

REQUEST FOR QUALIFICATIONS AND QUOTATION
FOR CONSULTANT SERVICES
TO SUPPORT EVERGREEN BIOSCIENCE INNOVATION CLUSTER
COMMUNICATIONS

Washington State Department of Commerce
Innovation Cluster Accelerator Program (ICAP)
Evergreen Bioscience Innovation Cluster, Spokane WA

Greater Spokane Inc. (hereafter referred to as “GSI”) is the Associate Development Organization of Spokane County, and as such is responsible for developing and diversifying the regional economy. GSI partnered with SP3NW, a life science business incubator at Washington State University Spokane to pursue an Innovation Cluster Accelerator Program (ICAP) grant from the Washington State Department of Commerce. GSI is the awardee of the grant and will foster the development of the Evergreen Bioscience Innovation Cluster (Evergreen Bio) until such time as Evergreen Bio is mature enough to be a stand-alone organization. More information may be accessed at:

- greater Spokane.org/
- sp3nw.org/
- [Evergreen Bioscience Innovation Cluster](#)

GSI is soliciting qualifications and quotations from organizations or contractors (hereafter referred to as “Consultant”) interested in developing and implementing a marketing and communications strategy to elevate awareness about Evergreen Bio, their members, and partners for this industry-led life science cluster to be known as Evergreen Bioscience Innovation Cluster, which is a member-based organization that includes partners from the five economic segments of government, capital, academics, entrepreneur and corporate. Evergreen Bio’s mission is to make Washington State and the Mountain Northwest a magnet for companies providing and consuming expert life and health science contract research, contract development, and contract manufacturing services of medicines and medical devices, by enhancing workforce development and services to pharmaceutical and medical device companies. Evergreen Bio’s purpose is to develop and promote collaborative relationships facilitating regional business growth by prioritizing and assisting in funding projects that increase our collective value as an integrated supply chain which will expand the name recognition and awareness of the contract services provided within our region.

GSI will evaluate responses with how well the Consultant would act as a Communications Coordinator within a larger industry and entrepreneurial ecosystem and, thus, benefit from a range of expertise and support. Moreover, responses will be evaluated on the following criteria.

- While the Consultant may be an organization it is expected that the Communications Coordinator role will be fulfilled primarily by one individual within that organization. The preferred qualifications for that individual are as follows:
 - Bachelor’s degree in English, communications, journalism, humanities, public relations, or related field; or
 - four years of writing/editing/public relations experience; OR equivalent education/experience.
 - Two years managing a WordPress website.
 - Two years’ experience social media and social media management platforms including: Twitter, LinkedIn, Facebook, etc.
 - Two years’ experience with newsletter platforms (e.g., Constant contact, MailChimp)

This solicitation is meant to select one or more consultants to fulfill the role of the Evergreen Bio Communications Coordinator. The most important aspect of submitting a well-written and well-articulated plan to serve in this position is the Consultant's experience with the role identified in their submittal with particular attention to skills in creative writing and storytelling. Evergreen Bio is in Spokane Washington and the Communications Coordinator is expected to physically be in Spokane most of the time (50% or greater) they are working performing these duties.

Essential Duties of the Evergreen Bio Communications Coordinator

Applicable to all duties:

- Provide timely awareness to GSI MarCom management for approval regarding GSI branding use.
- Under general supervision, request and/or offer support from/to the GSI MarCom team, as resource capacity allows.

