

Mon Valley Alliance
Request for Proposals LS #18-21-2
January 26, 2023

Project Overview

Mon Valley Alliance is seeking a qualified independent firm for the purposes of producing a promotional video to highlight the **Regional Profile** of the “Mon Valley Economic Playbook” and the participating 27 municipalities of Eastern Washington County, PA: *Allenport, Bentleyville, Carroll, California, Charleroi, Coal Center, Cokeburg, Donora, Dunlevy, Elco, Ellsworth, Fallowfield, Finleyville, Long Branch, Monongahela, New Eagle, North Bethlehem, North Charleroi, Nottingham, Roscoe, Somerset, Speers, Stockdale, Twilight, Union, West Brownsville and West Pike Run.*

The project is funded by a grant from the Washington County Local Share Account (LSA) Program derived from the annual gaming revenues under the *Pennsylvania Racehorse Development and Gaming Act*. This fund is distributed through grants from the Pennsylvania Department of Community and Economic Development (DCED).

Organization Background/Overview

The Mon Valley Alliance is a 501(c)(6) non-profit economic development organization located in Monongahela, Pennsylvania.

The mission of the MVA is to bridge our industrial foundation to a future of economic growth in the Mid-Mon Valley region.

Type of Service Required

Promotional Video Services

The resulting product will be a video that will promote the **Regional Profile** of the “Mon Valley Economic Playbook” as well as key attributes within any of the 27 municipalities of eastern Washington County, PA (*Allenport, Bentleyville, Carroll, California, Charleroi, Coal Center, Cokeburg, Donora, Dunlevy, Elco, Ellsworth, Fallowfield, Finleyville, Long Branch, Monongahela, New Eagle, North Bethlehem, North Charleroi, Nottingham, Roscoe, Somerset, Speers, Stockdale, Twilight, Union, West Brownsville and West Pike Run*).

The Mon Valley Economic Playbook can be found at:
<https://www.monvalleyalliance.org/economic-playbook>



Website

www.monvalleyalliance.org



Phone

724-565-5636



Address

235 W. Main Street,
Monongahela, PA 15063

The video will include, but not be limited to, the following components:

- Professional Voice Actor
- Licensed Still Imagery
- Accompanying music track
- Social Media Template for video distribution

Proposal Requirements

Firm Information

Provide firm's name, address, website URL (if applicable) and telephone number.

Include name, title and e-mail address of the individual who will serve as firm's primary contact.

Include a brief description and history of your firm.

Experience

Proposals should include links of 3-5 sample videos for similar projects that your firm has completed.

Project Approach

Please explain your project approach, style, and process.

Schedule and Timeline

Proposals should include the proposed work schedule, timeline, and deliverables.

Cost

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the Schedule and Timeline. Cost is not to exceed \$7,500.00

Provide Biographies of Key Staff

Please include a summary of experience of key staff assigned to this project.

Proposal Evaluation/Scoring

Project Approach = 50 pts

Past Experience = 25 pts

Schedule/Timeline = 15 pts

Cost = 10 pts



Website

www.monvalleyalliance.org



Phone

724-565-5636



Address

235 W. Main Street,
Monongahela, PA 15063

Submit To / Project Contact

Please contact Madison Codeluppi, Mon Valley Alliance with questions you may have regarding the RFP.

All questions should be sent to mcodeiluppi@monvalleyalliance.org

Questions will be accepted through 11:00 AM, Wednesday, February 8, 2023.

All answers to submitted questions will be answered directly, and posted at:

<https://www.monvalleyalliance.org/open-rfps>

Deadline

Please submit your proposal to Madison Codeluppi, Marketing & Development Specialist via mcodeiluppi@monvalleyalliance.org by 3:00 PM, Friday, February 18, 2023.

Please use **LS #18-21-2 – {INSERT COMPANY NAME}** in the Subject Line when submitting proposal.

Only email submissions will be accepted.

Madison Codeluppi, Marketing & Development Specialist
Mon Valley Alliance
235 West Main Street
Monongahela, PA 15063
Phone: (724) 565-5637
Email: mcodeiluppi@monvalleyalliance.org



Website

www.monvalleyalliance.org



Phone

724-565-5636



Address

235 W. Main Street,
Monongahela, PA 15063