

COMMONWEALTH OF VIRGINIA

STANDARD CONTRACT

Contract Number: VTS-2278-2024

This contract entered into this 11th day of June 2024 by Spotted MP hereinafter called the "Contractor" and Commonwealth of Virginia, Virginia Polytechnic Institute and State University called "Virginia Tech."

WITNESSETH that the Contractor and Virginia Tech, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:


SCOPE OF CONTRACT: The Contractor shall provide Communications & Public Affairs Consultant Services to the Innovation Campus at Virginia Tech as set forth in the Contract Documents.

PERIOD OF CONTRACT: From June 11, 2024 through June 10, 2025 with the option of three (3) one-year renewals.

COMPENSATION AND METHOD OF PAYMENT: The Contractor shall be paid by Virginia Tech in accordance with the Contract Documents.

CONTRACT DOCUMENTS: The Contract Documents shall consist of this signed contract, Request for Proposal (RFP) number 049302408 dated February 7, 2024, together with Addendum Number 1 To RFP dated February 21, 2024, the proposal submitted by the Contractor dated March 4, 2024 and the negotiation summary, all of which Contract Documents are incorporated herein.

ELECTRONIC TRANSACTIONS: If this paragraph is initialed by both parties, to the fullest extent permitted by Code of Virginia, Title 59.1, Chapter 42.1, the parties do hereby expressly authorize and consent to the use of electronic signatures as an additional method of signing and/or initialing this contract and agree electronic signatures (for example, the delivery of a PDF copy of the signature of either party via facsimile or electronic mail or signing electronically by utilizing an electronic signature service) are the same as manual executed handwritten signatures for the purposes of validity, enforceability and admissibility.

MTP 
(Initials)

In WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

Contractor
By: Maurisa Potts
(Signature)
Maurisa Turner Potts/Founder & CEO
Name and Title

Virginia Tech
By: 
45C0F5F337E04D0...
Mary W. Helmick
Director of Procurement

RFP



Request for Proposal # 049302408

For

Communications/Public Affairs Consultant for the Virginia
Tech Innovation Campus

February 7, 2024

Note: This public body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, § 2.2-4343.1 or against a bidder or offeror because of race, religion, color, sex, sexual orientation, gender identity, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.

RFP # 049302408, Communications/Public Affairs Consultant for the Virginia Tech Innovation Campus

INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED

DUE DATE: Proposals will be received until February 28, 2024 at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

INQUIRIES: All inquiries for information regarding this solicitation should be directed to Kim Widrig, Senior Buyer, Phone: (540) 231- 8543 e-mail: kdcromer@vt.edu. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by 4:00 PM on February 19, 2024. Inquiries must be submitted to the procurement officer identified in this solicitation.

PROPOSAL SUBMISSION:

***Please note, proposal submission procedures have changed effective March 2023.**

Proposals may NOT be hand delivered to the Procurement Office.

Proposals should be submitted electronically through Virginia Tech's procurement portal. This portal allows you access to view business opportunities and submit bids and proposals to Virginia Tech digitally and securely.

Proposals must be submitted electronically at:

<https://bids.sciquest.com/apps/Router/PublicEvent?CustomerOrg=VATech>

Vendors will need to sign up through this procurement portal, hosted by Jaggaer. **It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions.** Registration is easy and free. If you have any challenges with the registration process, please contact Jaggaer Support at 1-800-233-1121 or procurement@vt.edu. It is recommended to use Chrome as your browser.

Click on the opportunity and log in to your vendor account to begin preparing your submission. Upon completion, you will receive a submission receipt email confirmation. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

Attachments must be smaller than 50MB in order to be received by the University.

In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

AUTHORIZED SIGNATURE: _____ Date: _____

[INCLUDE THIS PAGE]

I. PURPOSE:

This Request for Proposal (RFP) seeks to solicit proposals to establish a contract through competitive negotiations by Virginia Polytechnic Institute and State University (Virginia Tech), an agency of the Commonwealth of Virginia.

The Virginia Tech Innovation Campus in Alexandria, Virginia, will officially launch in February 2025 with the opening of its 11 story, 300,000 square foot Academic Building One. The Innovation Campus - through its Master of Engineering in Computer Science and Computer Engineering – is committed to equipping graduates to become leaders in their careers while helping them gain real-world experience solving urgent challenges alongside researchers, industry executives, and national policymakers. With a research focus on AI/ML, Wireless and Next Gen Technology, Quantum Information Science, and Intelligent Interfaces, the Innovation Campus is powering a pipeline of premier tech talent and building the foundation for a new era of technology.

The launch of the Innovation Campus is an important, once in a generation, milestone for Virginia Tech. Over the next year the University will engage in strategic storytelling and content development, public and media relations, and marketing to inform and engage with key stakeholders in the DC area, and heavily promote the Innovation Campus, its people, and the grand opening. Stakeholders include industry influencers, industry partners (current and prospective), government officials, media (business, tech, and general), academia, Virginia Tech alumni and leadership, and current and prospective donors.

Virginia Tech is looking to engage a DC/Northern Virginia-connected communications/public affairs firm to partner with our DC Area and Blacksburg teams as we prepare for the launch of this exciting new campus. The firm will work with and advise Virginia Tech on strategic communications, public affairs, and outreach to ensure all audiences are engaged, and key messages are permeating. This focus is especially vital since we are preparing for our campus opening during a time of added public interest in the growth of the Potomac Yard neighborhood in Alexandria, where our campus is located.

II. SMALL, WOMAN-OWNED AND MINORITY (SWAM) BUSINESS PARTICIPATION:

The mission of the Virginia Tech supplier opportunity program is to foster inclusion in the university supply chain and accelerate economic growth in our local communities through the engagement and empowerment of high quality and cost competitive small, minority-owned, women-owned, and local suppliers. Virginia Tech encourages prime suppliers, contractors, and service providers to facilitate the participation of small businesses, and businesses owned by women and minorities through partnerships, joint ventures, subcontracts, and other inclusive and innovative relationships.

For more information, please visit: <https://www.sbsd.virginia.gov/>

III. CONTRACT PERIOD:

The term of this contract is for one year, or as negotiated. There will be an option for three (3) one-year renewals, or as negotiated.

IV. EVA BUSINESS-TO-GOVERNMENT ELECTRONIC PROCUREMENT SYSTEM:

The eVA Internet electronic procurement solution streamlines and automates government purchasing activities within the Commonwealth of Virginia. Virginia Tech, and other state agencies and institutions, have been directed by the Governor to maximize the use of this system in the procurement of goods and services. *We are, therefore, requesting that your firm register as a vendor within the eVA system.*

There are transaction fees involved with the use of eVA. These fees must be considered in the provision of quotes, bids and price proposals offered to Virginia Tech. Failure to register within the eVA system may result in the quote, bid or proposal from your firm being rejected and the award made to another vendor who is registered in the eVA system.

Registration in the eVA system is accomplished on-line. Your firm must provide the necessary information. Please visit the eVA website portal at <http://www.eva.virginia.gov/pages/eva-registration-buyer-vendor.htm> and **register both with eVA and Ariba**. *This process needs to be completed before Virginia Tech can issue your firm a Purchase Order or contract.* If your firm conducts business from multiple geographic locations, please register these locations in your initial registration.

For registration and technical assistance, reference the eVA website at: <https://eva.virginia.gov/>, or call 866-289-7367 or 804-371-2525.

V.

CONTRACT PARTICIPATION:



It is the intent of this solicitation and resulting contract to allow for cooperative procurement. Accordingly, any public body, public or private health or educational institutions, or Virginia Tech's affiliated corporations and/or partnerships may access any resulting contract if authorized by the contractor.

Participation in this cooperative procurement is strictly voluntary. If authorized by the Contractor, the resultant contract may be extended to the entities indicated above to purchase at contract prices in accordance with contract terms. The Contractor shall notify Virginia Tech in writing of any such entities accessing the contract, if requested. No modification of this contract or execution of a separate contract is required to participate. The Contractor will provide semi-annual usage reports for all entities accessing the Contract, as requested. Participating entities shall place their own orders directly with the Contractor and shall fully and independently administer their use of the contract to include contractual disputes, invoicing and payments without direct administration from Virginia Tech. Virginia Tech shall not be held liable for any costs or damages incurred by any other participating entity as a result of any authorization by the Contractor to extend the contract. It is understood and agreed that Virginia Tech is not responsible for the acts or omissions of any entity, and will not be considered in default of the contract no matter the circumstances.

Use of this contract does not preclude any participating entity from using other contracts or competitive processes as the need may be.

VI.

STATEMENT OF NEEDS/SCOPE OF WORK:

BASIC SCOPE OF SERVICES

Virginia Tech is looking to engage a DC/Northern Virginia-connected communications/public affairs firm to partner with our DC Area and Blacksburg teams on strategic communications and public affairs for the Virginia Tech Innovation Campus in Alexandria, VA. The chosen firm will work with and advise our team members in communications and marketing, advancement, government and community relations, and media relations, as well as the Innovation Campus leadership, to ensure that Virginia Tech is taking full advantage of the unique moment presented by the opening of the Innovation Campus. The general timeline is spring 2024-spring 2025.

I. Virginia Tech will rely on this consultant/firm to bring strong local expertise and advise our team in the following areas:

- 1) Guide Virginia Tech's communications/media relations, government relations, and advancement teams on the creation of an integrated plan to promote the opening of Innovation Campus to all key stakeholders. Help the university develop a timeline and structure for the execution of all plans.
- 2) Work with Virginia Tech communications leaders to ensure the university is proactively and reactively managing Innovation Campus communications needs and messaging.
- 3) Advise the Innovation Campus marketing and communications team on how to utilize the "Center of Next" brand to its full capacity. The brand is ideal for innovative creative execution. We are looking for a "viral moment."
- 4) Help guide our teams on the development of the ideal storytelling/social media plan that will create a drumbeat of excitement among key audiences leading up to the opening.
- 5) Advise, and if necessary, help execute, a high-level media relations plan, aimed at promoting Virginia Tech, the Innovation Campus, and Lance Collins, Innovation Campus Executive Director. This should include everything from media hard hat tours, to op-eds, to research-based outreach.
- 6) Help Virginia Tech develop a structure for connecting with and involving our local partners in government and industry in our opening. The Innovation Campus is about partnerships and we want to utilize these stakeholders and influencers on the lead-up to our opening.
- 7) Advise on the ideal timeline for a marketing/advertising campaign around the January 2025 opening. Advise on any necessary adjustments to campaign creative.
- 8) Advise Innovation Campus staff on how to best utilize Academic Building One in the fall for events and publicity purposes (video, media events, etc.).
- 9) Advise on communications opportunities presented by all events planned to celebrate the opening of the Innovation Campus.

