

Marketing and Public Relations
Dutchess County Local Development Corporation

REQUEST FOR PROPOSALS

Proposals Due

October 30, 2026

5:00 p.m.

SUBMIT PROPOSAL TO:

ROBIN D. MACK
DUTCHESS COUNTY LOCAL DEVELOPMENT CORPORATION
3 NEPTUNE ROAD, SUITE A21
POUGHKEEPSIE, NY 12601

PHONE: (845) 463-5400

EMAIL: info@thinkdutchess.com

INSTRUCTIONS AND INFORMATION

Read all documents contained in the proposal specifications

- Sealed proposals for Marketing and Public Relations will be received by the Dutchess County Local Development Corporation (d/b/a Think Dutchess), 3 Neptune Road, Poughkeepsie, New York 12601, on or before 5:00 p.m., Friday, October 30, 2026. Specifications and proposal forms are attached hereto.
- Proposers are responsible for submitting their proposals to the appropriate location at or prior to the time indicated in the specifications. **No proposals will be accepted after the designated time or date indicated in the proposal specifications.** It is recommended that proposals be submitted in advance, at least one day prior to the specified date and time to allow for a timely receipt. Delay in mail delivery is not an exception to the receipt of a proposal.
- **The following forms are necessary to be submitted as a proposal, as well as any additional forms requested in the detailed specifications:**

A Bid Proposal Form or Attachment with Cost Breakdowns

It is not necessary to submit your copy of the technical specifications with the proposal. They should be retained by the proposer for their records.

- Proposers must submit one (1) original copy of their proposal. All proposals must be filled out in ink or be typewritten. Proposals submitted in pencil will be rejected as unresponsive. Proposals which have been corrected by white out or cross out and have not been initialed and/or dated will be rejected as unresponsive.
- Should the proposer find discrepancies or omissions in the specifications he/she shall notify DCLDC at once. DCLDC will not assume responsibility for any oral instructions, or interpretations of meaning of the specifications or other contract documents to any proposer by any person or persons.
- Written questions and inquiries concerning this Request for Proposals shall be submitted to Robin D. Mack at info@thinkdutchess.com **on or before the date and time stated in the bid documents.** To maintain a consistent and transparent process, all communications seeking clarification of this RFP must be made in writing. Please note verbal questions cannot be accepted.
- References in the specifications to a particular trade name, manufacturer's catalog or model number are made for descriptive purposes to guide the bidder in interpreting the type and quality of materials or supplies or nature of work desired. Such descriptions should not be construed as excluding bids on other types of materials and supplies or for performing the work in a manner other than specified, providing that the materials and supplies and manner of performing the work offered are of equal quality to that specified and equally acceptable to the

DCLDC for its purposes. Exceptions must be clearly stated. DCLDC will determine equal products or services.

- DCLDC guarantees no minimum or maximum purchase.
- Proposers who are required to adhere to the prevailing wage schedule shall obtain and maintain a current schedule from the New York State Department of Labor for the entire term of the contract. The County or DCLDC may audit adherence to this schedule at any time during or after the contract period.
- DCLDC reserves the right to reject all proposals, parts of all proposals, or all proposals for any one or more supplies or contractual services included in the proposed contract, when such rejection is in the best interest of DCLDC.
- DCLDC reserves the right to award to single or multiple vendors, in whole or in part, by item, by class, by category, or to establish primary/secondary contracts, whichever DCLDC deems to be in the best interest of DCLDC.
- The contract will be awarded to the RESPONSIBLE PROPOSER best meeting the needs of the DCLDC, based on, but not limited to:
 - a. Approach to the project.
 - b. Experience in meeting the needs of the project (examples should be submitted with the proposal).
 - c. Experience working with other entities (references must include client name, contact person, phone number and description of project).
 - d. Ability to provide services in a timely manner, meeting established project deadlines, including a strategy of key activities and ability to meet target schedule.
 - e. Proposed cost.

