



MEMORANDUM

TO: Interested Parties

FROM: Esther Velazquez, Contracts and Procurement Specialist

DATE: September 23, 2024

SUBJECT: Request for Proposals for Marketing Assessment & Strategic Plan
RFP 24-04

Workforce Solutions Coastal Bend (WFSCB) is soliciting proposals from entities or individuals qualified to conduct a marketing and communications assessment and produce a strategic plan. The marketing assessment should evaluate processes and determine if there are efficiencies and/or improvements that could be implemented. The strategic plan should consider WFSCB's future growth and include recommendations on additional needs such as staffing FTE's, current job duties, infrastructure, equipment, and software.

The RFP will be available on Monday, September 23, 2024 at 2:00 pm Central Time and can be accessed on our website at:

<https://www.workforcesolutionscb.org/about-us/procurement-opportunities/>

or by contacting Esther Velazquez at 361.885.3013 or esther.velazquez@workforcesolutionscb.org.

Interested parties are encouraged to attend a **Pre-Proposal meeting** at WFSCB's Administrative Offices located at 400 Mann Street, Suite 800, Corpus Christi, Texas 78401, Main Conference Room on **Monday, September 30, 2024 at 10:00 am Central Time**. The purpose of the meeting is to review the RFP requirements and answer any questions related to the RFP. While this meeting is not mandatory, attendance is strongly recommended. Parties unable to attend in person may participate virtually from a computer, tablet, or smart phone via Zoom:

Join Zoom Meeting

<https://us02web.zoom.us/j/81738340127?pwd=g2n7wARFEaq3cOrtA1WTujgvjKrNUn.1>

US Toll-Free Call In: 888 475 4499

Meeting ID: 817 3834 0127

Passcode: 541959

Proposals are due by Monday, October 21, 2024 at 4:00 pm Central Time and may be submitted via email to esther.velazquez@workforcesolutionscb.org or hand delivered or mailed to: Workforce Solutions Coastal Bend, 400 Mann Street, Suite 800, Corpus Christi, Texas 78401.

Workforce Solutions Coastal Bend is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas: 1.800.735.2989 (TDD) and 1.800.735.2988 or 711 (Voice). Historically Underutilized Businesses (HUBs) are encouraged to apply.

Este documento contiene información importante sobre los requisitos, los derechos, las determinaciones y las responsabilidades del acceso a los servicios del sistema de la fuerza laboral. Hay disponibles servicios de idioma, incluida la interpretación y la traducción de documentos, sin ningún costo y a solicitud.