

Request for Proposals

Public Relations Services
for the
Technological Research and Development Authority

February 10, 2009

OPPORTUNITY SUMMARY

The state of Florida's Technological Research and Development Authority (TRDA) invites proposals from qualified public relations professionals or organizations to plan and implement public relations functions for the TRDA.

TRDA is an independent special district organized in 1987 with a mission to develop and implement technology-based education and economic development programs through partnerships with academia, government and the private sector. The TRDA has established numerous funding partnerships with local, state and federal agencies to fulfill that mission. TRDA's current technology-based program initiatives are focused in the areas of teacher professional development training, technology transfer and commercialization, business incubation and energy. TRDA is located at 1050 W. Nasa Blvd. in Melbourne, Fla., and manages projects throughout Florida and other states.

The current TRDA Public Relations goals include:

- Increase general public awareness of TRDA and its initiatives
- Enhance the image of TRDA and the understanding of its mission
- Improve communications with stakeholders
- Increase attendance at TRDA events

Responses to this RFP should focus on: (1) public relations strategies to achieve TRDA's goals, support its Vision and Strategic Plan (Appendix A), and further current key messages identified by TRDA (Appendix B); (2) creating favorable press coverage regarding key issues and activities; and (3) establishing TRDA as an authority on technology-led economic development (TLED) and science, technology, engineering and math (STEM) training within the technology transfer, business incubation, educational and legislative communities.

The TRDA foresees the Scope of Work for this effort to include the development and implementation of a comprehensive public relations program comprised of the following:

1. Press Releases/Media Relations

TRDA and the vendor will identify appropriate subject matter that will be used to produce a minimum of 12 press releases. The vendor will be responsible for expeditiously:

- A. Gathering background information, quotes, photos and or other materials as needed.
- B. Drafting the press release and seeking the necessary approvals for the release.
- C. Sending the press release to the appropriate media sources and initiating follow-up contact. Providing a call log of all attempts to contact specific representatives at media sources and the corresponding responses on a regular basis.
- D. Tracking local media clippings and obtaining actual hard copy originals/and or recordings (DVD or CD) from media sources.
- E. Calculating and reporting on a quarterly basis the value of each article or broadcast based on corresponding advertising rates for an equivalent size or time within the media source.

2. Electronic Newsletter

The will be responsible for the design, layout, editing, and distribution of a quarterly electronic newsletter. TRDA and the vendor will jointly develop the editorial calendar for the newsletters and the vendor will help ensure that the content is high-quality, tightly focused and on schedule. The first newsletter produced by the vendor is the July-September 2009 issue. The vendor will also provide each newsletter in PDF format and upload it to the TRDA web site.

3. Web Site

TRDA will have the vendor provide strategic planning, general consultation, content development and periodic maintenance for the TRDA web site.

4. Other Services

TRDA anticipates the vendor providing services (not to exceed 100 hours) in support of special events, opinion articles, issues management, strategy development, employee communications, and special publications.

PROPOSAL PREPARATION

All proposals must include each of the following:

1. Contact name with a telephone number, address and email address.
 2. Overview of your organization.
 3. A description of how the vendor would successfully complete each of the enumerated activities described in the Scope of Work including a discussion of its capacity to work collaboratively with TRDA staff and partner organizations in the following areas: Brand Management - positioning TRDA as a leading authority in TLED and STEM; Media Relations - writing/recording and placement of newsworthy items with appropriate media outlets; Public Relations - helping TRDA develop a response to issues and comment on them in a timely manner; strategic messaging to target audiences, including the general public, professional organizations, stakeholders and legislative bodies.
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4. Bios of the actual company representatives and subcontractors that would be assigned to work on this account.
5. List of client accounts and similar projects your organization has worked on.
6. Portfolio – This portfolio should contain examples of work the vendor has performed in the last year for clients. The portfolio should consist of:
 - a. A cover sheet summarizing the collateral materials produced, web materials designed, press releases drafted and media coverage secured.
 - b. Copies of collateral material (newsletter, etc.), web addresses and press releases produced.
 - c. Copies of corresponding media coverage garnered within the one year time frame from the press releases developed for the clients.
7. Estimated annual hourly level of effort and proposed hourly fee for each of the work items outlined in Scope of Work items 1, 2, 3 and 4.
8. Three business references.