II. Timeline

- Within two weeks of contract signing, consultant will perform a materials review, provide an initial action plan, and work with the Innovation Campus Director of Communications and Marketing to set up kick-off meeting, subsequent meetings with team, and any other necessary meetings with Virginia Tech leadership.

- Within three months of contract signing the plan described in item (1) above will be completed containing tracts/action plans for Innovation Campus communications, media relations, and government/community relations for the 8 months leading up to the Innovation Campus opening in January 2025.

III. Prepare materials – coordinate messages and public relations efforts

- The Communications/Public Affairs firm will work with the Innovation Campus Director of Communications and Marketing to develop further marketing materials and messaging about the opening of the campus to be used by all administrators as the move nears. This move into the 11-story, 300,000 square foot Academic Building One carries great significance for Virginia Tech, and that message should be conveyed consistently. However, the move is also an internal disruption and time of change for some in the Virginia Tech internal community – and, as noted, is occurring during a time when much attention is focused on Potomac Yard – so consistent internal and external messaging is needed, including for the purposes of media outreach. The consultant hired will help keep this on track as part of the plan, help write talking points and background materials for media, and will advise Virginia Tech communications and leadership as needed.

VII. PROPOSAL PREPARATION AND SUBMISSION:

A. Specific Requirements

Proposals should be as thorough and detailed as possible so that Virginia Tech may properly evaluate your capabilities to provide the required goods or services. Offerors are required to submit the following information/items as a complete proposal:

1. Cost: Inclusion of an hourly rate(s) or estimated number of hours for proposed retainer. Include rate for each team member assigned to project (Virginia Tech wishes to work with firm principle).
2. Team and Location: Please include full details about size of firm, location, and team who would work on this project. Please indicate your ability to meet in person with Innovation Campus team members in Alexandria, VA, on a regular or semi-regular basis.
3. DC Area Experience/Connections: Work examples should highlight your local expertise and case studies submitted should exemplify ability to lift up clients in the complex DC media, industry, and government affairs market. Must have local on the ground knowledge: DC, Alexandria, Arlington.
4. Higher Education and related community experience: Please highlight your portfolio of work in the higher ed sector, and any related experience in community outreach or the K-12 educational environment.
5. Participation of Small, Women-owned and Minority-owned Business (SWAM) Business:

If your business cannot be classified as SWaM, describe your plan for utilizing SWaM subcontractors if awarded a contract. Describe your ability to provide reporting on SWaM subcontracting spend when requested. If your firm or any business that you plan to subcontract with can be classified as SWaM, but has not been certified by the Virginia Department of Small Business and Supplier Diversity (SBSD), it is expected that the

certification process will be initiated no later than the time of the award. If your firm is currently certified, you agree to maintain your certification for the life of the contract. For assistance with SWaM certification, visit the SBSd website at <http://www.sbsd.virginia.gov/>

6. The return of the Submission Instruction page and addenda, if any, signed and filled out as required.

D. General Requirements

1. RFP Response: In order to be considered for selection, Offerors shall submit a complete response to this RFP to include;

- a. **One (1) electronic document** in WORD format or searchable PDF of the entire proposal as one document, INCLUDING ALL ATTACHMENTS must be uploaded through the Virginia Tech online submission portal. Refer to page 2 for instructions.

Any proprietary information should be clearly marked in accordance with 2.d. below.

- b. Should the proposal contain **proprietary information**, provide **one (1) redacted electronic copy** of the proposal and attachments **with proprietary portions removed or blacked out**. This redacted copy should follow the same upload procedures as described on Page 1 of this RFP. This redacted copy should be clearly marked "*Redacted Copy*" within the name of the document. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable. Virginia Tech shall not be responsible for the Contractor's failure to exclude proprietary information from this redacted copy.

No other distribution of the proposals shall be made by the Offeror.

2. Proposal Preparation:

- a. Proposals shall be signed by an authorized representative of the Offeror. All information requested should be submitted. Failure to submit all information requested may result in Virginia Tech requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by Virginia Tech at its discretion. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
 - b. Proposals should be prepared simply and economically providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.
 - c. Proposals should be organized in the order in which the requirements are presented in the RFP. All pages of the proposal should be numbered. Each paragraph in the proposal should reference the paragraph number of the corresponding section of the RFP. It is also helpful to cite the paragraph number, subletter, and repeat the text of the requirement as it appears in the RFP. If a response covers more than one page, the paragraph number and subletter should be repeated at the top of the next page. The proposal should contain a table of contents which cross references the RFP requirements. Information which the offeror desires to present that does not fall within

any of the requirements of the RFP should be inserted at an appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

- d. Ownership of all data, material and documentation originated and prepared for Virginia Tech pursuant to the RFP shall belong exclusively to Virginia Tech and be subject to public inspection in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act. However, to prevent disclosure the Offeror must invoke the protections of Section 2.2-4342F of the Code of Virginia, in writing, either before or at the time the data or other materials is submitted. The written request must specifically identify the data or other materials to be protected and state the reasons why protection is necessary. –The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. The classification of an entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and may result in rejection of the proposal.
3. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to Virginia Tech.—This will provide an opportunity for the Offeror to clarify or elaborate on the proposal but will in no way change the original proposal. Virginia Tech will schedule the time and location of these presentations. Oral presentations are an option of Virginia Tech and may not be conducted. Therefore, proposals should be complete.

VIII. SELECTION CRITERIA AND AWARD:

A. Selection Criteria

Proposals will be evaluated by Virginia Tech using the following:

<u>Criteria</u>	<u>Maximum Point Value</u>
1. Quality of products/services offered and suitability for the intended purposes	20
2. Qualifications and experiences of Offeror in providing the goods/services	30
3. Specific plans or methodology to be used to provide the Services	20
4. Cost (or Price):	20
5. Participation of Small, Women-Owned and Minority (SWAM) Business	10
Total	100

B. Award

Selection shall be made of two or more offerors deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal, including price, if so stated in the Request for Proposal. Negotiations shall then be conducted with the offerors so selected. Price shall be considered, but need not be the sole determining factor. After negotiations have been conducted with each offeror so selected, Virginia Tech shall select the offeror which, in its opinion, has made the best proposal, and shall award the contract to that offeror. Virginia Tech may cancel this Request for Proposal or reject proposals at any time prior to an award. Should Virginia Tech determine in writing and in its sole discretion that only one offeror has made the best proposal, a contract may be negotiated and awarded to that offeror. The award document will be a contract incorporating by reference all the requirements, terms and conditions of this solicitation and the Contractor's proposal as negotiated.

Virginia Tech reserves the right to award multiple contracts as a result of this solicitation.

IX. INVOICES:

Invoices for goods or services provided under any contract resulting from this solicitation shall be submitted by email to vtinvoices@vt.edu or by mail to:

Virginia Polytechnic Institute and State University (Virginia Tech)
Accounts Payable
North End Center, Suite 3300
300 Turner Street NW
Blacksburg, Virginia 24061

X. METHOD OF PAYMENT:

Virginia Tech will authorize payment to the contractor as negotiated in any resulting contract from the aforementioned Request for Proposal.

Payment can be expedited through the use of the Wells One AP Control Payment System. Virginia Tech strongly encourages participation in this program. For more information on this program please refer to Virginia Tech's Procurement website: <http://www.procurement.vt.edu/vendor/wellsone.html> or contact the procurement officer identified in the RFP.

XI. ADDENDUM:

Any **ADDENDUM** issued for this solicitation may be accessed at <http://www.apps.vpfin.vt.edu/html.docs/bids.php>. Since a paper copy of the addendum will not be mailed to you, we encourage you to check the web site regularly.

XII. COMMUNICATIONS:

Communications regarding this solicitation shall be formal from the date of issue, until either a Contractor has been selected or the Procurement Department rejects all proposals. Formal communications will be directed to the procurement officer listed on this solicitation. Informal communications, including but not limited to request for information, comments or speculations regarding this solicitation to any University employee other than a Procurement Department representative may result in the offending Offeror's proposal being rejected.

XIII. CONTROLLING VERSION OF SOLICITATION:

The posted version of the solicitation and any addenda issued by Virginia Tech Procurement Services is the mandatory controlling version of the document. Any modification of/or additions to the solicitation by the Offeror shall not modify the official version of the solicitation issued by Virginia Tech Procurement Services. Such modifications or additions to the solicitation by the Offeror may be cause for rejection of the proposal; however, Virginia Tech reserves the right to decide, on a case by case basis, in its sole discretion, whether to reject such a proposal.

XIV. TERMS AND CONDITIONS:

This solicitation and any resulting contract/purchase order shall be governed by the attached terms and conditions, see Attachment A.

XV. CONTRACT ADMINISTRATION:

- A. Franki Fitterer, Director of Marketing and Communications, Innovation Campus, at Virginia Tech or their designee, shall be identified as the Contract Administrator and shall use all powers under the contract to enforce its faithful performance.
- B. The Contract Administrator, or their designee, shall determine the amount, quantity, acceptability, fitness of all aspects of the services and shall decide all other questions in connection with the services. The Contract Administrator, or their designee, shall not have authority to approve changes in the services which alter the concept or which call for an extension of time for this contract. Any modifications made must be authorized by the Virginia Tech Procurement Department through a written amendment to the contract.

XVI. ATTACHMENTS:

Attachment A - Terms and Conditions

ATTACHMENT A

TERMS AND CONDITIONS

RFP GENERAL TERMS AND CONDITIONS

See:

https://www.procurement.vt.edu/content/dam/procurement_vt_edu/docs/terms/GTC_RFP_02182022.pdf

ADDITIONAL TERMS AND CONDITIONS

1. **ADDITIONAL GOODS AND SERVICES:** The University may acquire other goods or services that the supplier provides other than those specifically solicited. The University reserves the right, subject to mutual agreement, for the Contractor to provide additional goods and/or services under the same pricing, terms and conditions and to make modifications or enhancements to the existing goods and services. Such additional goods and services may include other products, components, accessories, subsystems, or related services newly introduced during the term of the Agreement.
2. **AUDIT:** The Contractor hereby agrees to retain all books, records, and other documents relative to this contract for five (5) years after final payment, or until audited by the Commonwealth of Virginia, whichever is sooner. Virginia Tech, its authorized agents, and/or the State auditors shall have full access and the right to examine any of said materials during said period.
3. **AVAILABILITY OF FUNDS:** It is understood and agreed between the parties herein that Virginia Tech shall be bound hereunder only to the extent of the funds available or which may hereafter become available for the purpose of this agreement.
4. **CANCELLATION OF CONTRACT:** Virginia Tech reserves the right to cancel and terminate any resulting contract, in part or in whole, without penalty, upon 60 days written notice to the Contractor. In the event the initial contract period is for more than 12 months, the resulting contract may be terminated by either party, without penalty, after the initial 12 months of the contract period upon 60 days written notice to the other party. Any contract cancellation notice shall not relieve the Contractor of the obligation to deliver and/or perform on all outstanding orders issued prior to the effective date of cancellation.
5. **CONTRACT DOCUMENTS:** The contract entered into by the parties shall consist of the Request for Proposal including all modifications thereof, the proposal submitted by the Contractor, the written results of negotiations, the Commonwealth Standard Contract Form, all of which shall be referred to collectively as the Contract Documents.
6. **IDENTIFICATION OF PROPOSAL:** Virginia Tech will only be accepting electronic submission of proposals. All submissions must be submitted to the Virginia Tech online submission portal. Upon completion you will be directed to your Submission Receipt. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time. **Attachments must be smaller than 50MB in order to be received by the University.** Proposals may **NOT** be hand delivered to the Procurement Office.
7. **NOTICES:** Any notices to be given by either party to the other pursuant to any contract resulting from this solicitation shall be in writing via email.
8. **SEVERAL LIABILITY:** Virginia Tech will be severally liable to the extent of its purchases made against any contract resulting from this solicitation. Applicable entities described herein will be severally liable to the extent of their purchases made against any contract resulting from this solicitation.