Content Creation and Strategy Development: 25%

- Plan, develop, and operationalize a marketing and communications strategy for Evergreen Bio in collaboration with Evergreen Bio staff.
- Under general supervision, serve as graphic designer for Evergreen Bio. Create deliverables including HTML invitations, print invitations, event announcements, RSVP surveys, calendar events, and event programs/flyers. Keep supervisor apprised of progress and bring concerns and complex issues to supervisor's attention.
- Under direct supervision, draft content. This includes but is not limited to news stories, direct marketing, and public relations content (event news, html/print invitations, social media events, surveys, calendar items, event programs/flyers, newsletters)
- Create content and design HTML emails for the Evergreen Bio CRM platform (Salesforce or Constant Contact). Determine communication timelines for emails and events.
- Prepare new video, images and/or graphics for the web and/or print.
- Take photographs at events as needed.
- Brand Evergreen Bio materials including flyers, posters, and PowerPoint presentations, bringing concerns and complex issues to supervisor's attention.
- Attend events (seminars, trainings, and/or promotional events) as directed, to assist with reporting on these events to internal and external audiences.

Web Development: 25%

- Using branding standards, add new and remove old content including pages and navigation on the Evergreen Bio website in collaboration with stakeholders who may be affected by content changes or who request content changes, bringing concerns and complex issues to supervisor's attention.
- Independently meet with ecosystem partners for web content review and web communication needs assessment. Keep supervisor apprised of progress and bring concerns and complex issues to supervisor's attention.
- Under provided guidelines, design and code web pages or oversee contracted web page coder, to support special projects and initiatives.
- Find/add links and other new content as appropriate, always judging whether it will be of interest or relevance to the target audience for that page, bringing concerns and complex issues to supervisor's attention.

Communications Management: 25%

- Maintain and update communication plans to key public or targeted audiences within the
- Evergreen Bio's customer management relationship (CRM) platform, Salesforce/Constant Contact.
- Maintain Evergreen Bio's subscribed communication lists used for internal and external email campaigns, bringing concerns and complex issues to supervisor's attention.
- Independently perform file maintenance on a routine basis to fix broken links, archive old files, and ensure overall organization of web folders.
- Under provided guidelines, post videos, photos, and other media to the web, including the social media platforms.
- Convert web-based newsletter content to PDF files for Evergreen Bio archives and perform other file conversion tasks as needed.
- Pull data from various communications systems for the purposes of analytics, as requested.
- Monitor website traffic and compile reports with respect to targeted message campaigns to relevant department contacts; report trends, issues, or anomalies to supervisor regularly.
- Assist with the management of Evergreen Bio's social media accounts. Monitor traffic on social media accounts. Track successful posts and provide reports as requested.
- Build and coordinate email communications through newsletter platform. Determine other beneficial groups to add to communication plans.
- Regularly communicate Evergreen Bio events to ecosystem partners/calendars.

Event Support: 20%

- Under general direction, create event registration lists, tabletop flier displays, agenda, PowerPoint presentation, announcements, and event support materials.
- As directed, assist with event (lunch and learn, networking, conference, etc.) set up, registration processing, and cleanup.

Other 5%

- Perform other job-related duties as needed.

Project Budget/Duration

The budget for this work is \$41,167 and the position is expected to provide 20 hours per week on average to this position for the contract duration of fourteen months. Consultants proposing to meet the requirements with a single individual should provide their billable rate. Consultants proposing multiple representatives must provide a breakdown of duties for each position and expected hours of each position with billable rates.

Additional RFP Details

This RFP is intended to identify a Consultant to serve as the Evergreen Bio Communications Coordinator. A non-mandatory Pre-Proposal Conference is scheduled for Wednesday, 1:00 p.m., June 22, 2022, at Greater Spokane Inc., 801 W Riverside, Suite 200, Spokane, Washington, 99201 or via Zoom. Please e-mail Stacia Rasmussen at srasmussen@greaterspokane.org to obtain the zoom link 24 hours before the scheduled meeting.

Questions regarding the RFQ you would like to be addressed at the Pre-Proposal Conference should be submitted by email or in writing, and should be received by 4:30 p.m., Monday, June 20, 2022. All questions should be directed to Stacia Rasmussen at srasmussen@greaterspokane.org.

The GSI Consulting Contract template is provided in the EXHIBIT below.

