

**Statement of Qualifications
for
Print and Media Marketing
for the
City of Shreveport
Department of Community Development
January 10, 2014 – January 24, 2014**

The City of Shreveport, Department of Community Development is seeking firms to provide print and media marketing for the Department of Community Development's Bank On Shreveport program.

The ideal candidate/firm will have a minimum of five (5) years experience in media and marketing; maintain active working relationships with media stakeholders in the Shreveport-Bossier area; be proficient at ad development, negotiation and placement via radio, television, billboards, etc.; securing interviews; generating buzz across a range of demographics; must be an independent party, and not reflect any real or apparent conflict of interest with the City of Shreveport. Respondents must be willing to comply with local regulatory requirements including, but not limited to, procurement. Minority, women-owned, and other socially disadvantaged firms are encouraged to apply.

Description of the project:

Bank On Shreveport is a city-wide initiative created to connect the unbanked and under-banked to financial stability and away from predatory financial services. The program seeks to break down the barriers of banking and create an easier pathway for residents to enter the financial mainstream. This purpose is accomplished through partnerships with a variety of financial institutions and the creation of affordable and second chance checking accounts. The initiative also expands awareness and access to free financial education resources throughout the city. Further information can be found at www.bankonshreveport.com

STATEMENT OF QUALIFICATIONS (SOQ)

This SOQ must include at a minimum a brief history of the firm or organization; a narrative of qualifications; a description of how the program would be promoted maximizing limited financial resources and existing relationships; resources committed to the project; a listing of sub-consultants (if applicable); references including a listing of governmental bodies for which the respondent has been under contract and a similar project.

I. Agency Information

- A. Name, Address, Telephone Number, Facsimile Number, Contact Person
- B. Type of Organization
- C. Narrative of Qualifications
- D. Resources (staff, equipment, materials to be committed to this project)

II. Sub-Consultants

- A. Names, Education, Experience, and Qualifications

III. References

- A. A list of governmental agencies for which the respondent has been under contract
- B. Similar projects reference list

A selection committee will review all submissions. All responses will be evaluated on the basis of the information requested. Responses will be scored and ranked with the highest rating being awarded a contract. In the event of a tie, the most qualified respondent whose SOQ is deemed most advantageous to the City of Shreveport with all factors considered will be awarded a contract. The selection of finalists may require verbal presentations.

These funds are administered by the City of Shreveport and made available by the U. S. Department of Housing and Urban Development.

This statement of qualifications can be obtained at the Department of Community Development, 401 Texas Street, First Floor, Shreveport, LA 71101, during regular business hours, beginning January 10, 2014, Monday through Friday, 8:30 A. M. and 4:30 P. M. The statement of qualifications is also posted on the city's website at www.shreveportla.gov.

If interested in applying for these professional services, please respond no later than 5:00 p.m., January 24, 2014. All responses shall be directed to Ms. Bonnie Moore, Director, Department of Community Development, Post Office Box 31109, Shreveport, LA 71130 or hand delivered to 401 Texas Street, Shreveport, LA, 71101, (318) 673-5911. **(APPLICATIONS MAY NOT BE SENT BY FACSIMILE (FAX) or BY ELECTRONIC MAIL (E-MAIL)).**