9. CLOUD OR WEB HOSTED SOFTWARE SOLUTIONS: For agreements involving Cloud-based Web-hosted software/applications refer to link for additional terms and conditions: http://www.ita.vt.edu/purchasing/VT_Cloud_Data_Protection_Addendum_final03102017.pdf

10. ADVERTISING: In the event a contract is awarded for supplies, equipment, or services resulting from this solicitation, no indication of such sales or services to Virginia Tech will be used in product literature or advertising. The contractor shall not state in any of the advertising or product literature that the Commonwealth of Virginia or any agency or institution of the Commonwealth has purchased or uses its products or services.

11. INSURANCE:

By signing and submitting a Proposal/Bid under this solicitation, the offeror/bidder certifies that if awarded the contract, it will have the following insurance coverages at the time the work commences. Additionally, it will maintain these during the entire term of the contract and that all insurance coverages will be provided by insurance companies authorized to sell insurance in Virginia by the Virginia State Corporation Commission.

During the period of the contract, Virginia Tech reserves the right to require the contractor to furnish certificates of insurance for the coverage required.

INSURANCE COVERAGES AND LIMITS REQUIRED:

A. Worker's Compensation - Statutory requirements and benefits.

B. Employers Liability - \$100,000.00

C. General Liability - \$2,000,000.00 combined single limit. Virginia Tech and the Commonwealth of Virginia shall be named as an additional insured with respect to goods/services being procured. This coverage is to include Premises/Operations Liability, Products and Completed Operations Coverage, Independent Contractor's Liability, Owner's and Contractor's Protective Liability and Personal Injury Liability.

D. Automobile Liability - \$500,000.00

E. Builders Risk – For all renovation and new construction projects under \$100,000 Virginia Tech will provide All Risk – Builders Risk Insurance. For all renovation contracts, and new construction from \$100,000 up to \$500,000 the contractor will be required to provide All Risk – Builders Risk Insurance in the amount of the contract and name Virginia Tech as additional insured. All insurance verifications of insurance will be through a valid insurance certificate.

F. The contractor agrees to be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from the payment of all sums of money by reason of any claim against them arising out of any and all occurrences resulting in bodily or mental injury or property damage that may happen to occur in connection with and during the performance of the contract, including but not limited to claims under the Worker's Compensation Act. The contractor agrees that it will, at all times, after the completion of the work, be responsible for, indemnify, defend and hold harmless Virginia Tech, its officers, agents and employees from all liabilities resulting from bodily or mental injury or property damage directly or indirectly arising out of the performance or nonperformance of the contract.



**VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY
PROCUREMENT DEPARTMENT**

ADDENDUM NO. 1

DATE: February 21, 2024
TO: All Offerors
FROM: Kim Widrig, Contracting Officer
TOTAL PAGE(S): 5 pages (not including attachments)
SOLICITATION TITLE: Communications/Public Affairs Consultant for the Innovation Campus
SOLICITATION NUMBER: 049302408

I. CLARIFICATIONS AND ADDITIONAL INFORMATION

Due date will be moved from February 28 at 3:00 PM to March 4 at 3:00 PM.

II. REQUESTS FOR INFORMATION

1. While we are physically located in Charlottesville, we maintain strong connections in Washington DC as a result of over 10 years of contracting with the Federal Government and other public and private sector organizations in and around the city. We are wondering if a company with a home base in Northern Virginia is preferred for this solicitation? We do travel frequently to Northern Virginia (NoVA) for clients as well, but we understand if you all would prefer a firm based in NoVa proper.

Virginia Tech Response: Per the RFP, we request proposers to indicate their capacity for in-person meetings with members of the Innovation Campus team in Alexandria, VA, on a regular or semi-regular schedule. Additionally, it is imperative that the firm/consultant possesses comprehensive local knowledge of the DC, Alexandria, Arlington region. Though being physically located in the area would be extremely helpful for the above, it is not an absolute requirement.

2. Would you be able to provide a budget range Virginia Tech is considering, please, for the firm ultimately selected for this project?

Virginia Tech Response: We are in the process of fully defining the budget for this as the time frame covers portions of more than one fiscal year.

3. The RFP mentions, "We are looking for a 'viral moment.'" Could you describe what Virginia Tech envisions for this "viral moment," please? Does it include a viral Tik Tok video or a combination of broad earned and social media coverage?

Virginia Tech Response: We are looking for a broad earned/social moment where the audience reach significantly surpasses the reach of our normal publicity.

4. For the requested "research-based outreach" within the high-level media relations plan requested, does this encompass research based on PR best practices or is it based on the university's research?
 - o Is this in reference to conducting outreach to media influencers and trade publications based on their relevance/interest in relation to the campus, which our

team would research? Or is this in reference to conducting outreach based on research provided by the university?

Virginia Tech Response: That phrase was intended to convey outreach that promotes the Innovation Campus' core research areas. Though of course we would want our public relations to include best practices and research of the best contacts, outlets, etc.

5. Since the winning agency will be working with various VT teams, we're not sure if we will be playing a strategic role, or adding the role of the implementer of various ideas. These have obvious impacts on costs.

Virginia Tech Response: The role is largely strategic, though we would expect the provision of very specific recommendations, and working with our teams on implementation. There will likely be need for assistance on implementation in areas such as media relations and placement and op-ed writing.

6. The RFP delineates several tasks under the umbrella of 'advising,' 'helping,' or 'if necessary, help execute.' Could Virginia Tech provide a rough estimation of the level of effort (in hours) expected for each of these tasks? Additionally, can Virginia Tech describe the type of deliverables expected to provide a basis for structuring the price model? In the absence of further details regarding the pricing structure, would Virginia Tech accept a fixed-price retainer? This will provide flexibility to respond to evolving needs and requirements.

Virginia Tech Response: No additional information on deliverables at this point. Yes, the university would accept a fixed-price retainer as part of the pro.

7. #7 in the Scope of Services states that the selected firm will "Advise on any necessary adjustments to campaign creative." Will the selected firm design any of the creative?

Virginia Tech Response: We are not looking for new creative, as we have a creative suite developed under our Center of Next brand. We will be looking for direction on implementation. There could be some need for graphic design depending on capacity at the University, but we anticipate using our internal design team.

8. Facebook is linked to your Innovation Campus website, but Instagram and X are prominently displayed on the site. Is there any reason Facebook is not as equally displayed? Would Facebook, Instagram and X be included in the social media plan as described in #4 in the Scope of Work, or are there others (Snapchat, TikTok, Threads)?

Virginia Tech Response: The Innovation Campus only has LinkedIn and Instagram and a little-used Threads account as dedicated accounts, but there are university-level accounts for Facebook. We cannot use TikTok due to state of VA regulations.

9. Will this work include collaboration and dedicated time from some members of the Division of Communications and Marketing at Main Campus, Virginia Tech, or will our firm be expected to create and execute all content? This information will help us structure the time allotment and budget for our team.

Virginia Tech Response: Yes, the work throughout the year will be collaborative, especially with the Innovation Campus Marketing and Communications team and leadership, and the media relations team.

10. Without committing to any particular paid media approach at this time, should bidders estimate a budget for media buys within their proposal or is that something that would be discussed and budgeted upon award?

Virginia Tech Response: We have proposed a budget for media buys in our fiscal year 2024-25 budget, and depending on budget granted, plan on executing digital, regional, and metro advertising. This will be discussed upon budget approval and award.

11. If awarded, will we have the opportunity to meet with one or more members of the VA Tech Innovation Campus Advisory Board in crafting the detailed communications plan due soon after award?

Virginia Tech Response: If time and schedules allow that could be arranged. The chosen firm may be asked to help present at a quarterly Advisory Board meeting.

12. Is there an incumbent or any other communications partner already engaged with Virginia Tech? If so, would they continue to be engaged in any capacity on this work?

Virginia Tech Response: Virginia Tech previously engaged a strategic, creative firm to assist with messaging, creative, and branding, all of which will continue to be utilized.

13. What research have you conducted, if any, that could potentially help inform this marketing and communications effort?

Virginia Tech Response: No further information on this at the time.

14. Are you open to conducting research among key stakeholders as part of this initiative?

Virginia Tech Response: Possibly. This can be discussed in negotiations if needed.

15. Can you provide brand documents/guidelines for the Center of Next?

Virginia Tech Response: Not at this time. A PowerPoint presentation outlining the campaign messaging and creative elements exists, but it won't be distributed until later, potentially to the finalists.

16. Have you done any marketing or communications around the Center of Next to date? If so, can you share that work, along with any metrics/reports on its success?

Virginia Tech Response: No further information on this at the time.

17. Which section of the proposal should include our approach to the scope of work?

Virginia Tech Response: Any section is fine as long as it's listed in the Table of Contents and easy to find.

18. Who do you see as Innovation Campus's direct competitors in the Northern VA market?

Virginia Tech Response: No response at this time.

19. Have you developed personas for Innovation Campus target students?

Virginia Tech Response: No response at this time. Can further discuss in negotiations.

20. Please list and prioritize key audiences for the launch of Innovation Campus.

Virginia Tech Response: No further information on this at the time. Can further discuss in negotiations.

21. Regarding item seven on the list of areas that Virginia Tech is looking for our expertise:

“Advise on the ideal timeline for a marketing/advertising campaign around the January 2025 opening,” – would you like us to include in our proposal information on how our Advertising and Creative teams could support these efforts? To summarize, these teams offer in-house video production, integrated media buying, web development and branding and graphic design expertise.

