



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

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**MID-OHIO REGIONAL PLANNING COMMISSION
REQUEST FOR QUOTES**

DATE OF ISSUE: Wednesday, November 2, 2022

DEADLINE: Wednesday, November 30, 2022

BACKGROUND:

The Mid-Ohio Regional Planning Commission (MORPC) is Central Ohio's regional council with 80 members comprised of counties, cities, villages, townships, and regional organizations. We take pride in bringing communities of all sizes and interests together to collaborate on best practices and plan for the future growth and sustainability of our region.

MORPC is requesting statements of quotes from interested and qualified firms to assist in refining MORPC's brand positioning, including enhancing the organization's narrative and creating cohesive messaging that is in alignment with its strategic framework, MORPC membership, and the commission's impact in the Central Ohio region. The period for this project will commence January 1, 2023, and expiring July 1, 2023, with the possibility of extending the contract through December 31, 2023.

Questions about the proposal should be submitted via email to Niel M. Jurist, Senior Director of Communications and Engagement at njurist@morpc.org. Responses to questions will be posted [here](#).

SCOPE OF SERVICES:

The vendor will support MORPC Communications and Engagement staff by:

- Developing messaging for MORPC's new strategic framework, and key programs and initiatives.
- Supporting MORPC's messaging across all multi-media channels, external communications, and outreach and marketing materials.
- Elevating MORPC's brand regionally and nationally.
- Ensuring MORPC's brand recognition and narrative is communicated to diverse audiences.
- Creating targeted messaging approaches for board members and community leaders

DELIVERABLES:

- Developing key messaging and talking points that support MORPC's value proposition.
- Creating compelling storytelling campaigns through various multi-media channels (i.e. social media, website, video, articles, etc.).
- Facilitating two messaging feedback sessions for board and organizational leadership.

William Murdock, AICP
Executive Director

Erik J. Janas
Chair

Chris Amorose Grooms
Vice Chair

Michelle Crandall
Secretary

BUDGET:

\$30,000

SUBMISSION INSTRUCTIONS:

To be considered, quotes must be in either printed, emailed, or PDF (via jump drive) format. Quotes should be received by MORPC until **5:00 p.m. (EDT), Wednesday, November 30, 2022**

Submit quotes to:

Mid-Ohio Regional Planning Commission
Attn: Niel M. Jurist, Sr. Director of Communications & Engagement
111 Liberty Street, Suite 100
Columbus, OH 43215
njurist@morpc.org

The Mid-Ohio Regional Planning Commission in accordance with Title VI of the Civil Rights Act of 1964 and the related nondiscrimination statutes, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, creed, religion, ancestry, national origin, gender or sex (including pregnancy, gender identification or expression, and sexual orientation), gender identity or expression, age (including federally protected 40 years or older), disability or other handicap, genetic information, marital/familial status, military status (past, present or future), medical conditions, income status with regard to public assistance, or limited English proficiency in consideration for an award.

Small, minority-owned, or woman-owned businesses are strongly encouraged to apply.