



CareerSource
NORTH CENTRAL FLORIDA

REQUEST FOR Quotes

Outreach and Marketing

Period of Performance
January 1, 2027 TO JUNE 30, 2027
Renewable for 4 additional 1-year periods

ISSUED: 8/24/26

Deadline for Submission: 9/23/26

Gainesville Career Center 1112 North Main Street 352-955-2245

<https://careersourcencfl.com/>

*CareerSource North Central Florida reserves the right to modify any of
the enclosed specifications*

In accordance with [Public Law 101-166](#), Section 511, known as the Steven's Amendment,
the Sub-grant Agreement to be funded as a result of this RFQ is 100% funded with
Federal funds.

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Outreach & Marketing Services
CareerSource North Central Florida (CSNCFL)

CSNCFL is the local workforce development board serving Alachua, Bradford, Columbia, Dixie, Gilchrist, and Union counties in North Central Florida. CSNCFL administers workforce programs under the Workforce Innovation and Opportunity Act (WIOA) and other federal and state funding streams. This Request for Quotes seeks a qualified outreach and marketing firm to support CSNCFL's mission of connecting job seekers and employers with workforce services in the region.

CareerSource North Central Florida (CSNCFL)	
RFQ Title:	Outreach & Marketing Services
Issue Date:	August 24, 2026
Questions Due:	September 11, 2026 by 4:00 PM EST
Responses Due:	September 23, 2026 by 4:00 PM ET
Submission Method:	Email only
Submit To:	pmarty@careersourcencfl.com
Contract Period:	January 1, 2027 through June 30, 2027, initial period with 4 one-year renewals based on performance
Funds Available:	\$37,500 1/1/27 – 8/30/27/Generally \$75,000 / Year

SECTION 1

CSNCFL OUTREACH & MARKETING SERVICES

SCOPE OF WORK

CSNCFL may, in its discretion, modify, substitute, or discontinue specific outreach activities from year to year.	
1	Print Collaterals
	Based on information provided by CSNCFL, Respondent will develop collaterals to communicate program services and activities to job seekers, employers, and the public. Deliverables include infographics, brochures with photos and/or illustrations describing programs or services, flyers, reports, and conversion of digital content to print.
	Materials will have to comply with Florida Commerce branding requirements, including approved colors, fonts, logo usage, and size specifications
	Develop communication templates (flyers, presentations, email) for use in communicating program services and activities
	Documents must be ADA-compliant including tagged PDFs and all text on all images.
2	Social Media Outreach Campaign
	Develop, launch, and maintain a social media outreach campaign utilizing platforms including but not limited to Facebook, X, Snapchat, LinkedIn, and Instagram, or other available social media.
	At least weekly deliver messages, videos, photos, and post upcoming CSNCFL program events and services
	Assure job seekers, youth, and employers are drawn by engaging, informative, and timely content about program services.
	Design, produce, and distribute a regular email newsletter to job seekers, employers, and partners highlighting program services, events, and opportunities.
	Provide monthly analytics and performance reports on media reach

(Cont.)

3	Press Releases & Media Relations
	Prepare and distribute press releases regarding CSNCFL program activities and events. Support media relations communicating program services and accomplishments.
	Draft and distribute press releases regarding CSNCFL program activities and events.
	Pitch events and stories to local TV, radio, and print journalists about program activities and outcomes.
	Maintain local and regional media contact lists.
	Coordinate media interviews and public appearances for CSNCFL leadership.
	Production and placement of radio, podcast, and/or streaming audio outreach content communicating CSNCFL program services and activities.
4	Website Maintenance and Upgrades
	The Respondent shall maintain and upgrade the CSNCFL website to ensure effective communication of program services and meets applicable grant and state requirements.
	Include keywords with good search traffic potential.
	Create and optimize pages for search engines and users alike
	Assure the website is accessible to both bots and humans.
	Post board agendas, minutes, and information as required by Florida Commerce
	Be responsible for all postings for Board and Committees, Notices, Meetings, Minutes, and the WIOA Plan
	Post all Florida Commerce required information related to the Board and Elected Officials including contracts & other postings as needed
	Inclusion of Bots and Avatars to relay information via AI

Cont.