Virginia Tech Response: In bringing on a consultant to help us with branding/public affairs/public relations, we anticipate the consult would help us integrate all aspects of our marketing and communications leading up to the launch. The consultant(s) would partner with us on all major projects, including the implementation of an advertising campaign. However, the university has media buying capabilities centrally.

There could be some opportunity – if budget allows – for a creative team to help with some implementation on the video/graphic side.

22. Can you provide any additional details about the expected timeline or any critical milestones that you anticipate throughout the project duration? Are there any specific events that you anticipate will require particular attention or support from the public affairs firm?

Virginia Tech Response: Major events include Virginia Tech’s physical move in the region, relocating offices into the new Academic Building One for the Innovation Campus. This will take place in the late fall semester leading up to a January 2025 opening.

We are currently planning a major “launch/opening” event (with ribbon cutting) for February 2025.

23. How do you define success for this effort? Are there any specific benchmarks or key performance indicators that you will be using to ensure that project goals are being reached?

Virginia Tech Response: We will use indicators such as earned media attention, results of paid advertising and social media campaigns, web traffic, and measurements of increased interest in our Master of Engineering program. Other performance indicators can be defined in the months ahead.

24. Can you elaborate on the key messages and themes that you aim to convey to target audiences during this project period? Specifically, could you provide any additional information about the “Center of Next” brand and your vision for how we could elevate it?

Virginia Tech Response: Please see text on the Innovation Campus homepage for examples of our messaging. <https://www.vt.edu/innovationcampus/index.html>

25. Are there any specific challenges that you foresee or have already encountered in promoting the Innovation Campus, particularly in the context of the Potomac Yard neighborhood’s growth?

Virginia Tech Response: We are opening Virginia Tech’s marquee location in the DC Area – in Potomac Yard – at a time of great interest in the area. This is not so much a challenge but a great opportunity to define and community what we bring to the table and how we will impact the region for decades to come.

26. Are there any key spokespersons outside of Lance Collins that could be used in promotion of the project?

Virginia Tech Response: Yes, we have a number of faculty members and administrators who could be spokespeople and there are also University level spokespeople who can talk about the Innovation Campus construction project itself. As we are a growing campus, this firm will help us solidify priority spokes people leading up to the opening.

Proposal



Strategic Communications &
Public Relations Consultant Proposal for



Presented By:



March 4, 2024

Hi, We're



Committed to Craftsmanship

Marketing + PR + Events

Introduction

Dear Virginia Tech,

Hi! Meet Spotted MP! Thank you for the opportunity to submit a proposal to assist Virginia Tech with its strategic communications needs for the opening of the new Virginia Tech Innovation Campus. We are excited about the opportunity to help with this new addition to Alexandria that will play a pivotal role in the region and beyond in powering a pipeline of premier tech talent and building the foundation for a new era of technology. As an accomplished marketing and communication executive and a proud graduate of Virginia Tech, my agency looks forward to us leveraging our strategic communications expertise, media and stakeholder relationships and storytelling expertise, paired with our creative talents to deliver a successful communications partnership for the opening of the new Innovation Campus.

Spotted MP (Marketing + Public Relations) is a **small, women and minority-owned boutique marketing and public relations firm** that provides distinctive and innovative strategies that deliver impact and build brand growth. We leverage our drive, creativity, and expertise to deliver results for our loyal clients. Spotted MP's areas of focus include economic development, real estate, community placemaking, destination and lifestyle focused clients. **The firm is certified within the state of Virginia and recognized as a Small, Micro, Women-Owned, Minority (SWaM) owned business.** 2023 marked the 15th Anniversary of Spotted MP.

Spotted MP's business mantra is "small yet mighty" in achieving significant communications success for a variety of notable clients. We are humbled that well-known organizations in the region and nationally choose Spotted MP vs larger firms to successfully orchestrate their vision. You have a partner who is loyal, dedicated and invested while also understanding the intricate landscape of economic development from a communications and public relations standpoint. Creating communications and marketing strategies from scratch that are authentic and create change is personally and deeply fulfilling.

If you have any questions about the proposal, please don't hesitate to let us know. We are grateful to be considered and as a proud Virginia Tech alum, it would be an honor to work on this with my beloved university that I owe so much to my professional journey. Thank you and look forward to hearing from you. Go Hokies!

Warmly,

Maurisa Turner Potts
Founder & CEO
Spotted MP
Marketing + Public Relations



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Agency Certifications: Certified in the State of Virginia as a Small Women & Minority Owned Business (SWaM)

Women-Owned Small Business (WOSB) by the U.S. Small Business Administration (SBA) for the Women-Owned Small Business Federal Contract Program (WOSB Program)

Company Profile

About Spotted MP

Creating the right marketing, public relations, and event strategies for your company is about developing integrated and personalized solutions that are unique to your brand and goals for your business. Spotted MP (Marketing + Public Relations) **is a certified small, women and minority-owned boutique marketing firm based in Alexandria, VA** that provides distinctive and innovative strategies that deliver impact and build brand growth. We leverage our drive, creativity, and expertise to deliver results for our loyal clients. We foster a mission-driven work ethic that shows in the work that we deliver on behalf of our clients. Spotted MP's areas of focus include economic development, real estate, community placemaking, and destination/tourism.



Company Profile

Your Small Yet Mighty Marketing Firm.
Committed to Marketing + PR Craftsmanship.

Regardless of the size, Spotted MP is an agency that gets the jobs done. We are a small agency that wins big and manages big brands. We also have a deep fondness in helping “the little guys.” We provide a service level that achieves brand success and results for our clients. We are bold enough to ask tough questions and not afraid to shock and awe when it serves a purpose and takes the client where they are reluctant to go. We may push back, to help our clients regain control and pivot when necessary. We dig in and help identify barriers that may hinder success and provide solutions to break them down.



Company Profile

Core Services:

- Strategic Marketing
- Public Relations + Communications
- Advertising + Promotional Development
- Event Conception + Production

Focus Areas + Expertise:

- Economic Development/Destination Centric
- Real Estate
- Non-Profit
- Community Placemaking
- Lifestyle + Culture + Art



Company Profile + Fun Facts

Spotted MP

Founded: 2008

Founder + CEO: Maurisa Turner Potts

Firm Size + Mantra: 'Small Yet Mighty' Boutique Firm, led by Maurisa Potts and supported by a curated set of talented marketers, public relation associates, and event planners.

From: Vienna, VA and lives in Alexandria, VA with husband, 15-year-old son and new pup Lainey

College: Virginia Tech

Hobbies/Passions: Football/Sports Fanatic, Fashion Hound, Vino Lover, Fitness Fan, Prince Lover

If I wasn't doing this dream job: Sports anchor for a major sports network

Professional Organizations & Boards:

Virginia Tech Pamplin College of Business – Marketing Advisory Board

Women's Initiative Network

Black Chamber of Commerce DC

Color Comm (Women of Color in Communications)

Public Relations Society of America

Washington Women in Public Relations

American Marketing Association

National Association of Women Business Owners

Former Board Chair & Board Member-Alexandria Small Business Development Center

Former Board Member – Move2Learn

Expertise



Brand Narrative



Marketing Strategy +
Thought Leadership



Research + Analysis



Content Creation



Brand Reputation



Social/Influencer
Media



Paid Media



Crisis
Communications



Events



Diversity + Inclusion
Counsel

Expertise

Public Relations

- Storytelling
- Media Training
- Thought Leadership
- Crisis Communications

Marketing

- Product Launches
- Partnerships
- Digital Strategy
- Advertising + Paid Media

Events

- Press Conferences
- Experiential
- Virtual Events
- Audience Curation + Engagement

Digital + Social Media

- Content Creation
- Influencer Relations
- Evaluation + Reporting

Branding

- Brand Mapping
- Brand Identity
- Brand Audit + Research

Creative

- Strategy
- Collateral Design + Development

Project Team



Meet Maurisa

Meet Your Marketing + Media Architect

Maurisa Potts, Founder & CEO of Spotted MP LLC

Maurisa is the Founder and CEO of Spotted MP and has over 25 years of professional marketing, communications and events experience. Bravely leaving corporate America and launching her business in 2008 during a major economic recession, Maurisa is known for her mission-driven work ethic, creativity, and expertise that delivers results for clients. Her unique strategy skills and drive in orchestrating impactful press campaigns and events set her apart from big-name corporate firms.

Although well-known and highly respected in the industry and the region for her signature style, tenacity, and creativity, the quality Maurisa is best known for is her strategic business savvy. Her expertise working in a variety of sectors gives her the knowledge and talent to help her clients craft unique, innovative campaigns that increase brand awareness and attract new opportunities.





Meet Maurisa

Maurisa is experienced in all facets of marketing, communications, and event development – from concept shaping, to planning, to execution. As a creative visionary, she has designed clear, concise, and engaging marketing campaigns and events. As a manager, she has led and supervised teams, business partners, and vendors to ensure consistent quality and timely completion of projects. And as a director, she has created, implemented, and measured strategies to achieve specific business marketing goals. Maurisa seamlessly blends her professional marketing, public relations, and event experience with her passion to deliver the highest level of service to her clients. Her proficiency allows her to determine and establish best practices needed to launch a successful program and to visualize results. Her precision lends a clear voice to her clients by delivering effective and results-oriented strategies. Her proven methodology elevates clients within the marketplace and ensures her client's brand is prominent within its target market.



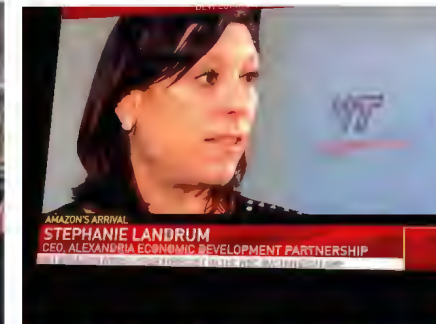
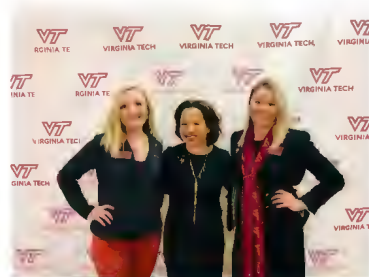
Meet Maurisa

For companies looking to raise their profile, Maurisa develops distinct plans to increase media coverage and buzz. She draws generously upon her solid relationships with key market influencers and journalists to tap into a vast network of sources in print, broadcast and online publications. Over the years, Maurisa's work has resulted in placement in regional and national print and broadcast media outlets, including *The Today Show*, *Good Morning America*, *CBS Evening News*, *CNN*, *New York Times*, *The Washington Post*, *Bloomberg*, *FOX*, *PBS*, *Washington Business Journal*, *Washingtonian Magazine*, *Southern Living* and other leading media affiliates. Maurisa also uses her strong relationships with those who set the pace in regional markets including those with influential connections and business affiliations within the cultural, placemaking and economic related scenes.