To be considered for the position, submittals must contain the following materials:

- A written narrative, describing how the Consultant will fulfill the role of Communications Coordinator and how their experience and qualifications meet the requirements of the position. The narrative should also include their approach in carrying out the mission and objectives of Evergreen Bio, and approach to assist in creating a successful cluster that is self-funded. (Limited to 5 pages)
- Specific information related to previous experience in working in the type of association being proposed.

The selection will be based on the experience and qualifications of the primary individual serving in the role of Communications Coordinator and the written narrative. If needed, the selection process may include an in-person interview in Spokane.

This RFQQ does not obligate GSI to pay any costs incurred in the preparation and submission of submittal nor enter into any contractual arrangement with any Consultant. GSI reserves the right to reject any and all proposals, to accept any bid, or to waive minor informalities and accept the proposal that is in the best interest of GSI or Evergreen Bio.

Proposals furnished hereunder can be submitted electronically to srasmussen@greaterspokane.org. **Electronic proposals must be provided to GSI no later than 4:30 p.m. local time, Friday, July 8, 2022.**

It is anticipated that a decision and notice of award for all or part of the RFQQ will be issued on Wednesday, July 13, 2022.

EXHIBIT

CONSULTING CONTRACT

GREATER SPOKANE INC. – [individual/organization]

THIS CONTRACT is entered into by and between **GREATER SPOKANE INC.** a Washington non-profit corporation, hereinafter “GSI” and [individual/organization], hereafter “Consultant”. The parties agree as follows:

PROJECT: Consultant Services to be the [role] of the Evergreen Biosciences Innovation Cluster, See **Attachment A #2** (“GSI - Request for Qualifications and Quotes”) and **Attachment B** (“Proposal of [individual/organization]”). This work is being performed under an agreement with the Washington State Department of Commerce Innovation Cluster Accelerator Program, **Attachment A #1 and #3** (Amendment 1 of Contract # 22-7810C008 and Contract # 22-7810C-008). The Washington State Department of Commerce received federal funding to contract with GSI through the U.S. Department of Commerce Economic Development Administration Safe Start Grant: Catalog of Federal Domestic Assistance Number 11.307, Federal Award Identification Number 07 79 07630; URI 115227, Federal Award Date: September 28, 2020. The Consultant shall comply with federal rules, regulations, and guidance provided in **Attachment A**.

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION-LOWER TIER COVERED TRANSACTION:

The lower tier Consultant certifies, by signing this Contract that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency. Where the lower tier Consultant is unable to certify to any of the statements in this Contract, such Consultant shall attach an explanation to this Contract.

SERVICES: The Consultant will provide the services specified in its proposal to GSI, See **Attachment B**. The Consultant represents that all persons performing services on this Contract on behalf of the Consultant are properly trained and are competent and knowledgeable with regard to the services to be provided to GSI. The Consultant further represents that they have received, reviewed, and agree to all General and Special Award Conditions, terms, guidance, and other documents referenced within **Attachment A**.

ADDITIONAL SERVICES: If additional services are required by GSI, the Consultant will provide GSI with a not to exceed figure for the cost of providing the services to GSI. The parties may mutually agree upon other additional services to be performed by the Consultant and the amount to be paid to the Consultant for the services. All such additional work shall be ordered by a written change order from GSI and GSI shall not be responsible for payment for any additional services which are not supported by a written change order.

DATA RIGHTS: GSI agrees that the Consultant will own all of the data which GSI receives or develops as a result of the services to be provided under this Contract, including, but not limited to computer files, maps, drawings, notebooks, filed legal documents and correspondence. All such data shall be provided to the Consultant upon request. The Consultant agrees GSI may have non-exclusive, royalty-free license to use the Consultant's data for the purpose of this Agreement.