EVALUATION

Proposals will be evaluated using the following criteria:

1. Quality and content of the portfolio
 2. Qualifications of the organization:

The vendor must demonstrate high levels of expertise in the following areas: Demonstrated ability to conduct strategic, results-oriented media outreach for broadcast, print and electronic media outlets; Public relations/media outreach experience targeting general news, technology, economic development and educational media; Knowledge of and experience working with local governments, non-profit organizations, associations or foundations; Proven track record of developing strategic and innovative approaches to earn media coverage; Demonstrated ability to meet tight deadlines and produce deliverables according to timeline; Measuring the success of media outreach efforts both quantitatively and qualitatively and producing dynamic result reports that evaluate output and impact.
 3. Qualifications of the representatives proposed to be assigned to the account
 4. Cost
 5. Quality and clarity of the proposal
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DEADLINES

The following deadlines apply to this request for proposals:

1. Issue RFP: February 10, 2009
2. Proposal Due Date: 3:00 p.m. EST on March 5, 2009
3. Final decision and notification: March 18, 2009
4. Contractor begins work: April 6, 2009

Applicants must submit a proposal of no more than 20 pages in length, in the form of five (5) hard copies and one electronic copy. Proposals can be sent via U.S. postal service, commercial carrier, or hand delivered to:

David Kershaw
Technological Research and Development Authority
1050 W. Nasa Blvd.
Melbourne, FL 32901

SELECTION

The TRDA will evaluate responses and select the most responsive and responsible low-bid proposal that meets the best interests of the TRDA. The TRDA shall be the sole judge of its own best interests and the submittals. At its discretion, the TRDA may require any vendor to provide additional information or to make an oral presentation. An agreement will be negotiated with the most responsive and responsible firm. If an agreement cannot be reached with the top ranked firm, TRDA will then negotiate with the second ranked most responsive and responsible firm. Vendors understand that this RFP does not constitute an agreement or a contract with the vendor. The TRDA reserves the right to modify the RPF, reject all submittals, to waive any informalities, and to solicit and re-advertise for new responses. TRDA shall reject proposals that are determined to be non-responsive.

Proposals should be prepared simply, providing a straightforward, concise description of the vendor's ability to meet the requirements of the RFP. Proposals received after the Proposal Due Date will not be accepted. All questions should be directed to David Kershaw at dkershaw@trda.org.

DELAYS

The TRDA, at its sole discretion, may delay the scheduled due dates indicated above if it is to the advantage of the TRDA to do so. The TRDA will notify vendors of all changes in scheduled due dates by written addendum to its website. Vendors may withdraw their submittals by notifying the TRDA in

writing (e-mail accepted) at any time prior to the time set for receipt deadline.

ADDENDA

Should revisions to the RFP become necessary, the TRDA will publish a written addendum on its website (www.trda.org).

SUBMITTAL PREPARATION COSTS

Neither the TRDA nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP.

ACCURACY OF INFORMATION

Any vendor that submits in its response to the TRDA any information which is determined to be substantially inaccurate, misleading, exaggerated, or incorrect, shall be disqualified from consideration.

PUBLIC RECORDS

All material submitted in response to this RFP will become a "public record" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes (Public Records Law). Vendors must claim the applicable exemptions to disclosure provided by law in their response by identifying materials to be protected, and must state the reasons why such exclusion from public disclosure is necessary and legal. The TRDA reserves the right to make any final determination of the applicability of the Public Records Law.

PUBLIC ENTITY CRIME

Pursuant to F.S. 287.133, as amended: A person or affiliate who has been placed on the convicted list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted list.

Appendix B

TRDA KEY MESSAGES

General TRDA

- The Technological Research and Development Authority (TRDA) is an agency of the state of Florida that leverages revenue from federal and state resources to develop and implement technology-based education and economic development programs.
- By infusing new technology into businesses and schools, the TRDA helps to strengthen the economy and education throughout the state and nation.
- The TRDA operates technology programs in four main business areas: education, business incubation, energy and technology transfer.
- Since its inception, the TRDA has leveraged millions of dollars in funding to support its education and economic development programs.
- Over the past 18 years, TRDA's programs have chartered an aggressive course in making technology work for America. Thousands of businesses and individuals, particularly teachers, have benefited from its programs.
- The TRDA launched in 1987 in Brevard County. It is served by a five-member board of directors, each personally appointed by the governor. Over the years, it has evolved into statewide and nationally acclaimed technology development agency that is making a significant impact on economic development and education throughout Florida and the nation.

