



**Mississippi Home Corporation
June 9, 2021**

**Mississippi Home Corporation
Request for Proposals for Marketing Services**

1 INTRODUCTION

Mississippi Home Corporation (“MHC” or “the Corporation”) was created in 1989 as a public body corporate and politic, separate and apart from the State of Mississippi the state”). MHC is a legal successor-in-interest to the Mississippi Housing Finance Corporation (“MHFC”). While granting the Corporation a broader set of powers than those possessed by MHFC, the Mississippi Home Corporation Act, Sections 43-33-701 et seq., Mississippi Code of 1972, as amended (“the Act”), vested all property, rights, and powers of MHFC in the Corporation, subject to all pledges, covenants, agreements and trusts made or created by MHFC.

2 PURPOSE

The purpose of this Request for Proposals (“RFP”) is to solicit responses in accordance with the Mississippi Home Corporation Procurement Regulations from qualified firms to furnish services to MHC as identified in Scope of Services of this request.

3 BOARD

The powers of the Corporation are vested in nine (9) members of the Mississippi Home Corporation Board of Directors (“the Board”), six (6) of which are appointed by the Governor of the State and three (3) by the Lt. Governor of the State, all of whom shall be residents of the State. All appointments shall be with the advice and consent of the Senate of the State Legislature.

4 ADMINISTRATIVE PERSONNEL

Mr. Scott Spivey is Executive Director of the Corporation. The Corporation has a staff of 66 employees.

5 SCOPE OF SERVICES

The requested marketing services will support the Corporation’s goal to increase public awareness of its programs and services. The Corporation is primarily interested in strategies using social media and digital marketing that may be used in place of or in combination with paid advertising using television, radio, cable, and print media.

5.1 The scope of the services to be provided by the Corporation for marketing services will include, but is not limited to, the following:

5.2 Review previous marketing activities and production data for MHC’s programs. Identify strategies to incorporate social media and digital marketing into MHC’s marketing to increase public awareness of its programs across the state.

- 5.3 Identify strategies for improving performance of MHC's programs in markets outside Metropolitan or Micropolitan Statistical Areas.
- 5.4 Low-to-moderate income households are the core market for all of MHC's programs. Minority households, including African American and Hispanic and Vietnamese-speaking households are also a priority for marketing efforts. Identify marketing strategies MHC could use to be more effective at reaching these households.
- 5.5 MHC seeks to expand internal staff knowledge about using and managing digital media strategies supported by services, staff expertise, and software tools provided by the contractor. MHC seeks information on the most effective combination of internal and contracted services to manage its potential digital media marketing strategy.

6 RFP INSTRUCTIONS

6.1 RFP Submission and Format

Please submit your response clearly marked on the outside "Response to RFP for Marketing Services" addressed to:

Jenny Layton, Senior Vice President
Marketing and Communications
Mississippi Home Corporation
735 Riverside Drive
Jackson, MS 39202

A copy of the entire response must also be provided via email to marketing.news@mshc.com.

The Board desires to minimize submission of superfluous RFP material. Interested firms are instructed to organize their responses according to the following format:

- 6.1.1 The narrative answer should be preceded by the question or request for information, limited to one side of a single 8½" X 11" typed page. Supplemental information or background material, if any, must be restricted to Appendices following the responses.
- 6.1.2 Do not answer more than one (1) information request per page.
- 6.1.3 Number consecutively and identify the respondent on each page.
- 6.1.4 At a minimum, tab responses by RFP question categories.

6.2 RFP Terms and Conditions

The Corporation will make its selection based upon its perception of the need for marketing services and the demonstrated competence, experience, knowledge, and qualifications of the respondent. By this RFP, however, the Corporation has not committed to engage a marketing contractor for any or all of the above-described matters, nor does the suggested scope of services or term of agreement require that a marketing contractor be engaged for any of those purposes. MHC reserves the right to make those decisions after receipt and review of responses, and the Corporation's decision on these matters is final and in its sole discretion.

The Corporation reserves the right to negotiate all elements that comprise the information of the respondent(s) to ensure that the best possible considerations are afforded to all concerned, and to waive any irregularities. The Corporation reserves the right to reject any and all responses to the RFP.

The Corporation reserves the right to select a respondent(s) for specific purposes or for any combination of specific purposes, and to defer the selection of any Respondent(s) to a time of the Corporation's choosing. The Respondent must have a full-service office located within the State of Mississippi.

6.2.1 Board and Staff Communications

Under no circumstances may any members of the Board or Staff (except for staff members named herein) be contacted during this RFP process by any marketing firm intending to submit a response to this RFP. Failure to comply with this request may result in disqualification.

6.2.2 Timetable

The deadline for submissions in response to this Request for Proposal is Thursday, July 1, 2021 by 5:00 p.m. Telephone or fax responses will not be accepted for this request.

6.2.3 Release of Information

Information submitted in response to this RFP will not be released by the Corporation during the proposal evaluation process or prior to a contract award.