Connected Where It Matters Most Spotted MP's Founders Virginia Tech Roots & Recognition

In November 2018, on behalf of Alexandria Economic Development Partnership (AEDP), the City of Alexandria, and Virginia Tech, Maurisa's firm was selected to successfully design and orchestrate the press strategy regarding the announcement of the Virginia Tech Innovation Campus (in its former location) - part of the Amazon H2Q deal. Maurisa worked closely with AEDP, Arlington County and Virginia Tech's leadership on the details behind the announcement strategy, the press conference and community engagement tactics surrounding the announcement.

Maurisa regularly works with Virginia Tech's Special Events team on providing regional counsel, connections and insight when the department is planning cultivation and/or donor events in the Metro region.



Connected Where It Matters Most Spotted MP's Founders Virginia Tech Roots & Recognition

2024 was appointed by the Pamplin College of Business Virginia Tech Marketing Advisory Board

Recipient of the 2023 Virginia Tech Influential Black Alumni Entrepreneur of the Year Award.

Virginia Tech Alum, Class of 1995. 20+ years Virginia Tech football season ticket holder. Active alumnus and donor. Invited to speak as a special guest to student groups regarding career growth, campus life and mentor opportunities.

First woman in her family to graduate from college. Fellow family Hokie alum include brother, brother-in-law, niece and nephew. In 2018, nephew was the only African-American in his graduating class receiving a degree in Chemical Engineering.

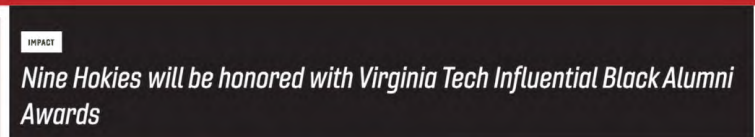
As an Alexandria and regional stakeholder, was invited by Alexandria Economic Development Partnership, Monumental Sports, and Virginia Tech to attend the press conference regarding the new Arena in Potomac Yard.

For fun, her license plates on her maroon Volvo is HKEDVA = Hokie Diva!

Lives the Virginia Tech 'Ut Prosim' (That I May Serve) motto in both business and family life.

Member of the Virginia Tech Black Alumni Society

Spotted MP Founder lives in Alexandria, approximately 4 miles from the Virginia Tech Innovation Campus



news.vt.edu
Marketing Advisory Board welcomes two new members



Project Team

Virginia Tech stakeholders would have a fully dedicated communications partner who reside closely to the Virginia Tech Innovation Campus. Members of our team would have the ability to meet in person with Virginia Tech Innovation Campus leadership in Alexandria, VA.



Maurisa Potts
Client Director Lead
Years of Experience: 25
Location: Alexandria



Lisa Amore
Senior Communications
Manager
Years of Experience: 25
Location: DC



Whitney Stringer
Senior Communications
Manager
Years of Experience: 24
Location: DC



Robia Colbert
Marketing & PR Associate
Years of Experience: 5
Location: DC



Crystal Prather
Marketing & Events Manager
Years of Experience: 15
Location: MD





Meet Lisa

Lisa Amore possesses more than twenty-five years of consumer, lifestyle, and technology MarComm and PR experience and expertise. She is a strong communicator and relationship builder who exudes positive energy while crafting, communicating, and promoting corporate messaging; connecting people across all levels; and empowering colleagues and executives alike.

She is an expert on streaming media, having worked in the field since the industry's infancy in the late 90s, and served on the board of the International Webcasting Association alongside fellow board members & high-tech giants: Steve Jobs, Bill Gates and Rob Glaser.

Through the years, Lisa's PR practice has specialized in media, lifestyle, restaurant, hospitality and technology clients in the U.S. and abroad, servicing: digital media companies, consumer products & emerging platforms, mobile apps, subscription services, hospitality, sports, and music. Notable clients include: INDOCHINO; Boulangerie PAUL; acclaimed musician Quincy Jones; RealNetworks; Roasting Plant; SONY Digital; and Tower Records.



Meet Whitney

As a veteran communications professional, Whitney Stringer has been named "The Unconventional PR Powerhouse" by Northern Virginia Magazine; recognized for her social media influence by the Obama White House and was selected to serve as a "Hotdogger" or brand ambassador for a coveted role with Oscar Mayer Foods behind the wheel of the famed Wienermobile. Stringer is known for building up brands by creating and leading highly successful publicity and community engagement campaigns, hosting large scale events, creating influencer programs and much more for brands like Google, the U.S. Census Bureau, and Amtrak. With a passion for supporting fellow entrepreneurs, she is also known for her work to raise the visibility of emerging small businesses and creators from Washington, DC to Los Angeles to Harare, Zimbabwe. Stringer has strong ties with both her university and high school alma maters as she is frequently tapped for speaking engagements for current students at both institutions. She also has a rich history in alumni engagement. In 2014 she was elected to serve on the Penn State Alumni Council and since then has been recognized with various awards including the 2022 Weidner Diversity award for her work to bring diverse programming to the Penn State Professional Women's Network of DC.



Meet Robia

Robia Colbert, Washington D.C native is a well-versed intermediate marketing professional with a cumulative of 5 years' experience creating and implementing marketing strategies through generating audience engagement through creating video content for social media, event management and planning, and conducting outreach initiatives to enhance a brand's presence. She supports a number of agency clients with on-air media presence, event planning and drafting informative content such as Press Releases and Media Advisories.

She earned a Bachelor of Arts in Communications from The Pennsylvania State University in the College of Communications department. She also received Crestron's Digital Media Designer and International Audiovisual Technologist certification, which allowed her to create and distribute digital signage, and advertised content on public awareness & health as an intern for a cybersecurity agency.

Robia's extra-curricular activities includes playing trumpet as a first chair in an orchestra for 10 years and playing volleyball in college. She enjoys boxing and educating clients on health and wellness through her small business on herbal care.



Meet Crystal

Crystal is the agency's meetings and events professional. With over a decade of experience in event management, Crystal is a true professional in her field. She works with clients to bring press and media events to life, from intimate gatherings of 20 to large-scale events with over 1,200 attendees.

Crystal earned her degree from the University of Maryland, College Park. This academic foundation, coupled with a natural flair for creativity, laid the groundwork for a career in the dynamic world of event planning.

Crystal is a proud Maryland native, currently residing there with her husband William and their spunky three-year-old daughter, Chloe. In her free time, Crystal loves cooking, discovering different cultures and cuisines through travel, and spending quality time with her family & friends.

What We Know About the Virginia Tech Innovation Campus



- Positioned to be a global epicenter of Tech excellence and talent production where people research, industry and ideas collide to catalyze transformation in the high-tech sector
- Transform and sustain Northern Virginia as the leading magnet for tech talent and innovation on the East Coast through the new Innovation Campus
- Develop leading programs in computer science, machine learning, artificial intelligence, technology and data sciences that support rapid, collaborative, and real-world technological innovation
- Deliver a robust tech talent ecosystem, including a pipeline of 750+ master graduates per year and 2,000 students on campus and collaboration spaces for partnerships and community exchanges
- Provide a platform for economic and global impact of public and private innovation, with research and partnerships that keep pace with the digital revolution

What Success for the Innovation Campus Looks Like



- Fill the State's talent gap in STEM areas
- Embrace and community support from surrounding Alexandria neighborhoods adjacent to Innovation Campus
- On time project delivery of the Innovation Campus
- Engaging Virginia Tech Alumni and supporters of the University through successful fundraising campaigns
- Companies throughout Virginia, not just Amazon, stand to benefit from Virginia Tech's efforts to recruit and graduate more students in technology related fields
- Recruiting fresh multi-disciplinary talent, establish new partnerships for success and promote an eco-system where emerging leaders can explore the complex social challenges of our time

Sample Clients & Community Expertise

Salamander Collection

Spotted MP leads the public relations strategy for BET Co-Founder and first African-American woman billionaire and CEO of Salamander Collection, Sheila Johnson's for two of her luxury resorts in her hotel portfolio: Salamander Middleburg, a five-star resort situated on 340 picturesque acres in the historic village of Middleburg, VA and Salamander, Washington D.C. elegant property with a welcoming style of luxury in the heart of the nation's capital.

Spotted MP serves as the Mid-Atlantic PR representative and leads the regional and national PR strategy efforts for the two properties driving tourist and travelers to stay and dine at the resorts. The firm also works with the properties on events and partnership development. Our agency advises and designs the PR strategy, regularly pitches story ideas, and cultivate long-standing partnerships through agency connections. In 2023, the Salamander Collection was *voted #1 Best Luxury Hotel Brand in the USA Today 10Best 2023 Reader's Choice Awards*.



Town of Vienna

The quaint Town of Vienna located in Northern Virginia, retained Spotted MP to design and execute marketing, PR and event strategies to increase brand visibility of the town at a regional level. Our agency was hired in 2020 to assist the town during COVID in developing messaging on how Vienna businesses are being impacted by the pandemic and outline ways area residents and visitors can support. Our agency led the development of the Town's economic and tourism focused marketing and pr plan, which includes, creating shopping centric campaigns, the first ever launch of a restaurant week for the town, economic development market study matters, earned media strategy and other special events. Spotted MP Founder served as the Town's Public Information Officer on a temporary basis to help support, as they conducted an executive search for a permanent PIO.



Colonial Beach

The Town of Colonial Beach retained Spotted MP to lead the marketing and communications strategy for the beach town nestled on the Potomac River in the Northern Neck region in Virginia. The area is currently undergoing an economic development renaissance and revitalization phase for the popular tourist focused riverside community. The town, which has a rich and colorful maritime history and has the second-longest public beach in Virginia, outlined several marketing and PR initiatives to attract and improve the destination experience for visitors and tourists as well as the quality of life for its residents.



Colonial Beach
VIRGINIA



Kwame Onwuachi

Spotted MP will be designing and leading the PR strategy for Celebrity Chef Kwame Onwuachi's new and exciting project inside the Salamander Washington DC to debut in Spring 2024.