And who has demonstrated judgment and integrity, is of good reputation, experienced in his work, whose record of past performance in the trade is established as satisfactory, and whose financial status is such to provide no risk to DCLDC in its contractual relations.

- Upon acceptance of any proposal, the successful proposer shall execute a contract, if applicable, in accordance with the specifications, with DCLDC.
- A contract shall not be assignable by the contractor in whole or in part without the written consent of DCLDC.
- DCLDC reserves the right to allow other governmental entities, to purchase any goods and/or services awarded as a result of this proposal. However, it is understood that the extension of such contracts are at the discretion of the vendor and the vendor is only bound to any contract between DCLDC and the vendor. DCLDC shall have no responsibility in the dealings between the vendor and any other governmental entity other than DCLDC.

- A contract shall be deemed in force only to the extent of appropriations available for the purchase of such articles or services. DCLDC's extended obligations on those contracts that envision extended funding through successive fiscal periods shall be contingent upon actual appropriations for the following years.
- **GRIEVANCE AND PROTEST PROCEDURES:**
 1. Any protest to DCLDC's consideration of any bid must be submitted in writing and received by DCLDC no later than five (5) calendar days after the bid award. A written reply to the protest will be sent to the protesting bidder by DCLDC.
 2. The protest must contain:
 - Identification of the statute or procedure that is alleged to have been violated
 - A precise statement of the relevant facts
 - Identification of the issues to be resolved
 - Aggrieved party's argument and support documentation

Any notice of protest received after the deadline will not be considered.

- **NOTE: VARIATIONS AS STATED IN THE BID SPECIFICATIONS TAKE PRECEDENT OVER THIS INSTRUCTIONS AND INFORMATION SECTION.**

**DUTCHESS COUNTY LOCAL DEVELOPMENT CORPORATION
(D/B/A THINK DUTCHESS)
REQUEST FOR PROPOSAL
PUBLIC RELATIONS AND MARKETING SERVICES**

1.0 INTRODUCTION

The Dutchess County Local Development Corporation d/b/a Think Dutchess is seeking to retain one or more experienced public relations and marketing firms to provide a mix of marketing and public relations services. The goals and strategies are broadly outlined below however, the overall goals are to promote Dutchess County as a leader in economic development, market Dutchess County business and economic development assets through media (digital and traditional) and public relation strategies, to advise Think Dutchess on press and public relations and to assist Think Dutchess in broadening awareness of its mission and work both to an external and internal audience.

2.0 BACKGROUND

Dutchess County Local Development Corporation (DCLDC) is an independent public authority created by the Dutchess County Legislature and funded partially by Dutchess County that works to retain, expand and attract businesses through public-private partnerships, leveraging funding and support of Dutchess County companies to result in increasing non-residential tax revenues and providing increased quality and diverse job opportunities for Dutchess County residents.

The successful bidder will use public relations, marketing services and creative services to help Think Dutchess accelerate the effort to brand and market Dutchess County as a premier business location. The following outlines the strategic initiatives of the marketing campaign and the scope of services to be performed by the selected contractor.

3.0 SCOPE OF SERVICES

CATEGORY: MEDIA RELATIONS

STRATEGY STATEMENT

Engage in an earned media campaign(s) (not paid advertising) to increase reach and awareness of Dutchess County advantages and assets relating to business and key industry sectors.

Deliverables

This strategy would include content creation and distribution of new announcements to tier one, two and three state, national, international and industry trade media regarding business investment, partnerships, expansions and related news. Related tasks would include: drafting press releases, and news items as appropriate and relevant.

- **Proactive Media Relations:** Develop a series of pitch ideas to proactively distribute to most-wanted media; target reporters within key sectors and business beats, and work aggressively to gain earned media placements reflecting positively on Dutchess County.
- **Reactive Media Relations:** Be timely and responsive in handling incoming media requests for information or interviews; work to identify key spokespeople, talking points, and appropriate briefing documents as needed. Work collaboratively with regional partners to capitalize on media reach.
- **Press Trips:** Develop and execute hosted press visits to the region to showcase the business advantages and lifestyle assets of Dutchess County. Collaborate with key partners and businesses to develop customized itineraries with interviews and key messaging for each visit.

