

Southeast Neighborhood Development

Request for Qualifications Marketing



*****PLEASE REVIEW THIS MATERIAL THOROUGHLY BEFORE RESPONDING*****

INTRODUCTION

Southeast Neighborhood Development (SEND) is seeking qualifications from Marketing Firms to provide services that help SEND market properties and the neighborhoods on the near southeast side of Indianapolis. This program is part of the Housing and Economic Recovery Act of 2008 (HERA), Neighborhood Stabilization Program (NSP).

SUMMARY AND BACKGROUND

SEND is a non-profit community development corporation, which has served the southeast side of Indianapolis for the past twenty-five years. Created by residents, SEND's mission is to revitalize the neighborhood and enhance the quality-of-life for its diverse population by creating and maintaining quality affordable housing. For more information on SEND, please visit our website: www.sendcdc.org.

REQUEST FOR QUALIFICATIONS

SEND is seeking qualifications from Marketing Firms to provide services that help SEND market properties and the neighborhoods on the southeast side of Indianapolis. Firms are responsible for working closely with SEND staff on all marketing work. Chosen firms will be placed on a list and provided an opportunity to work on specific projects as they become available. Projects may include identifying appropriate marketing channels and preparing print, web and other graphic and written content to market residential properties.

QUESTIONS & ANSWERS

SEND will not respond to individual inquiries. Do not contact SEND staff with questions regarding this RFQ or related projects. All questions / inquiries regarding and related to this RFQ and SEND projects will be answered during a 30 minute **questions and answers session on February 19, 2010 at 10:00 AM in the SEND Office** (1030 Orange St. Indianapolis, IN 46203). The session will end promptly at 10:30 AM. All questions and answers discussed during the session will be posted on SEND's website www.sendcdc.org and made available for pickup at the front desk on February 22, 2010.

QUALIFICATIONS DUE DATE

Qualifications are due February 24, 2010 at 5:00 PM. Please address all qualifications to:

**Bryan Conn, Housing Programs Manager
SEND
1030 Orange St.
Indianapolis, IN 46203**

E-mail submittals are acceptable: bryan@sendcdc.org (questions directed to this email address will NOT be answered).

SELECTION CRITERIA, FORMAT AND SCORING

Each submittal will be considered based on the following criteria. The submittals will be scored based on the information provided for each section as outlined below. All qualifications must be organized in the following format and contain all of the following information (**incomplete and / or unorganized submittals will not be considered**):

I. Qualifications ----- 25 points

- Resumes of personnel
- Samples of work

III. Firm Approach ----- 40 points

- Brief description of firm’s approach to market housing and neighborhoods
- General philosophy or guiding principles

IV. Experience ----- 35 points

- List of previous clients
- 3 references