PERIOD: This contract shall commence on the date it is executed by the parties and shall terminate on [date]. Either party may terminate the Contract at any time by providing written

notice of termination to the other party. Upon receipt of the written notice of termination, the Consultant shall cease all services under this contract, except to the extent any additional work is necessary to preserve or protect the data which the Consultant has developed for GSI to the date of termination. Upon termination of this contract, the Consultant will deliver the entire work product to GSI together with its final invoice for services to the date of termination.

COMPENSATION: The Consultant shall charge for its services on a time and material basis, based upon the charges attached hereto as **Attachment B**. The total compensation payable to the Consultant under this contract shall **not exceed [amount]** not including expenses and cost incurred by the Consultant. Any increases in the fee shall be made by a written change order issued by GSI.

COST DATE: Contractor shall receive payment based upon the cost date of: [cost date].

PAYMENT: GSI shall make payment to the Consultant within (30) days after the date GSI received an invoice.

INDEPENDENT CONTRACTOR: In the performance of the services under this contract, the Consultant shall be considered an independent contractor and shall be solely responsible for the performance of the services. GSI shall have no responsibility to pay employee benefits, social security, workers compensation, unemployment insurance, or to withhold income taxes. The Consultant shall be responsible for the payment of all employment-related benefits for itself and any of its employees.

HOLD HARMLESS: The Consultant shall hold GSI harmless from all liability penalties, cost, losses, damages, expense, causes of action, claims, attorney fees or judgments arising from or in any way connected to the Consultant's negligent performance or failure to perform under this Contract. In the event a claim is made against GSI for any matters which are covered by this hold harmless agreement, the Consultant shall defend against any such claim, and the Consultant shall reimburse GSI for any costs or expense, including attorney fees which GSI may incur in defending against the claim. This hold harmless agreement shall apply to any act or omission, willful misconduct, or negligence, whether passive or active, on the part of the Consultant.

The Department of Commerce and the State of Washington are not liable for claims or damages arising from Consultant's performance of this Agreement.

INSURANCE: The Consultant shall provide GSI with certificates of Fidelity Insurance as described in **Attachment A #3**, Section 6 of SPECIAL TERMS AND CONDITIONS, SERVICES CONTRACT, FEDERAL FUNDS for commercial general liability insurance policy with limits of coverage of at least \$1,000,000. Consultant agrees that it is responsible for any and all of its deductibles. GSI shall be named as an additional insured.

ASSIGNMENT: The consultant shall not subcontract any of the work to be performed under this contract nor assign all or any portion of the rights under this contract as related to the ICAP Agreement without first obtaining the prior written consent of GSI. The consultant shall comply with all documents and terms listed in **Attachment A** and **Attachment C**. GSI may issue additional Requests for Proposal for services related to this Contract such as for legal services.

TAXES: The consultant shall be responsible for the payment of all taxes, including any employment taxes, payable by the Consultant, its employees, or subcontractors. The Consultant shall to the extent of its

professional standard of care, meet all requirements of any statute, rule, or regulation, applicable to the work to be performed under this Contract. The Consultant shall save and hold GSI harmless from any liability for the payment of any taxes or deductions payable by the Consultant or compliance with any law, rule, or regulation.

COMPLETE: The agreement and the attachments constitute the entire agreement between the parties with regard to work to be performed, any amendments, addenda or additions to this contract shall be in writing and shall be signed by the parties to this agreement.

APPLICABLE LAW/DEFAULT: This agreement shall be interpreted and enforced according to the laws of the State of Washington and the venue of any action to enforce this agreement shall be Spokane County, Washington. In the event either party to this agreement must file a lawsuit to enforce any of the provisions of this agreement, the prevailing party shall be entitled to recover all costs expended or incurred in such action, including reasonable attorney fees. The existence of a dispute shall not relieve the Consultant of its obligation to provide services under this agreement. In the event one party believes the other party is in default, notice of the alleged default shall be provided pursuant to the "Notices" provision below, and the party alleged to be in default shall have fourteen (14) days to cure the alleged default prior to the complaining party bringing suit or requesting arbitration.

