

## **TALENT COLLABORATIVE OF GREATER CINCINNATI WEBSITE DESIGN REQUEST FOR BIDS**

### **PROJECT DESCRIPTION:**

The Talent Collaborative of Greater Cincinnati and its fiscal agent, the Cincinnati Regional Chamber, are seeking a professional marketing agency or web design firm to design The Talent Collaborative of Greater Cincinnati website. The design will create a user-friendly experience, employ simple content management, and provide user-centric information while meeting high standards for design quality and visual appeal. The anticipated project completion timeline is three (3) months and bids should be submitted by **Friday, February 27, 2026, at 5:00 p.m. EST**. For additional information, please contact Monika Royal-Fischer, Director of TCGC at [mroyal-fischer@cincinnatiachamber.com](mailto:mroyal-fischer@cincinnatiachamber.com).

### **SECTION 1: BACKGROUND**

The Talent Collaborative of Greater Cincinnati (TCGC) is a regional partnership of 180+ organizations dedicated to strengthening the workforce ecosystem across the tri-state area. We bring together workforce development and education, employers, and community partners to create greater collective impact for job seekers and businesses.

#### **Our Priorities:**

- **Job Quality & Employer Engagement** - Empower employers to implement for their current and future workforce to the benefit of their business and the local economy as a whole
- **Career Navigation** - Increase awareness of regional workforce resources and partnerships while emphasizing career navigation that goes beyond tactical steps. Prioritize approaches that reflect the lived experience of job seekers and deliver holistic, wraparound services to remove barriers and support success.
- **Advocacy & Engagement of Target Populations & Marginalized Groups** - Support initiatives serving priority populations, including individuals in recovery, dislocated workers, people with disabilities, youth and young adults, and returning citizens.
- **Responding to Changing Economic & Workforce Conditions**

### **SECTION 2: PROJECT DESCRIPTION**

The Talent Collaborative of Greater Cincinnati and its fiscal agent, the Cincinnati Regional Chamber, are seeking a professional marketing agency or web design firm to design The Talent Collaborative of Greater Cincinnati website. The design will create a user-friendly experience, employ simple content management, and provide user-centric information while meeting high standards for design quality and visual appeal.

TCGC is issuing this Request for Bids seeking the services of an experienced website design and development firm to design, develop, and implement a streamlined website, **[talentcollaborativegc.org](http://talentcollaborativegc.org)**, based on the requirements outlined in Section 3. The anticipated project completion timeline is three (3) months.

### SECTION 3: REQUIRED FEATURES

**Design:** The design of the site should be professional, attractive, and contemporary. TCGC does not have written brand standards but would like the vendor to partner with us in developing a visual identity and overall look and feel for the site that reflects TCGC’s mission and values, while also highlighting our unique focus on the regional workforce. The goal is to create a design that authentically reflects who we are, connects with the audiences we serve, and creates opportunities for meaningful engagement.

**Content Management:** The website must be built on a user-friendly CMS system that is intuitive for staff to manage without extensive technical expertise. The CMS should allow for the ability to add new webpages, as well as administer web forms. The CMS should support seamless integration with external systems currently used by TCGC for email, ticketing, and CRM to ensure a seamless experience

**Site Structure:** A content inventory of the proposed site is included below. Please note that the inventory included is a preliminary representation of the content structure and the pages we anticipate needing. It is not final and will evolve as we refine requirements and design.

| Section / Content Area                   | Description  |
|--|--|
| <b>HOME PAGE</b>                         |  |
| Headline                                 | Logo, tagline for TCGC   |
| Value Proposition                        | Value proposition of TCGC  |
| Strategic Priorities                     | Overview of TCGC priorities; grant-funded projects                     |
| National Partner Connections             | Links to key national organizations (CivicLab, National Fund)          |
| Local Partners                           | TCGC Local Partners listing  |
| News Feed/Recent Updates/Upcoming Events | Latest announcements and news, events                                  |
| Connect with TCGC                        | LinkedIn page, subscribe to Newsletter, Mobilize                       |
| <b>ABOUT US / ABOUT</b>                  |  |
| Mission, Vision & Values                 | Detailed description of TCGC with mission, vision & value proposition  |
| History & Evolution                      | Organizational history and how TCGC was founded (founding members)     |
| Regional Approach                        | Showing reach in NKY, Ohio, Southeastern Indiana                       |
| What We Do                               | Description of TCGC's purpose; events; data etc. grant funded projects |
| Who We Are                               | Include Director info and Steering Committee – Bios, contact info.     |
| National Affiliations                    | List of key national partners with logos (CivicLab, National Fund)     |
| Become a Partner                         | Information about becoming a TCGC partner                              |
| <b>STRATEGIC PRIORITIES</b>              |  |
| Key Priorities for TCGC                  | Key priorities for TCGC  |
| TCGC Workgroups                          | Workgroups description and focus and contact information               |
| <b>WORKFORCE ECOSYSTEM</b>               |  |
| WIC Map                                  | Link to Workforce Innovation Center ecosystem map                      |

