



Request for Proposals (RFP)

Social Media, Publications, and Website Management Services

Issued By: Southern Tier Central Regional Planning & Development Board (STC)

8 Denison Parkway East, Suite 310 Corning, NY

Contact: Chelsea Robertson, Executive Director at crobertson@stcplanning.org

RFP Issue Date: October 7, 2026

Proposal Due Date: October 23, 2026

1. Introduction

The Southern Tier Central Regional Planning & Development Board (STC) is seeking proposals from qualified consultants or firms to provide communications, digital media support and design services for a six-month period. The selected consultant will assist STC with social media management, development and publication of the agency's Annual Report, and website management and updates.

The objective of this engagement is to enhance STC's public communications and outreach, strengthen its online presence, and ensure professional presentation of agency publications and digital content.

2. Contract Term

The anticipated contract term shall be **six (6) months** commencing on or about November 1st and ending on April 30th, unless extended by mutual written agreement. There is potential to move into an ongoing yearly contract once the 6-month trial period has been completed.

3. Scope of Services

STC is in search of a firm that could provide the following services. We encourage interested providers to bid on all or partial services. STC reserves the right to award a contract for partial services as defined in this scope. All submitted proposals shall have breakdown of cost per scope (i.e. Cost for A. Social Media Management; B. Annual Report Design and Publication; and C. Website Management and Updates.)

A. Social Media Management

STC maintains a presence on Facebook and LinkedIn and seeks professional support in designing and publishing agency content.

Services Include:

1. Social Media content strategy plan
 - Plan developed with STC staff assistance to help chosen consultant better understand STC and help build a strategy on relevant topics/themes to post.
2. Design and publish approximately **one (1) to two (2) social media posts per week** on:
 - LinkedIn
 - Facebook
3. Narrative content of the posts will generally be:
 - Drafted and approved by STC staff.
 - Provided to the consultant in sufficient time for publication.
4. Consultant responsibilities shall include:
 - Graphic design and layout of posts.
 - Formatting content for platform-specific requirements.
 - Scheduling and posting content.
 - Ensuring consistent branding and professional presentation.
 - Coordinating with STC staff regarding publication schedules.
5. The consultant shall not publish content without prior approval from designated STC staff.



SOUTHERN TIER CENTRAL
REGIONAL PLANNING & DEVELOPMENT BOARD
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B. Annual Report Design and Publication

The consultant shall produce STC's Annual Report and County Investment Reports in both digital and print-ready formats.

Services Include:

1. Design and layout of the Annual Report and County Investment Reports. See examples from last year: <https://www.stcplanning.org/document/2025-annual-report/>.
2. Creation of:
 - A web-accessible digital version (PDF).
 - A print-ready version suitable for commercial printing.
3. STC staff will:
 - Draft and provide narrative content.
 - Supply most photographs and visual assets.
4. Consultant shall:
 - Design report layout and graphics.
 - Edit and optimize provided photographs.
 - Develop charts, infographics, and visual elements as needed.
 - Coordinate revisions with STC staff.
 - Deliver final publication files.
5. Consultant shall provide:
 - High-resolution print files.
 - Final PDF files.
 - All editable source files.

C. Website Management and Updates

The consultant shall provide ongoing website maintenance and content updates as directed by STC staff.

Services Include:

1. Posting news, announcements, reports, and other content provided by STC.
2. Updating:
 - Text content.
 - Images and graphics.
 - Downloadable documents.
 - Program and project information.
3. Addressing routine website maintenance needs.
4. Providing recommendations for website improvements when requested.

5. Ensuring updates are completed in a timely manner following directions from STC staff.

4. Ownership of Work Product

All work products created under this contract shall become the sole property of STC.

The selected consultant shall:

- Transfer ownership of all final products to STC upon completion.
- Provide all editable source files, graphics, layouts, design files, and other materials developed under the contract.
- Grant STC unrestricted rights to reproduce, modify, publish, and distribute all materials created under this engagement.
- Warrant that all materials provided are free of third-party ownership restrictions, except as specifically disclosed and approved by STC.

5. Consultant Qualifications

Proposals should demonstrate experience in:

- Social media management and content publishing.
- Graphic design and branding.
- Annual report design and publication.
- Website content management and maintenance.
- Work for governmental, quasi-governmental, nonprofit, economic development, or planning organizations.

Experience with public-sector communications is preferred.

6. Proposal Requirements

Proposals should include:

A. Firm Information

- Name of firm or consultant.
- Primary contact information.
- Brief organizational background.

B. Relevant Experience

- Description of similar projects completed.
- Sample of work products from similar projects. Digital submissions (e.g. links to published materials, submission via DropBox link or similar cloud service, etc.) are preferred.
- Experience with public-sector or nonprofit organizations.

C. Work Plan

- Description of approach to accomplishing the Scope of Services.
- Proposed communication and project management process.

D. Project Team

- Names and roles of personnel assigned to the project.

E. References

- At least three (3) client references for similar services.

F. Cost Proposal

Provide a detailed fee proposal that includes:

- Monthly retainer or lump-sum cost per services.
- Any hourly rates for additional services.
- Any anticipated reimbursable expenses.
- Cost assumptions and exclusions.

7. Evaluation Criteria

Proposals will be evaluated based on:

Criteria	Weight
Relevant Experience and Qualifications	35%
Quality of Proposed Approach	30%
Cost Proposal	25%
References	10%

STC reserves the right to interview selected firms prior to award.

8. Reservation of Rights

STC reserves the right to:

- Reject any or all proposals.
- Waive informalities or irregularities in proposals.
- Request additional information from proposers.
- Negotiate scope, schedule, and fees with the selected consultant.
- Award a contract deemed to be in the best interest of STC.

9. Submission Instructions

Proposals shall be submitted electronically in PDF format no later than **4pm on October 23rd** to:

Chelsea Robertson
Southern Tier Central Regional Planning & Development Board
crobertson@stcplanning.org
607-962-5092

Questions regarding this RFP shall be submitted in writing to the contact identified above.

Southern Tier Central Regional Planning & Development Board looks forward to partnering with a qualified communications professional or firm to support its outreach, publications, and digital communications efforts.