Request for Proposals/Quotes
For “Strategic Communications Project”

July 12, 2023

Cowlitz Indian Tribe
1055 9th Ave. Ste B.
Longview, WA 98632
Confidentiality Statement

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Thank you for your consideration.

Please respond to legal@cowlitz.org with any questions or concerns.

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Submission Details

Submission Deadlines

All submissions for responding to this request must be submitted on paper and delivered to our office, as stated below, no later than:

August 1, 2023
No later than 5:00pm PST
Submission Delivery Address
The delivery address to be used for all submissions is:

Attn: Tiffini Johnson
Cowlitz Indian Tribe
1055 9th Ave. Ste B.
Longview, WA 98632
Phone: (360) 577-8140 Ext. 2289
Email: tjohnson@cowlitz.org

Submission Questions and Clarifications
You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Attn: Tiffini Johnson
Cowlitz Indian Tribe
1055 9th Ave. Ste B.
Longview, WA 98632
Phone: (360) 577-8140 Ext. 2289
Email: tjohnson@cowlitz.org

Electronic Submissions
Electronic submissions in response to this Request for Proposal will be accepted.

Sent via email to tjohnson@cowlitz.org

Background
The Cowlitz Indian Tribe, a sovereign Indian Nation, governs a wide range of programs serving its enrolled members, other American Indians and Alaska Natives (AI/ANs), and, in certain programs, members of the non-Native community. Services are provided from several sites along the I-5 corridor in Washington State.

The Tribe manages a growing portfolio of health and social services, elder care, education, scientific research, housing, transportation, economic development, conservation projects and legal issues. Along with the ilani Resort and a growing portfolio of business operations and economic development initiatives, the Tribe is a growing force in community building in what are now Clark, Cowlitz, Lewis and parts of King, Pierce, Skamania, and Wahkiakum Counties; a vast territory occupied by numerous Cowlitz settlements and usual and accustomed lands.
prior to and following European colonization and the establishment of the United States and Washington and Oregon state governments.

**Scope of Work**

The Cowlitz Indian Tribe seeks a proposal for a **six month (maximum) project** to directly assist the Cowlitz Indian Tribal Council with two significant communications needs.

The project will require integration, cooperation and coordination with various members, staff, and external professionals of the Tribe, including those already engaged in related efforts and functions of the Tribal government.

1. The successful proposing entity will be required to work closely with Tribal Council and staff as directed, along with Tribal subject matter experts, to enable the Tribe to tangibly define, coalesce, and tell its story of both people and place consistently and across various platforms and audiences. This story must include the Tribe’s history and unique connection to both region and community, with additional focus on current Tribal status, accomplishments and issues as well as the Tribe’s vision for the future. It is paramount that this project result in the Tribe having the means and ability to claim ownership and clear authorship of its own history, story and vision, long suffering misunderstanding, inconsistency, and outright falsehoods in various forms from various sources. The effort will require coordinated message development and the creation of approved materials, sources, data and assets that can be relied upon by Tribal Leaders, staff, and partners for a wide variety of internal and external audiences. Coordinated strategy development will be integrated to enable the Tribe to introduce, support, and grow the understanding and advocacy of its story and positioning through key media, public, and community relations efforts.

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2. The successful proposing entity will additionally be required to work closely with Tribal Council and staff as directed to provide ongoing communication strategy and support to Tribal Council to address issues that are of critical importance to Tribal leadership, to include ensuring tribal members receive open and accurate information of particular import to the Tribal Council across various communication mediums. Proactive and reactive support based on Tribal Council’s priorities should include reputation management, crisis communications, social media strategy, and media relations and other strategic communication counsel, as appropriate, around issues that are important to Tribal Council. Ability and availability to support Tribal Council with communication strategy, message development, communication training and associated efforts will be critical.

Project Elements Shall Include:

- Information, document, record, and resource gathering and compilation.
- Coordination/meetings/listening sessions with Tribal Council, Tribal Elders, subject matter experts and staff.
- Development of Key messaging and positioning themes and resources.
- Collaboration and leadership in the creation of a Tribal communications standards guide
- Creation of an approved materials resource collection and “brand book” for topical outreach.
- Providing communications strategy for positioning the Tribe’s story with key audiences, such as government officials, community leaders and stakeholders, media and others.
- Development of collateral for stakeholder engagements, to include fact-sheets, support materials, infographics or other creative assets.
- Coordination and creation of Videos memorializing the Tribe’s story and its vision for the future.
- Coordination and assistance with staff and other Tribal consultants to develop website content and a “story” landing page to comport with project created resources.
Information Sharing and Confidentiality Agreement

Upon execution of non-disclosure and confidentiality agreements the Consultant will receive information supporting the scope of work.

All information gathered by the consulting entity will be securely held and all precautions will be taken by the consultant to ensure confidentiality of all collected materials. All reporting will be to the Tribal Council Chair or their designee(s). There will be no reporting outside these parameters.

Terms and Conditions

The consultant selected will engage services as soon as practicably able, but in no case more than 10 days following award. Ongoing progress reports will be provided as appropriate.

Invoices for services will be presented monthly and will be paid on a net 30-day basis. Project services will be conducted over a six month period unless otherwise determined by Tribal leadership in consultation with the consultant.

Selection Criteria

The Cowlitz Indian Tribe will select a consultant based on the following criteria:

- Experience working with small to mid-sized governments.
- Experience working in Indian Country and clearly manifested ability to work with the Cowlitz Indian Tribe, Cowlitz Tribal Council, and designated members and staff.
- Demonstrated experience and success in providing communications services to and with tribal nations.
- Ability to meet specified requirements.
- In-house service offerings and bandwidth to respond to real-time needs and developments
• Disclosure of all necessary sub-contractors, including sub-contractor’s experience working with Tribes

• Clarity of the proposal

• Pricing and costs associated with the proposal submitted.

• References provided by the consultant from prior clients on similar projects.

CIT staff may contact vendors with questions regarding the contents of proposals and to ask for clarifications during the evaluation process.