Education

- The TRDA utilizes technology to enhance education initiatives throughout Florida. STEM (Science, Technology, Engineering and Math) programs help spark and sustain student interest in math and science, while improving reading and technology skills.
 - The TRDA's education programs include the following:
 - o The Endeavor Academy -- Professional development workshops in which K-12 teachers receive customized training sessions in math, science, technology and content-based reading. To date, the TRDA has conducted more than 57,000 hours of instruction to more than 6,750 teachers statewide.
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- o Teacher Quest – A summer internship program where teachers go to work at key science, math and technology-based businesses. They take their real-world experiences back to the classroom and integrate them into curriculum. The program has produced more than 1,000 teacher graduates.
- The TRDA helps school districts subsidize the cost of such programs by linking them with funding sources.
- To date, the TRDA has invested more than \$10 million in education initiatives, which have trained more than 7,850 teachers across all 67 Florida counties. As a result, hundreds of thousands of students have been positively impacted.
- The TRDA continually strives to secure additional funding and partnerships in order to expand current education initiatives and train more teachers.

Technology Transfer

- The TRDA's technology transfer programs are designed to spark economic development throughout the state and nation and give small businesses the technological advantage they need to thrive.
 - The TRDA's technology transfer programs span several areas:
 - o Technical Assistance--Space Alliance Technology Outreach Program (SATOP) – a free service that provides small businesses with technical assistance from engineers and scientists and speeds the transfer of space technology to the marketplace. SATOP helps small businesses overcome their technical challenges and increase their chances of succeeding via new jobs, increased sales and revenue generation.
 - o Workforce Training – provides funding for training to American workers who are manufacturing innovations or who are employed by advanced manufacturing technology companies.
 - o Commercialization—DoD Commercialization Assistance Program/National Alliance for Small Business Opportunities– seeks to help small technology-based companies that have already partnered with the Department of Defense or NASA on commercialization projects to move into the next stage of commercial development. The program provides these companies with small business innovation research grants to engage in specific activities, such as market analysis, prototyping, certifications.
 - o Supply Chain Development -- cooperatively helps federal agencies fulfill supply chain registration. TRDA is the conduit that helps
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small technology-based companies integrate their product into the federal supply chain system.

- The TRDA's technology transfer programs have helped create and retain hundreds of jobs, train thousands of workers and infuse millions of dollars of goods and services into the U.S. economy.
- The TRDA continues to develop new assistance and training initiatives that transfer technology into small businesses in order to create jobs, spark economic development and further grow a technically skilled workforce.

Energy

- TRDA has administered grant programs from state and federal agencies to provide support to small businesses that develop and commercialize new energy technologies. This assistance introduces new technology to the marketplace, generates high-paying jobs and stimulates overall small business growth.
- Since 1997, TRDA's energy programs have helped create or retain more than one hundred jobs and infuse millions of dollars into the Florida economy.
- Currently, the TRDA is working with state and federal agencies to bring E85 fueling stations to Florida for public use. E85 is a renewable alternative transportation fuel that provides greater fuel sources and fosters energy independence.
- The TRDA continually seeks funding to launch additional programs that help foster the development and commercialization of alternative energy sources.