5	Targeted Recruitment & Employer Engagement Materials	
		Develop outreach and engagement materials targeting specific populations and employer partners
		Recruitment campaign materials targeting veterans, youth, and re-entry populations communicating program services and eligibility
		Employer engagement materials for the CSNCFL business services team to communicate program services to employers
		Event signage and display materials used at program outreach events
		Translation of collaterals into Spanish and other languages spoken in the service area
6	Events	
		Assist in organizing, publicizing and recording CSNCFL program events
		On-site event videography and event photography
		Event recap and highlight reels
		Annual report design in both video and print versions
		Copywriting and editing for annual report narrative and employer highlight content
		Headshots for jobseekers
		Employer testimonial videos for use as outreach tools
7	Video	
		Video content such as with respect to demand sectors to educate participants about available opportunities or other essential communications
8	Other requirements	
		Develop strategic communications infrastructure for all career centers

		Develop scheduling, appointments and analytics application
		Develop 3PL solution for merchandise, apparel, print materials, etc.

AVAILABLE FUNDS

\$37,000 for the initial 6-month period

\$75,000 (+ / -) annually based upon fund availability

SECTION 2 RESPONSIVENESS CHECKLIST

Staff will use the following checklist to determine responsiveness of the Quote. Please use it as a checklist before submitting your Quote

Responsiveness Requirement	
Response submitted by deadline via email	☐
Response addresses all 10 questions	☐
Budget form (Attachment 1) completed with role, title/level, hours, and rate per line	☐
Work samples submitted (minimum 3, maximum 5)	☐
Designated principal contact named with direct phone and email	☐
Two (2) signed reference forms submitted unless firm has worked with CSNCFL in the past 3 years	☐
SAM.gov active registration confirmed	☐
Firm has been in operation at least three (3) years	☐

SECTION 3 REQUIREMENTS AND INSTRUCTIONS TO RESPONDENTS

1. Firm Qualifications

- a. Firm in business: Respondent's firm must have been in continuous operation for a minimum of three (3) years.
- b. Relevant experience: The Respondent must have demonstrable experience providing outreach and marketing services to public sector, nonprofit, workforce development, or social services clients.
- c. Good standing: The Respondent must not be suspended, debarred, or otherwise excluded from participating in federally funded programs. Respondent must be registered and active in

SAM.gov.

- d. Financial stability: The Respondent must be able to demonstrate the financial capacity to deliver the proposed scope of work.

2 . Designated Principal Contact

A principal, partner, or owner of the firm, who is a decision maker, not a project manager or account coordinator, must be designated as the primary point of contact for this project. This individual must be named in the response and must be reachable directly by CSNCFL throughout the contract period.

The designated principal must be available to attend a presentation to the Review Committee if CSNCFL exercises its option to invite finalists to present.

3. General

- a. Read the full RFQ before preparing your response. The Scope of Work describes all required deliverables.
- b. Respond to every question. Do not omit any question and do not cross-reference one answer to another.
- c. Follow the question numbers assigned. Do not renumber questions.
- d. Where a yes or no answer is requested, place the yes or no at the beginning of your response followed by the required narrative.
- e. All responses must be single-spaced, Arial 12-point font, with 1-inch margins.
- f. Number all pages sequentially. Include your organization name in the footer of every page.

4. Response Format and Order of Documents

Please organize your response in the following order:

Tab	Document
1	Cover Sheet — firm name, address, designated principal contact (name, title, direct phone, direct email), date submitted
2	Minimum Qualifications Statement — confirm in writing that the firm meets all qualifications in Section 1
3	Application Responses — Questions 1 through 10 in order, each beginning on a new page
4	Work Samples — minimum 3, maximum 5 (see Section 2.5)
5	Budget Form — Attachment 1 (completed Excel file)
6	Federal Certifications — signed copies of all required certifications

7	References — two (2) signed reference forms (Attachment 3) or emailed directly to pmarty@careersourcencfl.com
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5. Submission Instructions

- a. Submit by email only to pmarty@careersourcencfl.com by September 23rd at 4:00 PM EST.
- b. Use the subject line: "CSNCFL Marketing RFQ - Your Firm Name"
- c. All documents shall be submitted in Word except sample attachments which can be in PDF. The budget form must be submitted as an Excel file.
- d. Work samples must be submitted as attachments in PDF, JPEG, or MP4 format. Links to online content will not be accepted in lieu of hard copy samples. Video samples must be submitted as MP4 files or on a labeled USB drive submitted separately to [ADDRESS] by the response deadline. Samples that cannot be opened or viewed by CSNCFL staff on standard equipment will not be evaluated.
- e. Late submissions will not be accepted regardless of the reason.
- f. CSNCFL will acknowledge receipt of your submission by email within one (1) business day. If you do not receive an acknowledgment, contact pmarty@careersourcencfl.com.