|                              |  |
|------------------------------|--|
| Industry Sector Partnerships | Partnerships by industry                             |
| Reports & Data               | Workforce studies, white papers, regional data       |
| Data & Research              | Data Dashboard (TCGC, WIC, CRC)                      |
| Employer Resources           | Toolkits, best practices guides, Quality Jobs        |
| Job Seeker Resources         | Training programs, career services, links            |
| Links to TCGC Partners       | External links to TCGC partner organizations         |
| <b>GET INVOLVED</b>          |  |
| Become a Partner             | Information about becoming a TCGC partner            |
| Become a Sponsor             | For Summit, Convenings, etc.                         |
| Workgroups                   | Information about joining workgroups                 |
| <b>NEWS &amp; EVENTS</b>     |  |
| Latest News                  | Press releases, announcements, updates               |
| Upcoming Events              | Convening, Summit, other meetings with calendar view |
| Events Calendar              | Upcoming forums, workshops, graduations              |
| Year in Review               | Annual recap for TCGC                                |
| Blog                         | Thought leadership on workforce issues               |
| Newsletter Signup            | Subscribe to updates                                 |
| <b>CONTACT US</b>            |  |
| Contact Form                 | General inquiry form for TCGC                        |
| Sign Up for Updates          | Newsletter/email list subscription                   |
| Connect on Social Media      | Social media links                                   |

## SECTION 4: SITE GUIDELINES

- **ADA Compliance:** Latest updates to Section 508 of the Rehabilitation Act of 1973 applied to the design and management of the new website.
  - Full compliance with Americans with Disabilities Act (ADA) Title III requirements
  - Full compliance with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards
  - See [www.ada.gov/websites2\\_prnt.pdf](http://www.ada.gov/websites2_prnt.pdf) and <https://www.w3.org/WAI/intro/wcag>
- **Browser Adaptability:** Adaptability to key browsers (e.g., Chrome, Edge, Firefox)
- **Browser-Based Administration:** Update, delete and create content from any device with internet access
- **Multilingual Support:** Allow the site to be translated using Google Translate or similar into multiple languages, including, at a minimum, English and Spanish.
- **Responsive Web Design:** Fully mobile responsive design—site adjusts to the screen size of all devices it's being viewed on, including forms, calendars, etc.
- **Sharing Capability:** Links to share content via email and social media on every page
- **Site Search:** Internal site search engine and log of search terms
- **Site Statistics:** Analytics and site audit reports
- **Sitemap & Breadcrumbs:** Automatically generated and updated sitemap and breadcrumbs

## **SECTION 5: BUDGET, SELECTION, COMPLIANCE**

**Budget:** This project has a fixed budget of **\$37,500**.

*This program is being supported, in whole or in part, by federal award number 21.027 awarded to Hamilton County, Ohio by the U.S. Department of the Treasury*

**Compliance:** This procurement and any resulting contract are subject to **2 CFR Part 200 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, including 200.318 through 200.327**.

**Vendor Selection Criteria:** All bids must be within the fixed budget of \$37,500. Pricing is not separately scored but is evaluated as part of overall value plus published evaluation factors as required by 2 CFR 200.320. All evaluation factors and their relative importance are listed in this request for bid.

TCGC will use written procedures for technical evaluation and selection, including a scoring system based on these factors.

The contract will be awarded to the vendor whose bid is determined to be the **most advantageous** to The Talent Collaborative of Greater Cincinnati, considering overall value plus evaluation factors.

**Most advantageous** means the bid that receives the highest total score based on the evaluation criteria above, demonstrating the optimal combination of:

- Technical and creative capability to meet all requirements
- Proven experience and qualifications
- Sound project management approach
- Best value within the fixed budget of \$37,500

The Talent Collaborative reserves the right to reject any bid that:

- Does not meet minimum technical requirements
- Exceeds the available budget
- Comes from a vendor unable to demonstrate responsible vendor qualifications

**Evaluation Criteria:** Bids will be scored using the following published factors:

- Creative and Innovative Design Concept – 20%
- Understanding of Requirements – 20%
- Technical Approach & Solution Quality – 20%
- Experience and Qualifications – 20%
- Project Management & Timeline – 20%

**Equal Employment Opportunity:** The vendor will comply with Executive Order 11246, 'Equal Employment Opportunity,' as amended by Executive Order 11375, and as supplemented in Department of Labor regulations (41 CFR Part 60).

**No Geographic Preference:** In accordance with 2 CFR 200.319, no geographic preference will be applied in the evaluation of bids. Vendors from any location are eligible and will be evaluated solely on the criteria outlined in Section 4.

**Responsible Vendor Requirements:** In accordance with 2 CFR 200.318(h) the vendor selected must:

- Possess the ability to perform successfully under the terms and conditions of the contract
- Demonstrate integrity and compliance with public policy
- Provide documentation of past performance record
- Show adequate financial and technical resources
- Properly classify employees under the Fair Labor Standards Act

#### **SECTION 6: PUBLIC NOTICE**

This Request for Bids is publicly advertised in accordance with federal procurement requirements. All qualified vendors are invited to submit bids.

The full RFB, including scope of work, evaluation criteria, and submission instructions, is available at: <https://workforceinnovationcenter.com/>

#### **SECTION 7: SUBMISSION:**

Bids should be submitted to [mroyal-fischer@cincinnatiachamber.com](mailto:mroyal-fischer@cincinnatiachamber.com) by **Friday, February 27, 2026 at 5:00 p.m. EST.**