6.2.4 Proprietary Information

If a Respondent does not desire certain proprietary information in their response disclosed, the Respondent is required to identify all proprietary information in the response, which identification shall be submitted concurrently with the response. If the Respondent fails to identify proprietary information, it agrees by submission of its response that those sections shall be deemed nonproprietary and may be made available upon public request after a contract award.

6.2.5 Terms of Contract

The contract (if a respondent is selected) will be offered for a term at MHC's sole discretion after reviewing the responses, and MHC will have the right to terminate the contract immediately with good cause or at any time upon thirty (30) days' notice.

6.2.6 Further Information

To obtain information about the Corporation or this RFP, please feel free to contact Jenny Layton, Senior Vice President Marketing and Communications, at (601) 718-4614, jenny.layton@mshc.com.

6.2.7 Oral Presentation

Your firm may be selected to give an oral presentation to the Staff or the Operations Committee of the Board of Directors. Notification will be made to you after responses have been reviewed and evaluated.

6.2.8 The Corporation Reserves the Right to:

6.2.8.1 Request an oral interview with, and additional information from firms prior to final selection of a marketing contractor;

6.2.8.2 Consider information about a firm in addition to the information submitted in the response or interview; and;

6.2.8.3 Reject all responses and waive any irregularities.

7 RFP QUESTIONS FOR MARKETING SERVICES

7.1 Organizational and Personnel Background

- 7.1.1 Provide an overview of your firm, emphasizing its qualifications and major strengths and achievements that would serve the Corporation. Why do you believe you should be selected to provide marketing services for the Corporation's programs?
- 7.1.2 Provide the names, Mississippi office location, and brief resume of the professionals who will be assigned to the Corporation account. Include their level of responsibility. Please designate the approximate percentage of work for which each team member will be responsible.
- 7.1.3 Describe your firm's commitment to Mississippi's economy and residents.
- 7.1.4 Describe any special qualifications your firm's Mississippi office has that could assist MHC in their efforts to serve low-to-moderate income individuals and families in Mississippi.

7.2 Experience

- 7.2.1 Describe your firm's experience using traditional and digital marketing to reach consumers for similar financial products or services. Cite specific examples and provide metrics to show the effectiveness of campaigns.
- 7.2.2 MHC is most challenged reaching markets outside Metropolitan or Micropolitan Statistical Areas. Describe strategies your firm has used in similar situations to increase product awareness and customer acquisition in these areas and provide metrics showing effectiveness of the strategies used.
- 7.2.3 Low-to-moderate households are MHC's core market. Minority households, including African American, and Hispanic and Vietnamese-speaking households are also a priority for marketing efforts. Discuss the firm's experience designing and managing traditional and digital campaigns to reach this demographic, providing metrics about the effectiveness of the strategies used.
- 7.2.4 MHC seeks to strengthen its internal processes and staffing to manage these campaigns in the future. Describe your firm's experience and capabilities to work with clients on the following:
- 7.2.5 Describe the business practices, including use of software and reporting tools, you can offer MHC (and have offered in similar situations) to monitor campaign and adjust strategies to maximize production goals.
- 7.2.6 Describe how your firm aligns customer and business partner-facing web presence to capture customer attention.

7.3 Miscellaneous Discussion Questions

- 7.3.1 Identify the specific individuals who would be assigned to work with MHC and specify which person would be the primary contact person for MHC. Identify the nature of work that each person will perform, along with his/her related professional experience. Please furnish references with telephone numbers.
- 7.3.2 Identify the location of the Mississippi office from which the individuals identified in item 7.3.1 above will be operating.
- 7.3.3 Discuss any other ideas you may have, not addressed above, on how the Corporation can help low-income families participate in acquiring housing and utilizing MHC programs identified in this RFP.

7.4 Disclosure

Describe any litigation, arbitration, and/or regulatory actions pending against your firm.

The firm selected must have no financial interest in development and implementation of MHC programs other than in his/her capacity of providing marketing services to MHC. Please confirm your compliance with this requirement.

7.5 Affirmative Action

State that the respondent complies fully with all government regulations regarding nondiscriminatory employment practices.

8 SELECTION CRITERIA

The Corporation reserves the right to make its decision after receipt of responses, and the Corporation's decision on these matters is final and in its sole discretion.

The Corporation will evaluate only those firms meeting the qualifications. Among other things, the evaluation of statements of qualifications will be based on the following criteria:

- 8.1** The firm's willingness to follow the Corporation guidelines in this RFP;
- 8.2** The experience and qualifications of both the firm and its staff to be assigned to the identified marketing services;
- 8.3** The firm's experience in developing successful marketing campaigns for financial products and similar services to the identified demographic and target market areas identified in this RFP;
- 8.4** The firm's involvement and accessibility of staff to be assigned to the transactions;
- 8.5** The firm's commitment to Mississippi;
- 8.6** The firm's innovative ideas;
- 8.7** The firm's answers to other questions contained in the firm's response to this RFP and;
- 8.8** The firm's organization, size and structure of the firm, and location of its Mississippi office.

**PROPOSALS RECEIVED AFTER
July 1, 2021
5:00 pm
WILL NOT BE CONSIDERED**