CATEGORY: DIGITAL MARKETING

STRATEGY STATEMENT

Continue to build Think Dutchess' digital brand and resources to increase awareness and lead generation activity for both business attraction and business retention and expansion efforts.

Deliverables

- **Social Media Content Creation:** Research and create engaging, positive content to promote Dutchess County online, specifically as it relates to business, economy and industry. Position Think Dutchess Alliance for Business as an authoritative and accurate brand for regional economic development news. (Establishment of KPIs and timely, required reporting of results from campaigns.)
- **Digital Advertising:** Utilize strategic digital marketing campaigns, which includes a combination of impactful marketing strategies to drive key decision-makers, site selectors and other target audiences to visit www.ThinkDutchess.com.

CATEGORY: COLLATERAL AND MARKETING MATERIALS

STRATEGY STATEMENT

Create content and/or collateral as a vehicle to leverage Think Dutchess messaging to key audiences.

Deliverables

- **Content Marketing:** Produce engaging written content that is on trend with current economic development topic areas and leverages Dutchess County's success stories and news. Advise on relevant industry themes, conduct research on Dutchess County and incorporate information from Think Dutchess Staff. Written products include but are not limited to advertorials, blogs, and articles.
- **Creative Services & Graphic Design:** Collaborate with Think Dutchess Staff to execute creative projects and develop visual campaigns from concept to completion. This includes but is not limited to designing/creating custom graphics and infographics, social media assets, digital ads and materials, printed collateral, flyers and brand amplification.

- **Video:** Create and promote original video content that enhances Think Dutchess' digital marketing strategies and allows for future engagement with key audiences, such as site selectors, business owners, entrepreneurs and more.
- **Other:** Continually review existing collateral materials to determine effectiveness and relevance and eliminate outdated materials and revise others as needed.

CATEGORY:

ENGAGEMENT AND OUTREACH

STRATEGY STATEMENT

Expand engagement with target audiences by developing and strengthening relationships with key stakeholders, including location advisors and commercial/industrial real estate brokers. Efforts will focus on maintaining a consistent presence in project RFPs and supporting location and expansion decision-making processes.

Deliverables

- **E-Newsletters:** Draft and distribute timely news items for different audiences in a clear, concise, branded Think Dutchess e-newsletter. Separate e-newsletters from existing e-newsletters focused on regional business audiences.
- **Industry Events:** Work with Think Dutchess Staff to participate in industry events related to key target sectors and geographic markets, utilizing a range of marketing and PR tactics, from setting up interviews to promoting related industry advantages on social media, using branded event hashtags.

4.0 QUALIFICATIONS AND EXPERIENCE

Respondents must demonstrate the following qualifications and experience. Proposals that do not address each criterion may be deemed non-responsive.

1. Organizational Qualifications

- Minimum of five (5) years of experience operating as a full-service marketing and public relations firm.
 - Demonstrated experience serving public sector, quasi-governmental, or economic development clients.
 - A designated account team with named professionals who will be assigned to the DCLDC engagement; the firm must commit that key personnel will not be substituted without prior written approval from the Corporation.
 - Evidence of financial stability, including the ability to sustain operations and staffing for the duration of a multi-year contract.
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2. Economic Development Marketing and Promotion — New York Metropolitan Area

- Demonstrated experience developing and executing marketing and communications strategies on behalf of economic development organizations, industrial development agencies, local development corporations, or comparable public benefit entities in the New York Metropolitan area, defined to include New York City, Long Island, and the Hudson Valley region.
 - Familiarity with the competitive landscape for business attraction, retention, and expansion in the Metro New York market, including awareness of regional incentive structures, site selection factors, and the role of county and municipal economic development agencies.
 - Prior work supporting business attraction campaigns, workforce development narratives, or place-based branding initiatives in the region.
 - Knowledge of, or demonstrated working relationships with, regional economic development partners, media outlets, and trade publications serving the Hudson Valley and greater New York market.
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3. Available Site and Parcel Promotion

- Proven experience marketing commercial, industrial, and mixed-use sites and parcels to prospective investors, developers, and business operators.

