



Request for Qualifications

Village of Pentwater City Form of Government Community Outreach Communication Coordinator

1. Introduction:

The Village of Pentwater is seeking proposals from qualified individuals or firms to provide comprehensive community outreach support services related to its process to pursue a city form of government. The purpose of this initiative is to enhance community engagement, communication, and to assure citizens have detailed factual information prior to voting on the proposed change in form of government.

2. Scope of Work:

The selected vendor will be responsible for:

- Developing and executing a strategic community outreach plan.
- Organizing and promoting community events, workshops, and informational sessions.
- Managing online platforms and social media channels to facilitate dialogue.
- Creating and distributing newsletters, press releases, and other communication materials.
- Collaborating with local stakeholders and organizations to foster partnerships.
- Collaborating with Village elected and appointed officials to ensure communication needs are met or exceeded.

3. Deliverables:

- A detailed community outreach plan outlining strategies and timelines.
- Regularly scheduled community events and workshops.
- Engaging and informative communication materials.
- Monthly progress reports outlining activities and outcomes.

4. Qualifications:

Interested parties should demonstrate:

- Experience in community engagement, event planning, and communication.
- Familiarity with the Village of Pentwater and its unique community dynamics.
- Strong organizational and project management skills.
- Proven success in fostering positive community relationships.

5. Proposal Guidelines:

Proposals should include:

- Company/individual overview and relevant experience.
- Proposed community outreach strategies and approaches.
- Detailed project timeline and milestones.
- Budget breakdown, including costs for event organization, materials, and management.-
- References from previous similar projects.

6. Evaluation Criteria:

Proposals will be evaluated based on:

- Experience and expertise in community outreach.
- Suitability and creativity of proposed strategies.
- Feasibility of the project timeline and budget.
- Demonstrated understanding of the Village's community dynamics.

7. Submission Deadline:

Proposals must be submitted no later than September 30, 2023 via email to cbrown@pentwatervillage.org.

8. Inquiries:

Any inquiries regarding this RFQ should be directed to Chris Brown, Village Manager by September 25, 2023.

We look forward to reviewing your proposals and partnering with a dedicated individual or firm to further strengthen the sense of community in Pentwater.

Sincerely,
Chris Brown
Manager, Village of Pentwater
cbrown@pentwatervillage.org