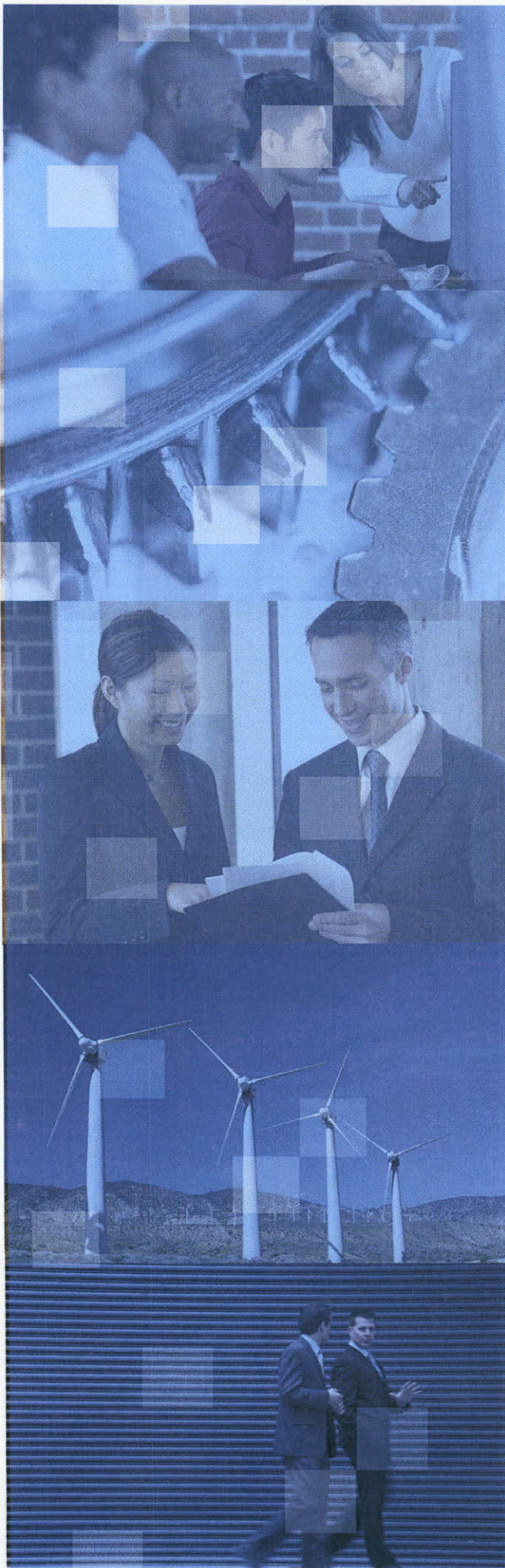
Business Incubation

- Through its business incubation program, the TRDA provides entrepreneurs with valuable resources, a nurturing environment and hands-on assistance to grow their small technology start-up businesses into mature companies.
 - The TRDA operates the TRDA Business Innovation Center (Melbourne).
 - The incubator provides resident clients with affordable office space, shared equipment and other office resources, business services and consultation, access to investment capital and more – all under one roof.
 - Since the launch of the business incubation program, the TRDA has helped more than 100 businesses successfully launch. These companies
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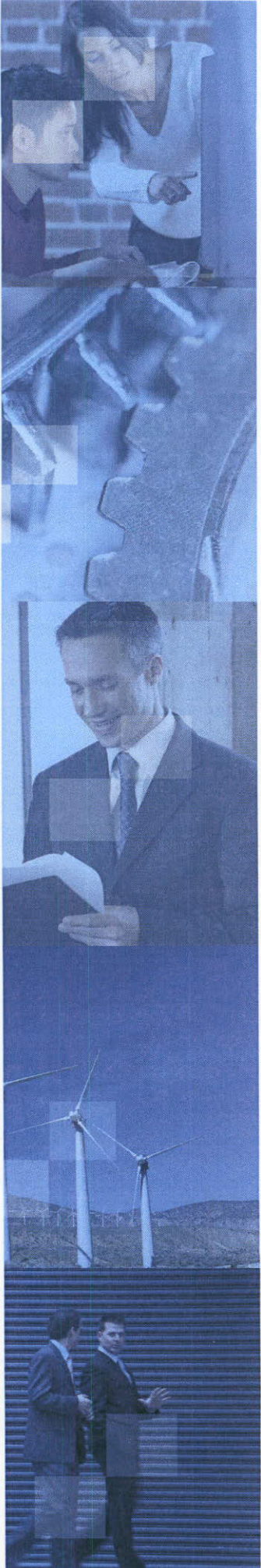
have created more than hundreds of jobs and pumped millions of dollars into local, state and national economies.

- TRDA's business incubation program continues to grow and expand, thereby increasing entrepreneurial success and individual opportunity, creating jobs, commercializing new technologies and strengthening the economy.

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**OUR VISION
AND
STRATEGIC PLAN
2008-2009**



OVERVIEW

- **Introduction** page 3
- **Vision** page 5
- **Mission** page 5
- **Organizational Focus** page 5
- **Goals, Objectives, Indicators of Success, and Responsibilities**
 - **Overview** page 6
 - **Programmatic** page 7
 - **Management** page 8



INTRODUCTION

The Technological Research and Development Authority (TRDA) is an Independent Special District of the State. We were established in 1987 by Governor Robert Martinez and the State Legislature, as Florida's specialized technology based economic development agency.

Implementing policies formulated by its five-member Board of Directors, TRDA's 12 person staff forms partnerships with local, state and federal agencies, the private sector and academic institutions to design and deploy educational and economic development initiatives in the Space Coast region, throughout the State of Florida and nationally.