The Bronx native who went back to his New York roots in 2022 with the highly anticipated opening of Tatiana, his Afro-Caribbean restaurant at Lincoln Center that's received rave reviews in its first few months of service. *Tatiana was ranked #1 restaurant in NYC earlier this year by the New York Times.*

Spotted MP also works closely with Onwuachi on The Family Reunion Event a joint collaboration with Sheila Johnson at her flagship Salamander Middleburg resort in Virginia. The quaint equestrian town balloons with foodies every August for the multi-day culinary festival that celebrates diversity in the hospitality industry. The mission of The Family Reunion is to nurture, develop and celebrate racial and ethnic diversity within the next generation of hospitality professionals. The third annual edition, in partnership with Food & Wine took place this past August with a sell out attendance. Helmed by some of the industry's most talented chefs, the event firmly established itself as of the premier culinary events in the country



Celebrity Chef Kwame Onwuachi Plots a Surprise Return to D.C.'s Southwest Waterfront

The *Top Chef* star will spearhead an exciting new project inside the Salamander Washington DC this fall

Visit Alexandria



For over a decade, Spotted MP worked with Visit Alexandria on a variety of City promotional initiatives. In 2013, Spotted MP was part of the stakeholder team that launched the City's new branding campaign "Extraordinary Alexandria". The firm created the regional PR plan to reveal the new brand and designed and orchestrated the launch party, which attracted media outlets from the region. In addition, Spotted MP has designed the annual public relations strategy for the Holiday Retail PR initiative, which includes key events such as executing Black Friday Alexandria and Small Business Saturday and the Alexandria Boat Parade of Lights. Spotted MP was also retained as the Event Developer to design and launch programming for a City venture called the King Street Corridor Initiative (KSCI). The goal of the King Street Corridor Initiative was to fully leverage the attractions coming to the waterfront to generate new revenues for the City. Events Spotted MP designed and produced included the Boat Parade of Lights, Portside Festivals and other pop-up events.



Tysons Corner Center



Since 2019, Spotted MP has been the PR agency on record for one of the premier shopping center destinations in the country, that houses more than 300 specialty stores, including popular digitally native brands, plus restaurants, and attracts more than 25 million visitors annually. Tysons Corner Center is the largest mall in the Baltimore-Washington area, and the 22nd largest in the United States.

As the center's portfolio of assets and area development continues to grow (led by national real estate developer Macerich Corporation) our firm continues to successfully design and execute the public relations strategy for property with communications ranging from economic development, retail, destination campaigns, seasonal shopping and special events. Part of the property footprint includes the Hyatt Tysons Corner in which our agency works with property on their hotel initiatives



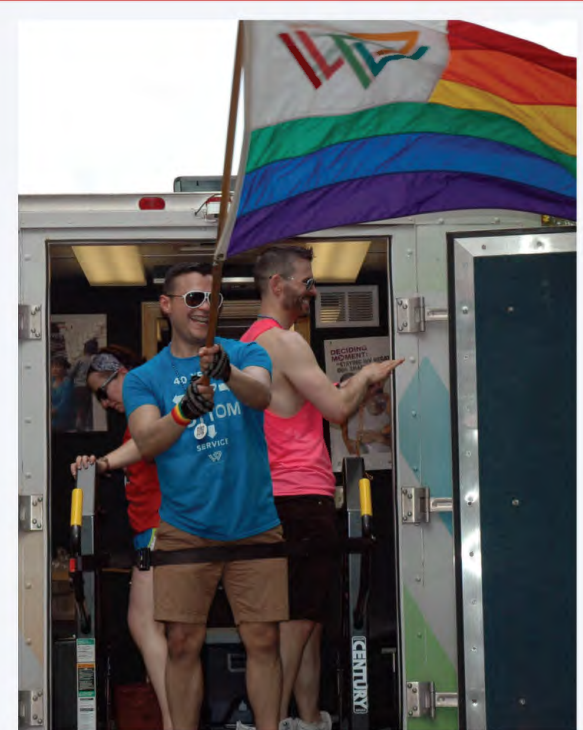
Whitman-Walker



Spotted MP has been the agency of record for Whitman-Walker Health, D.C.'s LGBTQ supportive health care provider to help the organization take its brand to the next level of sophistication by creating dynamic, complimentary, and distinct personalities and language for its entities - Whitman Walker Foundation and the Whitman-Walker Institute - while living under the overarching brand of Whitman Walker.

Whitman-Walker is focused on advancing efforts to root out all systems of inequity, discover new scientific breakthroughs in health care and ensure philanthropic growth for care and support of its new home at St. Elizabeth's Hospital Campus in Southeast Washington. Important issues and advocacy topics relating to the LGBTQ+ community will continue to present. In the past, WWHS media experience has been more reactive. Whitman Walker now takes a proactive approach when it comes to earned media through ongoing strategic communications and brand voice representation. Our firm designs strategic PR plans outlining pitch ideas, timing of announcements, curated press lists, designed press kits, media training for leadership, craft messaging, design influencer campaigns and provide general PR support and counsel to the Whitman Walker leadership team.

In addition, our team identifies industry and business community-related events for speaking engagement opportunities to enhance Whitman Walkers brand voice with the organization's key stakeholders.



Work Examples



Spotted MP worked with Alexandria Economic Development Partnership (AEDP) on a variety of marketing and PR related initiatives ranging from retail or city business. Through the firms thoughtful and methodical approach to PR, Spotted MP has successfully earned hundreds of media mentions for the organization for a variety of economic related initiatives. In addition, we have designed and orchestrated several economic related special events for the organization.

Some highlights include:

- Designing and orchestrating the global press event for the largest deal in the region, announcing the Virginia Tech Innovation Campus, part of the Amazon H2Q deal in partnership with Arlington County. The live event was carried in the Commonwealth and nationwide.
- Leading the announcement and press event regarding Port City Brewery's expansion in Alexandria through a Virginia Agriculture Grant;
- Designing and creating AEDP's Pop-up retail program;
- Announcing Motley Fool's \$350K expansion in the Carlyle District of Alexandria;
- Executed press announcement in partnership with the State of Virginia regarding Lost Boy Cider opening in the Eisenhower Corridor, marking the first cidery in Northern Virginia;
- Designing and orchestrating a variety of placemaking programing for key corridors such as the Carlyle District and Eisenhower Corridor that garnered earned media



Washington DC Economic Partnership

Spotted MP served as WDCEP's public relations firm to design and execute strategic messaging that would generate earned media for the District of Columbia. Spotted MP Founder Maurisa Potts has had extensive experience in working and collaborating with WDCEP over the past two decades through her previous corporate footprint working on real estate and economic development initiatives to today. In working with WDCEP and members of Mayor Muriel Bowers team and past Mayors, Spotted MP designed and earned significant media for high profile initiatives such as the City's first ever official presence in Austin for SXSW in 2016, to their economic development projects in the City's Wards, to their commercial/retail business attraction efforts. Spotted MP secured over 100+ media mentions for the partnership.



Our Arlington Expertise



Spotted MP Founder, Maurisa Potts was part of the original team who began the transformation of Arlington's largest downtown in 2006 and has both the inside and in-depth expertise on how to scale the PR brand around the debut of the Virginia Tech Innovation Campus.

Prior to launching Spotted MP, Maurisa was part of the original team that launched the Crystal City Business Improvement District in 2006, serving as the BID's first Marketing & Communications Director. There she played an integral role in enhancing the image and perception of Crystal City by designing and implementing strategic PR campaigns, messaging strategies and events that promoted the destination and urban appeal of the area.

She was tapped during a time when Crystal City was known as a "concrete city" with no soul or sense of place and was in the process of losing major government tenants, due to BRAC and the loss of the U.S. Patent & Trademark Office to Alexandria. She was responsible for building and leading the marketing, branding, public relations, community partnerships and events for Arlington County's largest downtown in which some of the activities she built and established are still taking place today through the area's latest transformation. In 2018 Spotted MP was pleased to work along side Arlington County counterparts in announcing the Amazon H2Q deal in which Maurisa led the City of Alexandria side of the announcement as it related to the Virginia Tech Innovation Campus portion of the deal.

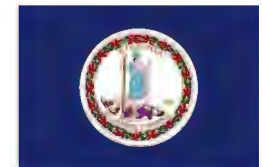
Past & Present Economic Development Related Clients

A full slate of our client portfolio and industry expertise can be viewed on our website.



Sample Stakeholder Expertise

Developer + Real Estate + Community + Political



Alexandria Experience – A Sampling of Past + Present Clients

Spotted MP has been the lead agency in representing a variety of clients, initiatives, and moments within Alexandria.



Alexandria Experience – Past + Present Clients

**CURRENT
BOUTIQUE**
Pre-loved gems for fashion lovers



BRABO
BRASSERIE



lou lou



UNION STREET
PUBLIC HOUSE



Economic Development PR Examples

Northern Virginia



spotted mp
marketing + public relations



Whitman-Walker celebrates opening of new Max Robinson Center

Mayor, city officials call facility major benefit for Southeast D.C.



Old Town Alexandria business improvement district gets new support -- here's what to know

By John Gonzalez | Thu, February 23rd 2023 at 4:32 AM
Updated Thu, February 23rd 2023 at 7:27 AM



Photos of businesses in Old Town Alexandria in Virginia on Feb. 23, 2023. (John Gonzalez/7News)



Commercial Real Estate

Macerich revises plan for next phase of Tysons Corner Center, including bigger tower to replace Lord & Taylor



Amazon arrival spurs Virginia Tech to build technology campus in Northern Virginia



Virginia Tech to open \$1B innovation campus 2 miles from Amazon HQ2

Economic Development PR Examples



Salamander Resorts Purchases DC's Mandarin Oriental Hotel as Part of Company-Wide Transformation

CEO Sheila Johnson hopes to combine 'town and country' among resorts as she fulfills dream of expanding Salamander to DC



Middleburg's Salamander Resort in rare company with trifecta of Forbes awards



BET Co-Founder, Sheila Johnson, Is Expanding The Salamander Hotel Brand



WASHINGTON BUSINESS JOURNAL



Salamander Washington D.C. renovations to begin in December - Washington Business Journal
bizjournals.com • 3 min read

Our Public Private Partnership Expertise

Spotted MP Founder has vast expertise in working with 'BID like' or economic development entities, having served as the founding Marketing Communications Director in the formation of the Crystal City BID in 2006. She was in charge of designing and managing a sizeable portfolio of programs, partnerships, and PR that consisted of hundreds of activities over the course of a calendar year that attracted visitors from across the region. In that role, Maurisa worked with sister BID's throughout DC/MD/VA.

When Maurisa launched Spotted MP, she was hired to orchestrate and lead a variety of strategic PR related initiatives and events for the Rosslyn BID, Columbia Pike Revitalization Organization, Ballston BID (formerly known as the Ballston Virginia Square Partnership) to name a few.

Our Strategy + Approach

Our Strategy + Approach

Spotted MP prides itself in the time taken in carefully designing PR and communication strategies for clients. We believe in laying a strong strategic blueprint before starting any project to make sure the goals and creative tactics are aligned. Our diverse background in designing and executing communication and special event blueprints greatly affects how we layout the architecture of a project. The average time in building plans for client's ranges depending upon the size and layers of an engagement. Spotted MP understands the importance of speed, accuracy and reliability in delivering sound strategy and counsel to their clients.