ARBITRATION: In the event of a dispute between the parties arising from the contract or party's performance under the contract, either party may request arbitration of the dispute by a neutral arbitrator. The party requesting arbitration shall provide written notice to the other party of demand for arbitration. The parties shall attempt to agree upon an arbitrator to hear the dispute. If the parties are unable to agree upon an arbitrator within fifteen days after the demand for arbitration is served upon the other party, then either party may apply to the Presiding Judge for the Spokane County Superior Court for the appointment of an arbitrator. The arbitration shall proceed according to the Rules for Mandatory Arbitration for the Spokane County Superior Court.

NOTICES: Any notices which are required to be sent by one party to the other may be either personally delivered or sent by United State Postal Services to the party at the following addresses:

If to GSI:
Greater Spokane Inc.
801 W. Riverside, #200
Spokane, WA 99201
Attn: Alisha Benton

If to the Consultant:
[individual/organization contact information]

RELATIONSHIP STRUCTURE WITH OTHER SUBCONTRACTORS: Should the Consultant identify areas in which additional fees or amounts are necessary to have work provided by other entities, e.g. legal consultants, the Consultant shall seek the permission of GSI and provide a requested amount of funding as well as a detailed description of the work to be accomplished. GSI will then seek those funds and work as the conduit to provide directly to the other entity/consultant identified.

BINDING EFFECT: This agreement shall be binding upon the parties hereto, and subject to the provisions restricting assignment, upon the successors and assigns.

DATED this _____ day of _____, 2022.

GREATER SPOKANE INC.

[INDIVIDUAL/ORGANIZATION]

Alisha Benson, Greater Spokane Inc.
CEO

Name: _____

Date: _____

Attachment A

The following documents are part of Attachment A:

1. GSI’s Evergreen Bioscience Innovation Cluster Proposal Amendment 1 (6 pages, provided separately)
2. GSI’s Request for Qualifications and Quotation for Consultant Services to support Evergreen Bioscience Innovation Cluster (3 pages, provided separately)
3. Washington State Department of Commerce Services Contract with Greater Spokane Inc. through the Office of Economic Development & Competitiveness for Innovation Cluster Accelerator Program dated March 7, 2022 (77 pages, including: Special Terms and Conditions Services Contract Federal Funds US DOC; General Terms and Conditions Services Contract Federal Funds US DOC; ICAP Scope of Work - Attachment A; ICAP Budget - Attachment B; RFP Original Proposal – Attachment C; provided separately)
4. Certification for EDA Contractors (1 page, provided)
5. Department of Commerce Financial Assistance Standard Terms and Conditions as Amended November 12, 2020 (53 pages, provided separately)
6. Specific Award Conditions, Department of Commerce, EDA, Non-Construction Project, Project No. 07-79-07630 (11 pages, provided separately)
7. WA State Safe Start Project, Restart Rebuild Resilient, Contract Management Guidelines (8 pages, provided separately)
8. Compliance with EDA Disaster Assistance Program Requirements Fraud Awareness Training (40 pages, provided separately)

I hereby acknowledge that I have received, reviewed, and accept all documents referenced above.

[INDIVIDUAL/ORGANIZATION]

Name: _____

Date: _____



Contract #:
Contractor:

As applicable, Subcontract #:
As applicable, Subcontractor: [INDIVIDUAL/ORGANIZATION]

Federal Award Date: September 28, 2020
Federal Award Identification Number (FAIN): 07 79 07630; URI 115227
Total amount of the federal award: \$15,000,000.00

I certify the following:

- We have received a copy of the U.S. Commerce Financial Assistance Standard Terms and Conditions.
- We will comply will all of the EDA Award Terms and Conditions.

By [Individual/Organization] _____
Name (print)

[Title] _____
Title

Date

Signature

Attachment B

Proposal of [Individual/Organization]