6. Work Samples

Submit a minimum of three (3) and a maximum of five (5) work samples that demonstrate your firm's capability to deliver the scope of work. Samples should include at minimum:

- One (1) print piece - brochure, infographic, report, or similar collateral
- One (1) video - a testimonial, outreach video, or TV/CTV spot
- One (1) social media campaign example - screenshots or a brief description of a campaign including platforms used, content approach, and results
- One (1) website URL of a website your firm currently maintains

For each sample provide: client name (if not confidential), a one-sentence description of the project, and the year completed. Samples from public sector, workforce, or community-focused clients are preferred but not required.

7. Questions

All questions regarding this RFQ must be submitted in writing by email to pmarty@careersourcencfl.com by September 11th at 4:00 PM EST.

Responses to all questions received by the deadline will be posted to <https://careersourcencfl.com/about-us/contracts/>.

No verbal responses to questions will be provided.

PROHIBITION: Respondents are advised not to contact CSNCFL employees, board members, or local elected officials from the date of issuance of this RFQ through the period of selection and award. Violation of this prohibition will result in disqualification.

8. Cure Process

CSNCFL may, at its sole discretion, provide Respondents the opportunity to cure minor omissions within forty-eight (48) hours of notification by email to the designated principal contact. The designated principal contact named in the response is solely responsible for availability during this period. Failure to respond within the allotted time will result in the omission being treated as a fatal flaw. CSNCFL is not responsible for undelivered notifications and this process is provided as a courtesy only.

9. Presentations

CSNCFL reserves the right, at its sole discretion, to invite one or more Respondents to make a presentation to the Review Committee as part of the evaluation process. Presentations will be conducted virtually. If invited, the designated principal contact must participate and must be prepared to answer questions about the response, the firm's approach, staffing, and pricing.

10. General Conditions

- a. This RFQ does not commit or obligate CSNCFL to award a contract or pay any costs incurred in the preparation of a response.
- b. CSNCFL reserves the right to reject any or all responses, to waive minor irregularities, and to accept the response deemed most advantageous to CSNCFL.

- c. CSNCFL reserves the right to short list responsive submissions and invite a limited number of firms to make a virtual or in person presentation to the Review Committee as part of the evaluation process. If short listing occurs, firms not selected to advance will be notified by email.
- d. All materials submitted become the property of CSNCFL and will not be returned.
- e. All media, collaterals, and printed materials produced under any resulting contract must name CSNCFL, must comply with Florida Commerce branding requirements, and must be approved in advance by the CSNCFL Chief Executive Officer. All outreach materials must comply with the Stevens Amendment.
- f. Insurance and indemnification requirements will be set forth in the contract negotiated with the selected Respondent.
- g. The contract resulting from this RFQ will include all clauses required by 2 CFR Part 200 Appendix II and applicable Florida statutes.

RFQ APPLICATION — COVER SHEET

SECTION 4

Outreach & Marketing Services
CareerSource North Central Florida

FIRM INFORMATION

Legal Name of Firm

DBA (if applicable)

Street Address

City, State, ZIP

Mailing Address (if different)

Phone

Website

Federal Employer ID Number
(FEIN)

Unique Entity
Identifier (UEI)

State of Incorporation /
Organization

Business Type

Corporation Partnership
LLC Sole Proprietor

Years in Business

of Full-Time
Staff

BUSINESS CLASSIFICATION (for reporting purposes only — does not affect scoring)

Check all that apply: Minority-Owned ☐ Woman-Owned ☐ Veteran-Owned ☐ Small
Business ☐ None of the above ☐

DESIGNATED PRINCIPAL CONTACT <i>(must be a principal, partner, or owner of the firm)</i>			
Name		Title / Role in Firm	
Direct Phone		Direct Email	
DAY-TO-DAY PROJECT CONTACT <i>(if different from above)</i>			
Name		Title	
Direct Phone		Direct Email	

Authorized Signature <i>(Must be a Principal)</i>	Date

1. Firm Qualifications & Relevant Experience

- a. Provide an overview of your firm including years in business, size, ownership structure, and core services. Identify the principal, partner, or owner who will serve as the designated contact for this contract and describe their personal involvement in day-to-day oversight of the work.
- b. Describe your firm's experience providing outreach and marketing services include experience, if any, with the public sector, workforce development, nonprofit, or social services clients. Include:

At least two (2) similar engagements, identify the client, services provided, and outcomes achieved

Any experience working under federal funding requirements

Any subcontractors your firm intends to use — identify them by name and describe the services they would provide

2. Knowledge of CSNCFL and Our Region

Describe what your firm did to familiarize itself with CSNCFL, our six-county region, the job seekers, employers, and youth we serve in preparing this quote.