- Demonstrated capability to produce original **video content** for site and parcel promotion, including aerial/drone footage, walkthrough video, and captioned short-form video suitable for digital distribution.
 - Experience writing and producing compelling site-specific copy, captions, and supporting digital assets that communicate locational advantages, infrastructure, zoning classifications, and available incentives in accessible, non-technical language.
 - Familiarity with site listing platforms and economic development site promotion tools (e.g., CoStar, LoopNet, NYS Shovel Ready Program, or equivalent).
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4. National and International Marketing and Promotion (*Beneficial*)

- Experience conducting outreach to national or international business audiences, site selectors, or investment communities on behalf of a regional or municipal economic development client is considered a significant advantage.
 - Demonstrated ability to position a sub-regional market (county, multi-county, or metropolitan sub-market) competitively within national and international deal flow, including participation in or support of trade missions, investor conferences, or national site selection publications and platforms.
 - Familiarity with foreign direct investment (FDI) attraction strategies and experience working with or in support of Empire State Development, SelectUSA, or comparable national and international business promotion channels is beneficial.
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5. Creative Services & Graphic Design

- Demonstrated ability to create materials and visual campaigns that effectively and enthusiastically communicate messages and stories while producing creative and dynamic recommendations for amplification.
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6. Social Media — Platform-Specific Competency

- Respondents must demonstrate active, hands-on proficiency across the following platforms with the ability to strategically create content adapted for each platform. Representative work samples must be provided for each:

LinkedIn

- Experience managing and growing LinkedIn presence for an organization, including company page management, thought leadership content, executive profile strategy, and sponsored content campaigns targeting business and investor audiences.

TikTok *(Required)*

- Demonstrated capability to develop and manage a TikTok presence for a professional, institutional, or place-based brand. Respondents must provide evidence of original TikTok content produced for a client, including performance metrics where available. The ability to produce short-form, authentic, and audience-appropriate video content that translates economic development, community assets, and business opportunity stories into accessible TikTok-native formats is required. Respondents unable to demonstrate TikTok capability will not be considered.

Facebook

- Experience managing organizational Facebook pages, including content strategy, community engagement, event promotion, and paid advertising campaign management targeting both consumer and business audiences.

Instagram

- Experience developing and executing Instagram content strategies, including original photography, Reels, Stories, and captioned posts. Demonstrated ability to visually represent place, community, and economic opportunity in a manner consistent with a professional development organization's brand identity.

7. Reporting and Performance Measurement

- Demonstrated ability to establish baseline metrics, set measurable performance benchmarks, and provide regular reporting on campaign reach, engagement, lead generation, and brand awareness across all platforms and channels.
- Experience using analytics tools (e.g., Google Analytics, Meta Business Suite, LinkedIn Campaign Manager, or equivalent) to track and optimize performance.

8. References

- Respondents must provide a minimum of three (3) professional references from current or former clients, at least two (2) of which must be from economic development, government, or public sector engagements. References must include contact name, title, organization, phone number, and a brief description of the scope of work performed.

5.0 PROPOSAL SUBMISSION

Proposals should be straightforward with a concise description of the vendor's capabilities to satisfy the requirements of the Request for Proposals, as outlined herein. This section outlines the information that **must be included in all proposals**. Please provide the information using the same number sequence and in the same order as the items in this section

5.1 Transmittal Letter

Each response to the RFP should be accompanied by a letter of transmittal not exceeding one (1) page that summarizes key points of the proposal and which is signed by an officer of the vendor authorized to commit the vendor to the obligations contained in the proposal. The transmittal letter should also include a phone number, fax number and e-mail address for the vendor's primary contact person.