Strategy + Approach

Step 1 – Determine Position. Asking a series of customized questions to Virginia Tech leadership, which is a critical pillar in building a successful Public Relations plan. Sample questions include:

- What is your “sticky factor” at this moment? What makes you worthy of achieving brand awareness and earned media engagement?
- What is the critical marketing/PR/events goals that you rank as the most important to achieve for the property?
- What positive “noise” have you created in the past? What was the negative “noise” you created?
- What type of “brand noise” do you want to achieve from a marketing and PR standpoint? What risks have you taken in the past in this arena as a brand?
- What do you have to work with as far as resources and bandwidth to sustain the communication needs?
- How are you perceived in the marketplace and surrounding community? Or other regions as a brand? How do you want the region to perceive you?
- How do your marketing operations work currently?



Strategy + Approach

Step 2 – Creative Brainstorming. Outline/Advise proposed communications tactics and timetable based on the project goals.

Step 3 – Get A Pulse. Conduct a knowledge sweep on industry peer activity on what actions they are conducting that may help/hinder planning and timing

Step 4 – Identify Partnership Engagement. Identify other industry players, regional stakeholders, social influencers that would be beneficial for PR/brand awareness support to help amplify brand-building efforts.

Step 5 – Finalize Roadmap. Launch strategic plan, with a defined timeline, checklist, and launch implementation.

Step 6 – Manage Performance. Measure rollout, capture metrics, and report results.



Our Campaign

Responsive to the specific requests of the RFP, Spotted MP will support Virginia Tech along several verticals for example:

Guide Virginia Tech's communications/media relations, government relations and advancement teams on the creation of an integrated plan to promote the opening of the Innovation Campus.

Work with Virginia Tech leaders on proactively and reactively managing the Innovation Campus communications needs and messaging.

Advise leadership on how to utilize the "Center of Next" brand to its full capacity.

Advise on ideal timeline for marketing/advertising campaign around the 2025 opening

Advise on creative ways to use the Innovation Campus academic building for PR/events purposes

Advise on ways to elevate the PR plan aimed at promoting the many facets and stories of the Innovation Campus



How Spotted MP stays at the forefront of media relations.

Connections is the New Currency.

Spotted MP prides itself in cultivating over two decades of both regional and national media relationships. Nurturing, cultivating and maintaining long term relationships to the benefit of our clients is a key operating philosophy at the firm. Spotted MP gets to know the reporters and producers *first* before a story pitch is even made. Maintaining down to earth personal relationships with members of the media and developing those relationships long term is hard work. Establishing this personal touch approach has in return resulted in stronger relationships and easier access to pitch story ideas. Being able to maintain these relationships and have access to these contacts allows us to consistently position clients with integrity and intelligence in the marketplace.



Regional Relationships



Spotted MP has deep and impactful relationships with regional political, government and community organizations. Known and respected as an impactful influencer and bridge-builder when needed our team is successful in building collaborations and partnerships for clients. Examples of regional relationships include:

- City of Alexandria
- Arlington County
- Fairfax County
- District of Columbia
- Arlington Economic Development
- Alexandria Economic Development
- Montgomery County Economic Development
- Prince Georges County Economic Development
- Regional Business Improvement Districts
- City Council Members & Mayors
- Regional Chamber of Commerce entities
- Other regional elected officials

Higher Education



On a personal level relating to higher education expertise, Spotted MP Founder Maurisa Potts is regularly asked by area institutions to speak to students about marketing, communication and entrepreneurship. Recent schools she has been invited to speak at include George Washington University College of Business, Bowie State College of Entrepreneurship and Innovation, as well as College of Liberal Arts & Sciences at Virginia Tech.



Why Spotted MP?

Why Spotted MP?

We are passionate about the Technology Meets Diversity Mission

We are passionate about Virginia Tech creating a bold, new vision for graduate education in computer science and computer engineering located in our hometown. With the vision of uniting industry, government, and academia in a dynamic project-based learning and research to help shape the way emerging technologies influence society, while driving a new era for the greater Washington D.C., metro area's tech ecosystem.

As a black-owned, women-owned marketing and communications agency who is sought after as a thought leader in diversity expertise, we are excited about the mission of The Innovation Campus – as both a place and a culture – that will unlock the power of diverse people and ideas to solve the world's most pressing problems through technology. We enjoy seeing Virginia Tech's goal for the Innovation Campus is to create the most diverse graduate tech program in the country.



Why Spotted MP?

We also believe Virginia Tech would be a good fit for our client roster, because of our ability to weave creative feature story angles paired with our access to A-List media contacts across North America that also span a diverse mix of culturally and mainstream media outlets. This ensures the longevity of exposure of the campus within a wide range of diversified and engaging media channels. We craft impactful and well-researched messages for each relevant vertical (trade, educational, mainstream, government, political) to pitch targeted media contacts spanning national consumer, regional and trade press. We have extensive experience launching organizational brands to the media and our strategy ensures both a successful and impactful debut and maintained momentum post-launch. In addition, we also understand how to move the needle regionally in the Mid-Atlantic market as well as nationally.



Why Us? Because we know Alexandria. It's our home.

Alexandria takes pride in being a place where if a business or brand plants roots in our town, they are interested in being connected with the close-knit community as it is essential to their success.

Alexandria Advocate - Hands down, Spotted MP knows Alexandria. Spotted MP CEO Maurisa Potts has a strong influence in the Alexandria community, immersed in the daily pulse of economic development and government doings that constantly evolve and impact the City.

For the past 16 years, she has been the brainchild and mastermind behind a variety of successful city-wide lifestyle and economic focused PR related initiatives on behalf of the City, Alexandria businesses, or economic development organizations. She has been the firm of choice fully capable of designing and executing successful marketing and public relations endeavors that have earned both national and regional attention for the area. Spanning over 16 years, Spotted MP has gained over 7,000 earned media mentions for a variety of Alexandria related initiatives from City-wide stories, brand arrivals, to special events to individual business features. In the past, she was selected to be on the City's readiness taskforce for both the arrival of MGM National Harbor and The Wharf in providing strategic marketing and communication counsel to positively collaborate with the openings of these two waterfront destinations and to help determine how it would impact Alexandria.

Connecting a new university campus to the regional community is not just a matter of social responsibility; it also makes good business sense. It enhances stakeholder relationships, supports the local economy, and contributes to an entity's reputation and sustainability. Businesses and organizations that prioritize community connections are likely to thrive and leave a positive impact and impression on the surrounding community.

Alexandria Roots. National Reach

Alexandria Based. But National Reach – Spotted MP has over two decades of regional and national media relationships. Nurturing, cultivating and maintaining long term relationships to the benefit of our clients is a key operating philosophy at the firm. Spotted MP gets to know the reporters and producers first before a story pitch is made. Establishing this personal touch approach has in return resulted in stronger relationships and easier access to pitch story ideas. Being able to maintain long term relationships and have access to these contacts allows us to consistently position clients with integrity and intelligence in the marketplace.

Outside & Other PR Agency's consult Spotted MP on all things Alexandria: National or out-of-town PR firms regularly reach out to Spotted MP when they either have a DC-based client who is opening in Alexandria or bid on a new project that is based in Alexandria. The reason for the peer consulting is because out-of-town firms openly admit they do not know the Alexandria market and reach out to Spotted MP to seek advice in helping navigate the players, residents, city demographics, politics and economic landscape that is very different and delicate compared to the DC, NY, or LA landscape.

In addition, at times the larger agencies sub-contract Spotted MP founder to help with public relations campaigns or special events ideas, that will make a positive impact in Alexandria. Selecting Spotted MP as your public relations and events partner would eliminate onboarding and transition time. **Bottomline, we are deeply connected in this town, as well as the region and know the heartbeat of this City and what makes Alexandria move.** In addition, you would get the best client support, with Spotted MP Founder living less than four miles from the Virginia Tech Innovation Campus.

Why Spotted MP?

- **Regional Expertise** – Our team understands the landscape of area governments, related city agencies and/or regional influencers and can help navigate and facilitate relationships that would benefit Virginia Tech in helping achieve their public relations goals.
- **There is beauty in a boutique that has national reach.** Spotted MP has over two decades of regional and national relationships. Nurturing, cultivating, and maintaining long term relationships to the benefit of our clients is a key operating philosophy at the firm.
- **Passion for the work + industry** – The passion for economic and destination focused initiatives paired with a textured career path has involved Spotted MP Maurisa Potts with either leading or being part of projects that are at the forefront of economic development.
- **Collaborative Communication/Teamwork/Transparency** – We thrive on building collaborative environments and open communication with our clients. Our team would work with Virginia Tech leadership in setting up regular yet engaging collaborative sessions to discuss strategy, current deliverables, and initiatives to achieve. We operate in a way that transparency is the norm in how we conduct business.
- **Detailed Oriented & Speed** – We have command of both the process and the details. We are known for our accuracy, speed, and reliability to get it done right the first time. We go beyond knowing what needs to be done, but also understand why it needs to be done.

Why Spotted MP?

- We pride ourselves with notable brand clients who prefer the concierge style of service that a boutique firm provides.
- Hands on niche practice that delivers personalized service and attention who delivers results at the level of larger firms.
- We write and concept stories for the media. We can create and place a story around almost any key message point and element.
- We are highly creative and think outside the box.
- We are assertive and competitive. We will tell you the truth.
- Personalized service and attention of a seasoned boutique who delivers results at the level of a larger firm. Bottomline, Spotted MP is scrappy and can do the work.

Cost

Fair + Effective.

Engagement Investment
Public Relations Representation (based on SOW)
Monthly Retainer: \$5,000/per month

With the goal of establishing long-term partnerships with our clients, our pricing models are flexible to meet individual client needs. We work to ensure the proposed solution best suits the needs of the engagement.

Spotted MP would invoice on the first day of each month in increments up to the complete project total. No offering will be executed without the prior approval of Virginia Tech University. The consulting rate is for labor only and does not include costs such as printing, graphic design, production, supplies, or other ancillary costs associated with the engagement.

If applicable, Spotted MP agrees to use selected, appropriate databases on behalf of Virginia Tech University. Any databases or resources owned by Spotted MP and used for marketing purposes are the property of Spotted MP and will remain the property of Spotted MP. Spotted MP will share any data acquired during the contractual term.

Client understands that sixty (30) day notice is required to terminate contract – either by Spotted MP LLC or Virginia Tech University.

All details of this arrangement are confidential and for internal use only by Virginia Tech University.

Appendix

We hope you've enjoyed learning about Spotted MP. On the pages that follow, we have provided additional documentation to support our submission. Included in this appendix are additional information that reflect our experience: our certifications, key references, DEI communications and agency accolades.

