



**Communications/Messaging/Content Creation
Request for Proposal**

Issued October 13, 2023

Responses due November 3, 2023 by 10:00 a.m. E.D.S.T.

REGIONAL INCOME TAX AGENCY
Communications/Messaging/Content Creation
Request for Proposal

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*Ohio's Leader in Municipal
Tax Collection & Administration,
Serving Taxpayers & Local
Governments **Since 1971***

October 13, 2023

The Regional Income Tax Agency (RITA, the Agency) is seeking proposals from communications professionals, agencies and firms to assist in the development and implementation of a comprehensive messaging and communications strategy for the Agency.

Proposals are due no later than 10:00 a.m. E.D.S.T., November 3, 2023. RITA prefers that proposals be submitted electronically using PDF format. Proposals should be sent to rfp@ritaohio.com.

If any part of your proposal is printed and delivered to RITA the envelopes shall be clearly marked "Communications Proposal". All proposals must conform to this requirement of the Request for Proposals (RFP).

Copies of the RFP will be on file for inspection and may be obtained at the offices of the Regional Income Tax Agency.

Respondents shall aggregate their questions and requests for clarification, and submit them via e-mail to Sheila Mone, Communications Specialist, via e-mail at communications@ritaohio.com no later than 12:00 p.m. on October 27, 2023. Such requests for clarification, and RITA's responses, will be provided to all parties that have received copies of the RFP, without identifying the source of the inquiry.

The Agency reserves the right to reject any and all proposals, or any part of any proposals, or to waive informalities or defects in proposals, as the Board of Trustees of the Agency deems to be in the best interest of the Agency.

Cordially,

Amy L. Arrighi
Executive Director

Introduction

The Regional Income Tax Agency (RITA, the Agency) is a governmental entity established to administer and collect local income taxes for political subdivisions. As an agent for its municipalities, RITA provides substantial financial services to its members. Municipal income tax is collected from individuals and/or employers withholding on salaries, wages, commissions, fees and other forms of compensation. The tax is also collected from business entities based on their net profits. As of 12/31/2022 there are over 400 taxing jurisdictions served by the Agency in 80 of Ohio's 88 counties, and total annual municipal income tax collections in excess of \$2 billion.

RITA's mission is to provide Ohio cities and villages with a high quality, cost effective municipal tax collection service, and it is our vision to be the best and top choice for municipal tax collection in the State of Ohio. A strategic focus of the Agency is cultivating a positive reputation and building statewide awareness of the Agency.

In furtherance of these efforts RITA employs a Communications Specialist who is primarily responsible for the planning and execution of communications objectives. RITA is soliciting proposals from communications professionals, agencies and firms to supplement and support the efforts of our Communications Specialist with year-round communications and messaging strategies and content creation, including deliverables to be made available to RITA's member municipalities to share in their own messaging.

Please include in your proposal your firm's proposed fee structure vs. estimated additional outside costs. RITA intends to award a contract to a qualified firm after approval by its Board of Trustees in November 2023 with work to begin in December 2023.

The Agency is not responsible for any costs incurred by the respondent in preparation of a proposal. RITA reserves the right to negotiate with the vendors submitting proposals in order to obtain the most favorable terms, conditions and pricing for the Agency as determined by the Agency in its sole discretion. Also, as deemed in the best interest of the Agency by the Board of Trustees, RITA reserves the right to reject any or all parts of the proposals.

SCOPE OF SERVICES

The Agency is seeking proposals from qualified firms to provide general messaging, communications and content creation services and to assist with the development and implementation of a communications plan that includes,

- Communication strategies to bolster positive public perception, support and expand awareness of RITA's services and the benefits of its role in member municipalities.
- Promotion of public awareness of RITA's efficiencies and expertise through a consistent and positive message.
- General guidance and collaborative development of messaging strategies and positioning.
- Deliverables that support the efforts of RITA to establish a favorable public image and strengthen the perceived value of RITA's role in member municipalities.
- Conceptualize and create materials that may include but are not limited to digital, print and short form video.

CONTENT OF PROPOSALS

RITA requests that interested firms submit a proposal containing the following:

1. Cover letter, which identifies the firm's primary contact person(s) for the proposal.
2. Description of experience working with other clients in public and municipal sectors.
3. Summary of key personnel who would be assigned to represent RITA, and the specific services each would provide.
4. Description of all known fees and costs to be incurred by RITA. This should include the firm's cost to create the initial plan and fee structure for "as needed" services after initial plan implementation (i.e., designing and creating materials, writing and executing messaging, etc.)
5. Description of the process and tools the firm will employ to develop the Agency's messaging strategy and positioning.
6. Samples of past client work which appropriately represent: messaging and creative tactics (digital, print, video); logos and tag lines; and content created.
7. The firm's proposed budget (in summary form) and strategy (general overview), including the firm's proposed outline of communication tactics and how costs would be apportioned between the firm's proposed services and fee structure vs. additional outside associated costs.

Please describe and list any actual or apparent conflicts of interest relative to state or local government relationships, including but not limited to; direct or indirect financial interests, close personal relationships, positions of trust in outside organizations, consideration of future employment arrangements with a different organization, ongoing or anticipated work by the firm, or any otherwise relevant circumstances that might present conflicts in the ability to impartially represent the interests of RITA as required by the terms of agreement.

Proposal Instructions

Proposals must be received by the Executive Director, Regional Income Tax Agency, by 10:00 a.m. E.D.S.T., November 3, 2023. Proposals shall be emailed to rfp@ritaohio.com. If portions of the proposal cannot be emailed then submit these portions in sealed envelopes addressed to:

Executive Director
Regional Income Tax Agency
10107 Brecksville Road
Brecksville, Ohio 44141

If the proposal or any part of the proposal is submitted on paper, it shall have marked on the outside of the envelope "Communications Proposal".

It is RITA's intention to enter into a contract as soon as practical after the proposals are evaluated and Board approval is received. The successful firm shall enter into a contract with the RITA within ten days of the notification of award or as soon as practical thereafter as determined by RITA. Implementation work is expected to begin in December 2023.

Proposals will be evaluated on several factors including the respondent's understanding of the engagement, degree of fit to the requirements, and cost.

The Agency reserves the right to reject any and all proposals, or any part of any proposal, or to waive informalities or defects in proposals, as the Board of Trustees of the Agency shall deem to be in the best interest of the Agency. By submitting a proposal, each respondent is insuring that complete confidentiality of all Agency information will be maintained by all vendor personnel.

By submitting a proposal, each respondent is ensuring that they are an Equal Opportunity Employer and that their employees and applicants for employment are not discriminated against because of their race, creed, color, sex, sexual orientation, gender identity, gender expression, genetic information or national origin. By signing a contract with RITA, the successful vendor guarantees that they comply, or will comply with the above provision and all other applicable state and federal laws regarding public contract work, and agrees to indemnify and hold RITA harmless from any claims or damages incurred against or by RITA resulting from any non-compliance by the successful vendor.

By submitting a proposal, each respondent is declaring that they are not in arrears to RITA for municipal income taxes or any other obligation to the Agency.