Proposal should include evidence of the firm's ability, experience, capacity, relationships and results.

5.2 Pricing Proposal:

Provide a detailed description of cost elements for each task and deliverables including:

- A lump sum fee based upon a one year contract with payments made monthly. This contract is renewable every year (but not exceeding a total of three years). A staffing schedule would be included for all services to be performed.
- Unusual conditions that might affect cost; and
- Estimated reimbursable costs.

5.3 Work Plan:

Provide a detailed work plan that describes how proposed services will meet the scope of services and tasks and deliverables described in Section 3 of this RFP.

5.3 Vendor Background and Experience:

Provide a clear demonstration of the vendor's background and prior experience. Think Dutchess reserves the right to contact these organizations for reference purposes.

5.4 Servicing Office

Name, address of the office which will provide the services requested, telephone number, fax and website if applicable. Provide a general description of the proposing vendor's business, including size, number of employees, primary business and other business or services offered.

Include a list of the most significant engagements (maximum of 5) performed in the last five years that are similar to the engagement described in this RFP, provide contact information including telephone and email for each client.

5.6 Leadership Team

Resumes for all executives, partners and managers who would be assigned to this engagement. Provide information on the experience of each proposed consultant, especially as it relates to the performance of this engagement. Provide as much information as possible regarding the experience of the specific staff to be assigned to the engagement.

6.0 EVALUATION PROCESS

Proposals submitted will be evaluated by a review committee. The review committee shall review and evaluate each of the proposals using the criteria described below under Evaluation Criteria (Section 7.0). The reviewers will then convene to review and discuss these evaluations.

Think Dutchess reserves the right to seek clarification of information submitted in response to the RFP and/or request additional information during the evaluation process.

All selected finalists may be required to provide an oral and/or written presentation to Think Dutchess.

7.0 EVALUATION CRITERIA

Every proposal submitted will be reviewed in accordance with the following criteria:

7.1 Compliance with requirements as outlined in these specifications

7.2 Qualifications and experience

7.3 Methodology and approach

7.4 Cost

8.0 AWARD

Think Dutchess reserves the right to accept any submittal and/or parts thereof and/or to reject any of all submittals if it is determined to be in the best interest of Think Dutchess.

9.0 CONTRACT TERMS

The selected proposer will be required to enter into a formal contract agreement with Think Dutchess (Dutchess County Local Development Corporation).

The contract term will begin upon successful execution of the formal contract and end no later than twelve months after, with the option to renew annually for up to three years, if mutually agreed upon between Think Dutchess and the awarded proposer.

10.0 OWNERSHIP OF WORK PRODUCT

All work products including digital forms produced or created by the proposer as a result of or related to the performance of work or services under this RFP proposal will be property of Think Dutchess/DCLDC.

11.0 QUESTIONS

Written questions and inquiries concerning this Request for Proposals shall be submitted to Robin D. Mack at info@thinkdutchess.com no later than October 2, 2026 by close of business day.

Answers to the submitted questions will be posted on the Think Dutchess website on or before Friday, October 16, 2026 by close of business: www.ThinkDutchess.com

PROPOSERS SHOULD CHECK THIS WEBSITE FOR ADDENDA BEFORE SUBMITTING THEIR PROPOSAL. ADDENDA MAY INCLUDE SIGNIFICANT CHANGES TO THE SPECIFICATIONS.

12.0 SUBMISSION

12.1 All proposals must include:

- Documentation to completely satisfy Section 4.0 and Section 5.0

12.2 One (1) original must be sent to:

Robin D. Mack
Dutchess County Local Development Corporation
3 Neptune Road, Suite A21
Poughkeepsie, NY 12601

Proposals must be received no later than Friday, October 30, 2026