

SERDA



SOUTHEASTERN REGIONAL DEVELOPMENT AGENCY

**Request for Proposals for
Digital Marketing**

**252 South Fairgrounds Road
Price, Utah 84501**

Part 1 - Instructions to the Bidders

1.1 - Invitation to Bid

Southeastern Utah Association of Local Governments doing business as Southeastern Regional Development Agency (SERDA) invites qualified professional IT / graphics companies or individual(s) to submit a proposal in accordance with this request for proposal (RFP) for **Digital Marketing Services** for SERDA and its various programs and nonprofits administered by SERDA located at 252 South Fairgrounds Road, Price, Utah 84501. Proposals must adhere to the format and content of this RFP. Proposals will not be considered unless all parts requested are submitted in a complete package. The successful bidder shall be required to enter into an agreement with SERDA based on the specifications outlined in this RFP.

1.2 - Background

SERDA is located at 252 South Fairgrounds Road, Price, Utah 84501 and provides many community and economic development, community services, and aging programs to the citizens and communities of southeastern Utah (Carbon, Emery, Grand, and San Juan Counties). Through digital marketing services and platforms, much of the information about the programs and services offered by SERDA are made available. Currently, SERDA utilizes websites, email campaigns, printed materials and the like to market programs and projects throughout the region and State of Utah.

1.3 - Provisions and Limitations

The purpose of this RFP is to ensure maximum, open, and free competition in the solicitation of a procurement of the goods and services described herein. This RFP is not to be considered as a purchase agreement or contract or as a commitment of any kind; nor does it obligate the SERDA to award any contract or pay for costs incurred prior to the execution of a contract unless such costs are specifically authorized in writing by SERDA.

SERDA reserves the right to:

- Accept or reject any or all proposals received, or to cancel or reissue this RFP in part or its entirety;
- Award a contract for any goods and services in any quantity that SERDA determines, at its sole discretion, is in its best interest;
- Award a contract to other than the lowest cost/priced respondent;
- Reject any proposal that fails to confirm the essential requirements of this RFP;

- Contact any individual or entity listed in the proposal or otherwise known to SERDA, who may have knowledge of the respondent's experience, performance, and qualifications;
- Request additional information from any and all respondents; and
- Cancel a contract because of unavailability of funds.

1.4 - Contact Information

The contact, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor. *The contact information is also the address to submit bids.*

Contact information:

Jade Powell

Deputy Director

Email: jpowell@serda.utah.gov

Phone: 435-650-7411

Part 2 - Submission Instructions

2.1 - Key Event Dates

Below are key events relating to this RFP.

SERDA Issues RFP	April 13, 2026
Due Date of RFP Proposal Submissions	April 20, 2026 by 5:00 PM
Anticipated Award Date	May 28, 2026 or sooner
Agreement Start Date	May 28, 2026 or sooner

2.2 - Bidder Qualifications & Submission Information

Proposals shall be submitted to Jade Powell via email on or before April 20, 2026 at 5:00 pm (see contact information in section 1.4) with "**SERDA Digital Marketing Proposal**" in the email subject line. Proposals shall include the following information:

- Business's / individual's legal name, address, and telephone number;
- Principal(s) of the company and their experience and qualifications;
- Experience and qualifications of "key" personnel to be assigned to the project;
- A description of the company's or individual's prior experience, including any similar projects and examples;
- Current business license, if applicable;
- Current copy of license(s) or certification(s), if applicable;
- Provide a copy of current insurance policy (minimum of \$300,000 of general liability and \$100,000 per occurrence), if applicable;
- Copy of W-9;
- Certificate of worker's compensation, if applicable;
- SERDA Bid Sheet (see appendix A) or similar fee schedule documentation.

Part 3 - Scope of Work

The contracted company / individual shall have extensive knowledge and background in utilizing WordPress contact management system to manage websites and will be expected to complete the responsibilities listed below:

- A. Website Design & Development
 - a. Planning: Site map, page outlines, feature requirements, basic search engine optimization strategy.
 - b. Design: Wireframes + visual mockups aligned with brand identity.
 - c. Development: Build in selected content management system, configure templates, create pages, set up forms, integrate tools (analytics, CRM, email).
 - d. Search Engine Optimization Setup: Metadata, alt text, URL structure, redirects.
 - e. Testing & Launch: Device/browser testing, speed optimization, security setup, deployment.
 - f. Post-Launch: Limited bug fixes and ongoing maintenance.
- B. Branding & Graphic Design (as needed)
 - a. Brand Discovery: Style direction, moodboards, positioning.
 - b. Logo Development: Concepts, refinements, final logo package.
 - c. Brand System: Color palette, typography, icon style, imagery guidelines.
 - d. Collateral: Social templates, business cards, brochures/flyers, presentation templates (as needed).
 - e. Brand Guide: Usage rules, file formats, visual standards.
- C. Social Media Strategy
 - a. Audit & Analysis: Review of current channels, audience insights, competitor benchmarks.
 - b. Strategy Development: Platform selection, content pillars, posting cadence, tone/voice guidelines.
 - c. Content Planning: Monthly content themes, campaign ideas, hashtag strategy, engagement approach.
 - d. Asset Creation: Branded templates for posts, stories, and banners (as needed).
 - e. Setup & Optimization: Profile updates, bio optimization, highlight covers, link-in-bio setup.
 - f. Performance Tracking: KPI definition and monthly reporting framework.
- D. Other assignments as requested as add-on prices (i.e. videography services)

Appendix A - SEUALG Bid Sheet

Please **select one** of the following fee schedules as proposed. If appropriate, please include any additional documentation that supports the fee.

	Item	Price (USD)	Unit
A	Lump Sum Payment for Services		Once / year
B	Average Hourly Rate for Services		Per hour
C	Monthly Rate Rate for Services		Per month
C	Project Based Pricing		Per occurrence