discrimination laws and regulations.

This organization shall state in all solicitation and advertisements for employees that all qualified applicants will be afforded equal employment opportunities without discrimination. In addition, this organization shall request of any employment agency, labor union, or other authorized representative used to solicit employees that they will not discriminate on the basis of race, color, sex, religion, age, national origin, disability, sexual preference, or veteran status, AND that such union or representative will affirmatively cooperate in the implementation of this organization's obligations herein.

Finally, this organization agrees to include these same EEO provisions in every subcontract in such a manner that the requirements will be binding upon the subcontractor doing work in connection with this contract.

M/WBE PARTICIPATION

This organization shall take good faith actions to achieve M/WBE participation in this contract by taking and documenting the following steps:

1. Actively and affirmatively solicit bids and/or quotes for subcontracts (and/or supplies) from qualified State certified MBEs or WBEs, including solicitations from M/WBE contractor associations.

Documentation shall include:

- a. Copies of solicitations to M/WBE firms and copies of any responses.
 - b. Copies of any advertisements placed for participation of M/WBEs (including dates of advertisements and publications)
2. Ensure that documents used to secure bids and/or quotes are made available in sufficient time for review by prospective M/WBE's.

3. If responses to the organization's solicitations were received, but a certified M/WBE was not selected, provide specific reasons that such enterprise was not selected.
4. Contractor will also ask for and maintain records of any actions that subcontractors have taken to achieve M/WBE participation.

This organization agrees to provide copies of said documentation illustrating good faith efforts upon award of contract.

Agreed on this _____ day of _____, 20_____

By: _____
(Signature)

Print Name: _____

Title: _____

NON-COLLUSIVE BIDDING CERTIFICATION

Special Note:

BIDDER MUST RETURN THIS FORM WITH THE PROPOSAL FORM

TO THE BROOME COUNTY LAND BANK CORPORATION:

In accordance with Section 103D of the New York State General Municipal Law, the Undersigned declares that, in submitting this Proposal, he/she is or they are the only person(s) interested in said Proposal that it is made without any connection with any person making another Proposal for the same Contract; that the Proposal is, in all respects, fair and without Collusion, Fraud or Mental Reservation; and that no officials of the Broome County Land Bank Corp. or any person in the employ of the Broome County Land Bank Corp., is directly or indirectly interested in said Proposal or in the Supplies, Materials, Equipment or Work to which it relates, or in any portion of the profits thereof.

NON-COLLUSIVE BIDDING CERTIFICATION: (Section 103d, as amended)

1. By submission of this Proposal, each Bidder and each Person signing on behalf of any Bidder certifies, and in the case of a Joint Proposal, each Party thereto, certifies as to its own organization, under penalty of perjury, that, to the best knowledge and belief:
 - A. The prices in this Proposal have been arrived at independently, without collusion, consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices, with any other Bidder or with any Competitor.
 - B. Unless otherwise required by law, the prices which have been quoted in this Proposal, have not been knowingly disclosed by the Bidder and will not knowingly be disclosed, by the Bidder prior to Proposal Opening, either directly or indirectly, to any Bidder or to any Competitor.
 - C. No attempt has been made or will be made, by the Bidder, to induce any other person, partnership or corporation to submit or not submit a Proposal, with the purpose or restricting competition.

NAME OF BIDDER

SIGNATURE OF SIGNER

TITLE

NOTE:

A Proposal shall not be considered for award nor shall any award be made where: Paragraph 1, Subparagraphs A, B and C above, have not been complied with, providing however, that, if in any case, the Bidder cannot make the foregoing certification, the Bidder shall so state and shall furnish, with the Proposal, a signed statement which sets forth, in detail, the reason therefore.

Where Paragraph 1, Subparagraphs A, B and C above, have not been complied with, the Proposal shall not be considered for award nor shall any award to made, unless, the Head of the Purchasing Unit of the political subdivision, public department, agency or official thereof, to which the Proposal is made, or his/her designee, determines that such disclosure was not made for the purpose of restricting competition.

The fact that a Bidder has published price lists, rates or tariffs covering items being procured; informed prospective customers of proposed or pending publications of new or revised price lists for such items or has sold the same items to other customers at the same prices as being Proposed; does not constitute, without more, a disclosure within the meaning of paragraph 1, subparagraphs A, B & C.



Vacant Rental Improvement Program (V-RIP)

Assists property owners rehabilitate vacant units into quality affordable rental housing.



How do I get V-RIP grant funds?

V-RIP funds are available to not-for-profits and municipalities to provide grants to eligible property owners. Property owners should contact local housing providers and review the list of active V-RIP administrators here: <https://hcr.ny.gov/v-rip>

What Assistance is Provided?

Participants can choose a standard award or enhanced award option:

	Standard VRIP	Enhanced VRIP
Award Limit	\$50,000 per Unit	\$75,000 per Unit
Tenant Household Income Limit	80% AMI	60% AMI

Who Qualifies?

- Owners of residential properties with up to five units or properties that will be converted into such
- Prioritization of small, local, and responsible owners
- Only vacant units eligible for assistance
- Properties must be located outside of New York City
- Owners must rent assisted units at affordable levels for 10 years

What Type of Work Can be Done?

Rehabilitation activities to fix conditions making vacant unit uninhabitable or unmarketable such as code compliance, plumbing and electrical, accessibility modifications, environmental remediation, and other improvements.

For additional information please visit www.hcr.ny.gov/v-rip or contact the Office of Community Renewal at 518-474-2057 or OCRinfo@hcr.ny.gov