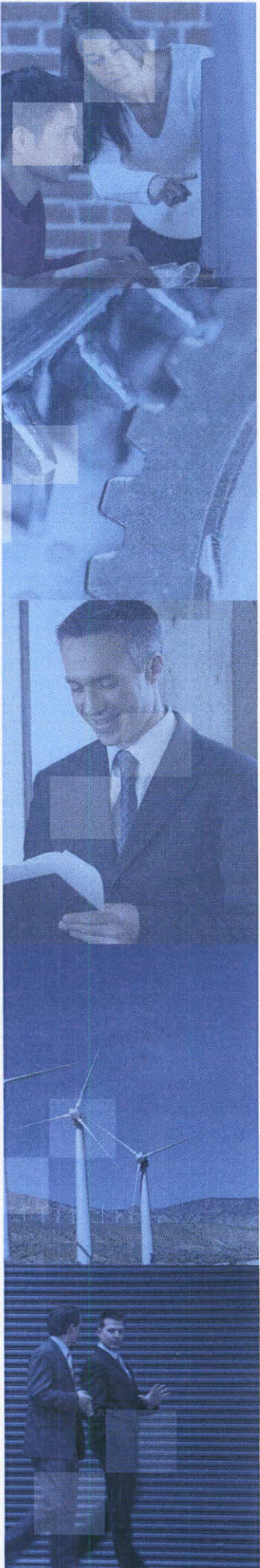
Our efforts are intended to strengthen the Space Coast and Florida's economies through business development and job creation, entrepreneurial training, technical assistance, and access to capital. In doing so, TRDA puts technology in the hands of teachers, promotes clean, renewable energy, brings the latest technology to business, and helps technology businesses grow.

TRDA views today's regional and state economies as ones in transition. Industry sectors which historically have been economic drivers, such as agriculture, real estate and tourism, are facing uncertainty, yet new industry sectors, such as digital media, life sciences, and renewable energy, are poised to become the new foundations of our economy.

Just as the economy transitions, so must TRDA. It must address the critical issues of today and renew itself as an institution to meet the future needs of its customers – technology focused entrepreneurs and businesses.

Our strategic vision begins with the need to re-affirm the importance of technology-based economic development and the TRDA role in this critical arena. TRDA's efforts are needed to both build capacity to tackle the challenges of technology development and deployment, and economic development, and deliver programs that catalyze business growth and expansion. This 2008-2009 Strategic Plan lays out our thoughts and focus for advancing activities in these areas.

By developing programs that aid entrepreneurs and support innovation, TRDA fills its role in bolstering the state's economic

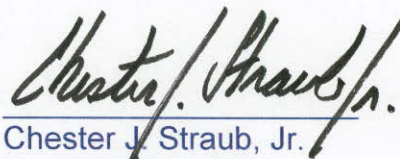


development. By becoming the most efficient and customer-responsive agency possible, TRDA will also show that we can work effectively at the local, state, and national levels. In addition, this plan lays out TRDA's strategy for improving our organizational effectiveness.

This document captures the collective thinking of TRDA's Board of Directors, management and staff, of September 2008. This is a work in progress and supports our programmatic initiatives, and our management improvement initiatives that will enhance the delivery of these programs to our customers.

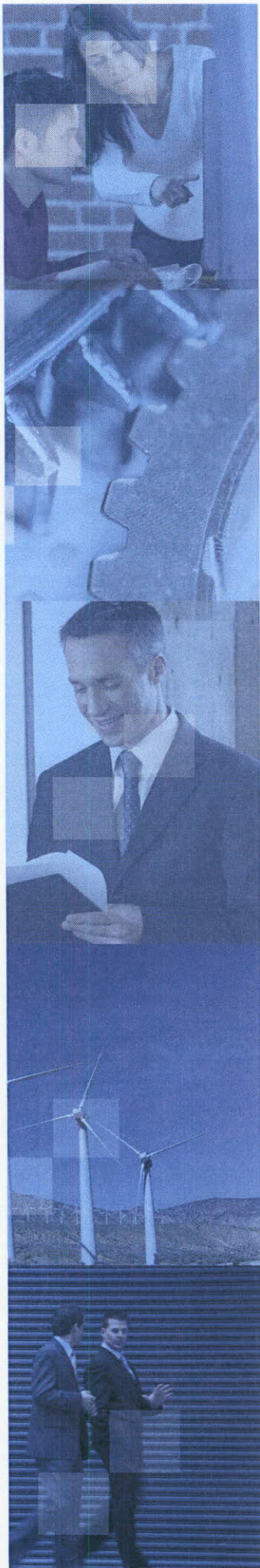


Peter DiLavore
Chair



Chester J. Straub, Jr.
Executive Director

September 24, 2008



VISION

Our vision serves as a reference point as we move forward with our strategic and organizational planning efforts. It captures our goal for the future – where we want to be and what we want to become. The TRDA vision is:

...that the Technological Research and Development Authority be viewed as an innovative and leading technology promoting agency in Florida for enriching education and advancing business and economic development throughout the state.

