



## Request for Quotes: 2022-003

### Project Indy Promotional Videos

EmployIndy is seeking quotes from qualified vendors to aid in creating a promotional video for Project Indy, Mayor Joe Hogsett's youth jobs initiative.

#### Background

EmployIndy guides the local workforce ecosystem and makes strategic investments to remove barriers to quality employment for underserved and underrepresented residents. As the workforce development board for Marion County, guided by 26 business, civic, education, and nonprofit community leaders, EmployIndy invests over \$20 million in public, private and philanthropic funds for both youth and adults annually. Our vision is for all Marion County residents to have access to services and training necessary to secure a livable wage and grow in a career that meets employer demand for talent.

In order to create a positive trajectory for young adults to actively participate in the workforce and to provide them with opportunities to prepare for sustainable employment, [Project Indy](#) was launched in 2016 in partnership with Mayor Hogsett's office, EmployIndy, the Greater Indianapolis Progress Committee, and the Marion County Commission on Youth. Since its inception, the program has empowered nearly 13,000 young adults in Marion County by providing work experiences that build their employability skills and allow them to explore new career fields.

Project Indy helps provide job opportunities, soft-skill development, and job-readiness training to in-school and out-of-school youth in Marion County. Additionally, it offers employers the opportunity to create a talent pipeline for their business or industry and play an important role in training the future workforce.

Lastly, the annual [Mayor's Celebration of Diversity Awards](#), in partnership with Mayor Joe Hogsett's office, the Office of Minority and Women Business Development, and EmployIndy, celebrates local employers who have excelled in the areas of diversity, equity and inclusion as well as provides a space for local leaders to share insights, success stories, and best practices for fostering diversity, equity and inclusion in the workplace. This event is the primary funding source for Project Indy.

#### Purpose and Use

The purpose of this video is to increase employer engagement and awareness for Project Indy via testimony, emotional appeal, and clear call-to-action to engage in and/or financially support the initiative.



Uses of this video (or portions therein) include but are not limited to the following:

- General promotion of Project Indy to employers and community partners, including via social media
- Use at the 2023 Project Indy Kickoff, a press event that aims to encourage employer engagement
- Call to action or appeal video during the 2023 Mayor's Celebration of Diversity Awards

## Objectives

- Increase employer engagement with Project Indy
- Increase employer sign-ups and job postings on the Project Indy platform
- Share Crew Carwash's story of involvement with Project Indy and youth hiring value-add to their organization
- Increase funds raised for Project Indy

## Project Specifications and deliverables

- Deliverables:
  - 3-5 minute feature video
  - 30-second video/s for use on social media promotion
  - Raw files to be used by EmployIndy
- Video will spotlight Project Indy employer Crew Carwash, Excellence in Youth Employment award winner at the 2022 Mayor's Celebration of Diversity Awards
- Video will include comments from Mayor Joe Hogsett
- Provide emotional appeal to audience

## Quote Requirements

Please provide a complete written response to this RFQ which does not exceed five (5) single-sided pages and includes all the following:

- Company Overview
  - A brief company history and overview
  - The experience and/or prior work that demonstrates expertise in executing and delivering the services described in this solicitation
- Project Execution Plan
  - The proposed methodology for achieving all the above-mentioned specifications
  - A plan for implementing the proposed methodology
  - A timeline for discovery, research, analysis, and deliverables



- Project Cost
  - A quote with specific project costs by line item or proposed activity
  - A narrative explaining the estimated costs by line item or proposed activity

### Proposal Process & Procedures

Applicants must submit one (1) electronic copy of the proposal. Please note that EmployIndy will not return any proposals it receives and will not reimburse applicants for any costs incurred in developing their proposals. This RFQ is not a contract and creates no legal rights for persons or entities submitting proposals.

All responses should be submitted no later than **Friday, November 18, 2022** at <https://employindy.org/contractopp>.

### Project Timeline

- November 11
  - RFQ dispersed
- November 18
  - Responses due
- November 30
  - Notice of selection
- December 2
  - Project kick-off meeting
- March 1
  - Completion of deliverables