If selected, how would your firm be ready to begin producing materials on day one of the contract?

3. Video Production

Describe your firm's experience with video production for outreach and marketing purposes including testimonial videos, community outreach videos, and TV or Connected TV content in your sample.

If your firm uses a subcontractor for video production identify them by name and provide examples of work produced together as one of your work samples. Explain how do you ensure quality and consistency when working with outside production partners?

4 Social Media Strategy & Management

Describe your approach to developing and managing a social media outreach campaign across multiple platforms simultaneously. Address:

How do you plan content and maintain a consistent weekly posting schedule across platforms including Facebook, X, LinkedIn, Instagram, and Snapchat

How do you develop content that reaches distinctly different audiences, job seekers, youth, and employers, with messages appropriate to each

How do you measure reach, engagement, and how do you use data to sharpen your approach

Your experience managing email newsletters and list segmentation

5 . Website Maintenance, SEO & Accessibility

Describe:

Your experience maintaining and upgrading websites. Address:

- Your approach to SEO how you identify keywords, optimize pages, and monitor search performance.
- How you ensure the site is accessible to both users and search engine bots and meets ADA and WCAG standards and is available in multiple languages
- Your experience managing time-sensitive content updates and urgent posting requests

Provide the URL of at least one website your firm currently maintains and briefly describe your role

6. Board & Compliance Posting Requirements

CSNCFL is subject to Florida Sunshine Law and Florida Commerce requirements governing public notice of board and committee meetings, posting of agendas, minutes, and related documents, and providing the public with timely and accessible information including clear instructions for joining meetings virtually.

Describe your firm's experience managing compliance postings if you have done so for public boards or government entities. How would you ensure all required notices are posted accurately, on time, and in an accessible format? How would you handle a last-minute change to a meeting date or agenda?

7. Press & Media Relations

Describe your firm's media relations experience in the North Central Florida region. Address:

- Media outlets your firm has established relationships with — TV, radio, print, and digital
- How you develop and pitch stories about program activities and community outcomes to local journalists
- Your experience coordinating media interviews and public appearances for organizational leadership
- Any experience with radio, podcast, or streaming audio content production and placement

8. Capacity & Project Management

Describe how your firm would manage the full scope of this contract simultaneously across all service areas. Address:

- The specific staff members assigned to each major area of work
- How you would manage competing deadlines and urgent requests from CSNCFL
- How you keep clients informed and assure client approval before publishing or releasing collaterals, etc.
- What happens if a key staff member is unavailable during the contract period
- What innovative approaches would your firm bring to this assignment that would meaningfully increase CSNCFL's visibility in our six-county region? We are looking for ideas specific to our region and our audiences, not a general list of marketing tactics

Proposers must submit a cost proposal that is reasonable, necessary, competitive, and clearly supports the proposed scope of work. Proposers are required to complete and submit the Excel budget spreadsheet provided with this solicitation as part of their cost proposal. Provide any notes related to your proposed cost below

Submit a minimum of three (3) and a maximum of five (5) work samples demonstrating your firm's capability to deliver this scope of work.

SUBMISSION FORMAT

All work samples must be submitted as attachments in PDF or JPEG format. **Links will not be accepted.**

Video samples must be submitted as MP4 files or on a clearly labeled USB drive mailed to CSNCFL and received by the response deadline. Samples that cannot be opened on standard equipment will not be evaluated.

Samples should include at minimum:

- **One (1) print piece** — brochure, infographic, report, or similar collateral
- **One (1) video** — testimonial, outreach video, or TV/CTV content (MP4 or USB)
- **One (1) social media campaign example** — screenshots showing platforms, content, and results
- **One (1) website** — provide the URL and a screenshot of the homepage of a site your firm currently maintains

For each sample complete the log below:

#	Client Name	Brief Description	Type	Year
1				
2				
3				
4				
5				

Scoring Criteria

#	Criteria	Points
1	Firm qualifications — years in business, relevant experience, team assigned to this contract. Experience with public sector, workforce, or community-focused clients	10 pts
2	What you did to familiarize your firm with CSNCFL, its 6-county region and the job seekers, employers, and youth CSNCFL serves in preparing your quote. If selected, how would your firm be ready to begin producing materials on day one of the contract?	10 pts
3	Video production capability — equipment, staff, demonstrated experience	5 pts
4	Social media strategy — platform experience, content planning, analytics and measurement	5 pts
5	Website management — SEO, accessibility, compliance posting experience	10 pts
6	Press and media relations experience in this region	5 pts
7	Understanding of Florida Commerce branding and Stevens Amendment requirements	5 pts
8	Capacity to handle the full scope — staffing and project management. What innovative approaches would your firm bring to this assignment that would meaningfully increase CSNCFL's visibility with job seekers, employers, and youth in our region?	10 pts
9	Work Samples — quality, relevance, and range of samples submitted	20 pts
10	Cost — reasonableness, transparency, and completeness of the budget form	20 pts
TOTAL		100 pts

PROFESSIONAL REFERENCE FORM

*Outreach & Marketing Services
CareerSource North Central Florida (CSNCFL)*

INSTRUCTIONS TO RESPONDENT: Please print two (2) copies of this form and provide one to each of your two required references. References must be from organizations — not individuals — familiar with your firm's outreach and marketing work. References must have done business with your firm within the past five (5) years. The signed form may be returned directly to CSNCFL at pmarty@careersourcencfl.com or submitted with your RFQ response. Responses without two completed signed reference forms will be deemed non-responsive.

PART A — FIRM BEING REFERENCED			
Firm Name		Contact Person	
PART B — REFERENCE ORGANIZATION			
Organization Name		Your Name & Title	
Direct Phone		Direct Email	
Approximate Dates of Service		Type of Services Provided	
PART C — RATINGS			
Question	Response	Comments	
Did the firm meet deadlines consistently?	Yes ☐ No ☐ N/A ☐		
Did the firm communicate proactively and keep you informed?	Yes ☐ No ☐ N/A ☐		
Was the quality of the work what you expected?	Yes ☐ No ☐ N/A ☐		
Did the firm understand your audience and tailor their approach accordingly?	Yes ☐ No ☐ N/A ☐		
Did the firm handle changes, corrections, and urgent requests professionally?	Yes ☐ No ☐ N/A ☐		

Was a principal or owner accessible to you when issues arose?	Yes ☐ No ☐ N/A ☐	
Did the firm comply with any federal or state branding or compliance requirements?	Yes ☐ No ☐ N/A ☐	
Would you hire this firm again?	Yes ☐ No ☐ N/A ☐	
PART D — ADDITIONAL COMMENTS		
<i>Please share any additional comments about this firm's work, professionalism, or suitability for a public sector outreach and marketing contract:</i>		
Authorized Signature	Date	

Return completed form to pmarty@careersourcencfl.com | CareerSource North Central Florida

SECTION 5

OUTREACH & MARKETING SERVICES

REVIEW COMMITTEE SCORING SHEET

Score each criterion. Enter your score in the yellow column do not exceed the maximum shown

Reviewer Name & Title		Firm Being Scored	
Signature of Reviewer		Date of Review	

#	Scoring Criteria	Max Pts	Score
1	Firm qualifications - years in business, relevant experience, team assigned. Experience with public sector workforce, or community-focused clients.	10 pts	
2	Familiarity with CSNCFL — what the firm did to learn CSNCFL, our six-county region, and the populations we serve. Readiness to begin producing materials on day one.	10 pts	
3	Video production — experience with testimonial videos, outreach videos, and TV/CTV content. Quality of video work samples. Subcontractor relationships if applicable.	5 pts	
4	Social media strategy — multi-platform campaign management, content planning, audience targeting, analytics, and email newsletter management.	5 pts	
5	Website management — SEO, accessibility (ADA/WCAG), multi-language, and experience managing time-sensitive compliance postings.	10 pts	
6	Board & compliance postings — experience with Florida Sunshine Law, public board notice requirements, and handling last-minute meeting changes.	5 pts	
7	Press & media relations - established media relationships, story pitching, radio/podcast/audio experience.	5 pts	
8	Capacity, project management & innovation — staffing plan, competing deadlines, client communication, and innovative ideas specific to CSNCFL and our region.	10 pts	
9	Work samples — quality, relevance to this scope, and range across print, video, social media, and web.	20 pts	
10	Cost - reasonableness of rates, appropriateness of hours per role, overall competitiveness, completed of the budget form.	20 pts	
TOTAL SCORE		100	