MISSION

To realize our vision, TRDA is focusing its mission to meet the needs of the Space Coast and Florida's communities most effectively. Our mission statement captures the basic purpose and function of TRDA:

Through partnerships with academia, government and the private sector, TRDA will leverage resources to develop and implement technology-based education and economic development programs.

ORGANIZATIONAL FOCUS

In meeting our vision and mission, TRDA seeks to create opportunities for economic growth by providing a focal point to attract, retain, train and nurture high-growth entrepreneurs and start-up businesses which have the potential to be drivers of the regional and state economy.

TRDA will focus upon innovation as the common and overarching theme of our programs and services. Flowing from this theme will be enhanced business incubation services, entrepreneurial training, and technology commercialization and transfer assistance.



GOALS, OBJECTIVES, INDICATORS OF SUCCESS AND RESPONSIBILITIES

Through the strategic planning process, TRDA has identified several **high-priority goals** that address what we intend to do for our customers (programmatic goals) and how we will improve service delivery to those customers (management goals).

Coupled with our programmatic and management goals are specific **objectives** that we have identified that will further the goals and enhance the programs and services available to our customers.

In order to self-evaluate our progress in meeting our goals and objectives, TRDA has established **indicators of success**. These are both quantitative and qualitative measures of performance and impact.

Finally, this plan identifies specific **responsibilities** for each of the goals and objectives. In doing so, interested parties, both internal and external, are aware of key personnel relating to all of TRDA programs and services.

All of these elements are brought together in the following sections.

PROGRAMMATIC

<u>Goals</u>	<u>Objectives</u>
• Statewide leadership in innovative, technology-based economic development • Leverage public and private investment in existing and new programs • Promote technology and entrepreneurial education and training • Provide proactive interaction among TRDA, federal, state, and local leaders and programs	• Broadening of business incubation services • Development of entrepreneurial initiatives for individuals, students and educators • Greater access to early-stage capital • Comprehensive technology transfer and commercialization for early-stage companies
<u>Indicators of Success</u>	<u>Responsibilities</u>
• Extension of the TRDA business incubation model to other locations within the state • Development of an aerospace entrepreneurship initiative • Formation of an angel fund network for the Space Coast • Creation of a comprehensive technology commercialization initiative • Creation of a successful clean energy technology outreach and capital access initiative • Development of an entrepreneurial education and training initiative • Expansion of educator technology training opportunities • Expansion of federal partnerships to aid in technology business development	• Executive Director, Deputy Executive Director and Incubator Manager • Executive Director and Incubator Manager • Executive Director • Technology Transfer Director and SBIR Program Manager • Energy Program Manager • Education Program Director • Education Program Director • Executive Director, Technology Transfer Director and SBIR Program Manager

MANAGEMENT

<u>Goals</u>	<u>Objectives</u>
• Enhance internal capacity of TRDA • Reinforce public knowledge of TRDA • Leverage use of available resources for maximum organizational outcomes and customer benefits • Develop a comprehensive methodology for program and management performance measurement	• Create more efficient and effective delivery of services • Increase interest in TRDA among entrepreneurs, investors, public officials, and media • Coordination of existing programs and better utilization of personnel across all programs • Create an ability to modify ongoing programs and identify future opportunities
<u>Indicators of Success</u>	<u>Responsibilities</u>
• Increased use of e-communications • Increased public media • Increased public participation in TRDA events and programs • Creation of organizational and financial efficiencies through outsourcing • Increased career development for TRDA personnel • Implementation of an student internship program • Enhancement of financial management systems • Development of a comprehensive performance measurement system	• Deputy Executive Director • Deputy Executive Director • Incubator Manager • Deputy Executive Director and Comptroller • Executive Director and Deputy Executive Director • Incubator Manager and Education Program Director • Comptroller • Deputy Executive Director and Program Directors