References

Additional references can be provided upon request

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Recent Agency Features & Accolades

- Recipient of the 2023 Small Business of the Year Award by The Spectrum Circle – a CEO level DC based women's organization
- Featured in [Forbes](#) highlighting small business owners and the most recession proof businesses in 2023
- Featured in District Magazine as one of 2022's "trailblazing women" in the D.C. region
- Featured on the cover of [VIP Alexandria Magazine](#) as one of Alexandria's cities "Most Inspiring Women"
- A special feature in the Washington Business Journal, invited by Washington Business Journal editor, Vandana Sinha to her to write a personal piece titled "The Power of the Underdog", in which she shared her personal story with racism and discrimination in corporate America. <https://www.bizjournals.com/washington/news/2022/08/26/maurisa-potts-spotted-mp-underdog.html>.
- November 2022: District Fray Magazine 'Taking The Leap' <https://districtfray.com/articles/members-only-maurisa-potts/>
- September 2022: WTOP News – Alexandria-based small business owner says networking can help prevent burnout. <https://wtop.com/alexandria/2022/09/alexandria-based-small-business-owner-says-networking-can-help-prevent-burnout/>

Forbes

DISTRICT
FRAY
MAGAZINE



WASHINGTON
BUSINESS JOURNAL

wtopnews

spotted mp

DEI Communications



Your agency partner should not only achieve a contracts scope of work, but also have a culture in creating social impact. We are a PR firm that was always at the forefront of DEI communications for over two decades. As a leading black owned, women-owned public relations firm in the region, Spotted MP CEO Maurisa Potts has always operated from a culture of belonging. Throughout her professional career, she is often tapped to share personal her experiences with racial bias and diversity issues or hired to help businesses reshape internally and externally their DEI communication goals.

Spotted MP's DEI communication and thought leadership expertise ranges from:

- DEI communication support.
- Conducting DEI communications training for business stakeholders
- Speaking on various DEI related topics
- Review and analyze organizational data and crafting transparent messaging addressing DEI matters
- Designing internal and external communication messaging and campaigns that are authentic to firm's mission



Spotted MP is in the process of renewing
SWAM certification



Women Owned Small Business Federal Contracting Program | 409 Third St. SW | Washington, DC 20416

3/9/2023

Maurissa Potts
SPOTTED MP LLC
5712 RIDGE VIEW DR
ALEXANDRIA, VA

Dear Maurissa Potts:

Congratulations! Your firm has been certified as a Women-Owned Small Business (WOSB) by the U.S. Small Business Administration (SBA) for the Women-Owned Small Business Federal Contract Program (WOSB Program), as set forth in Title 13, Part 127 of the Code of Federal Regulations (CFR).

In order to maintain your certification, your firm is required to annually attest that it meets the WOSB Program requirements set forth in 13 CFR Part 127. This annual attestation must be submitted within 30 days of the anniversary date of your certification, which is the date on this letter. Additionally, your firm must undergo a program examination every three years conducted by SBA or a third-party certifier. Instructions for maintaining WOSB certification are available at 13 CFR 127.400 and at <https://wosb.certify.sba.gov/>.

Your firm must immediately notify SBA of any material changes that could affect its eligibility in accordance with 13 CFR 127.401. This notification must be in writing and must be uploaded into the firm's profile in wosb.certify.sba.gov. Your firm must not misrepresent its WOSB certification status to any other party, including any local or State government contracting official or the Federal government or any of its contracting officials.

As a certified WOSB, there are valuable free resources available to you. These include:

- SBA Resource Partners: For general assistance on various topics, information on SBA programs, and upcoming small business events in your area. You can find your local resource partner by visiting: <https://www.sba.gov/tools/local-assistance>.

All SBA programs and services are extended to the public on a nondiscriminatory basis.

- WOSB website: For specific resources on government contracting and the WOSB Federal Contracting Program, please visit: <https://www.sba.gov/wosbready>.

As a WOSB certified firm in the WOSB Federal Contracting Program, **you CAN** use the **WOSB Icon** on your business' website, business cards, social media profiles, and in your capability statements and proposal bids. However, **you CANNOT** use the digital icon to express or imply endorsement of any goods, services, entities, or individuals. Thus, **the digital icon CANNOT be used** on a company's letterhead, marketing materials or advertising, whether paid or public service announcement (PSA), traditional or digital. The following are instructions to access your digital icon:

1. Visit the following link: <https://www.sba.gov/brand/for-partners/resource-partners-grantees/>;
2. Under General Materials, click on "Decals and Web Icons";
3. The Icons should download on your computer; select "Open File"; and
4. Select/use only the Icon(s) that reflect the Program(s) in which you are currently certified

If you have general questions regarding the WOSB Program, you may submit them to the SBA via the help tab at <https://wosb.certify.sba.gov/help/> or check the SBA web site, www.sba.gov/wosbready.

Wishing you much success!

Sincerely,


Alisa Sheard
Deputy Director/WOSB Program Director
Office of Government Contracting



Spotted MP's letter from the U.S. Small Business Administration – Certified Women Owned Small Business



All SBA programs and services are extended to the public on a nondiscriminatory basis.

2

RFP # 049302408, Communications/Public Affairs Consultant for the Virginia Tech Innovation Campus

INCLUDE THIS PAGE WITH YOUR PROPOSAL, SIGNATURE AT SUBMISSION IS REQUIRED

DUE DATE: Proposals will be received until February 28, 2024 at 3:00 PM. Failure to submit proposals to the correct location by the designated date and hour will result in disqualification.

INQUIRIES: All inquiries for information regarding this solicitation should be directed to Kim Widrig, Senior Buyer, Phone: (540) 231- 8543 e-mail: kdromer@vt.edu. All inquiries will be answered in the form of an addendum. Inquiries must be submitted by 4:00 PM on February 19, 2024. Inquiries must be submitted to the procurement officer identified in this solicitation.

PROPOSAL SUBMISSION:

***Please note, proposal submission procedures have changed effective March 2023.**

Proposals may NOT be hand delivered to the Procurement Office.

Proposals should be submitted electronically through Virginia Tech's procurement portal. This portal allows you access to view business opportunities and submit bids and proposals to Virginia Tech digitally and securely.

Proposals must be submitted electronically at:

<https://bids.scquest.com/apps/Router/PublicEvent?CustomerOrg=VATech>

Vendors will need to sign up through this procurement portal, hosted by Jaggaer. **It is encouraged for all vendors to register prior to the proposal submission deadline to avoid late submissions.** Registration is easy and free. If you have any challenges with the registration process, please contact Jaggaer Support at 1-800-233-1121 or procurement@vt.edu. It is recommended to use Chrome as your browser.

Click on the opportunity and log in to your vendor account to begin preparing your submission. Upon completion, you will receive a submission receipt email confirmation. Virginia Tech will not confirm receipt of proposals. It is the responsibility of the offeror to make sure their proposal is delivered on time.

Hard copy or email proposals will not be accepted. Late proposals will not be accepted, nor will additional time be granted to any individual Vendor.

Attachments must be smaller than 50MB in order to be received by the University.

In compliance with this Request For Proposal and to all the conditions imposed therein and hereby incorporated by reference, the undersigned offers and agrees to furnish the goods or services in accordance with the attached signed proposal and as mutually agreed upon by subsequent negotiation.

AUTHORIZED SIGNATURE:  Date: 3/2/2024

[INCLUDE THIS PAGE]





Let's Go Hokies & Thank You!



Negotiation Summary

Negotiation Questions for Spotted MP

1. As part of Virginia Tech standard procedures, all awarded contracts will be publicly posted on an online contracts portal. Is there any information included that would be used to identify or harm a person's identity, finances or personal information? If so, please provide a redacted copy of your proposal.

There is no information (identity, finances, personal information) that would identify or harm Maurisa Turner Potts and/or Spotted MP (Marketing + Public Relations) for this engagement.

2. Are there any additional financial or value-added incentives you would like to offer at this time?

At this time, there are no additional financial or value-added incentives we would like to offer at this time. Our proposed rate for the engagement is a fair and competitive value offering for the scope of services for the engagement. Virginia Tech would receive substantial dedication, passion, expert counsel and tactics for the defined work.

3. Are there any additional forms or documents that you will require to be incorporated into the contract documents? If so, please submit.

There are no additional forms or documents to be incorporated into the contract documents.

4. Does Spotted MP agree to provide monthly invoices with payment due thirty (30) days after receipt of invoice or goods/services, whichever is later?

Yes

5. Does Spotted MP agree to include detailed information on the monthly invoices like dates of services and itemized services?

Yes

6. Do you agree that you will be performing services as an Independent Contractor, Company, Corporation or other business entity and are not an employee of Virginia Tech or any other Commonwealth Entity?

Spotted MP agrees we will be performing services as an independent contractor and not as an employee of Virginia Tech or any other Commonwealth Entity.

7. Do you further agree that Virginia Tech will not withhold any income taxes from its payments to contractors nor will it provide any employment benefits to the contractor or contractor's employees?

Spotted MP agrees that Virginia Tech will not withhold any income taxes from its payments to contractors nor will it provide employment benefits to the contractor or contractors employees.

8. Do you agree that the initial contract period shall be one year?

Yes

9. Upon completion of the initial contract period, does Spotted MP agree that the contract may be renewed by Virginia Tech upon written agreement of both parties for three (3) one-year periods, under the terms of the current contract?

Yes

10. If awarded a contract, do you agree to limit price increases to no more than the increase in the Consumer Price Index, CPI-W, All Items category for the latest twelve (12) months for which statistics are available at the time of renewal or 3 percent, whichever is less?

Yes

11. If awarded a contract, are you willing to hold prices firm for the initial contract period and the first renewal year?

Yes. Spotted MP agrees and is happy to hold prices firm for the initial contract period and for the first renewal year.

12. Will Spotted MP agree to participate in the Wells One AP Control Payment System?

Yes

13. Please identify the highest-level executive in your organization that is aware of this solicitation. Describe that person's commitment to assuring the highest quality service to Virginia Tech if your organization is awarded a contract.

The highest-level executive of Spotted MP is Maurisa Turner Potts, Founder & CEO of the agency who is also a Virginia Tech Alum. We would provide unwavering commitment to delivering the highest quality service to Virginia Tech if awarded the contract for Public Relations Consultant. The dedication to excellence is grounded through our principles of quality service, experienced team, responsiveness and communication, compliance, and professionalism.

14. Please describe your quickest turn-around time if emergency services are needed.

Our organization understands the critical nature of emergencies and the importance of prompt response times. If emergency services are needed, we are committed to providing the fastest possible turn-around time in a number of forms: 24/7 availability, immediate response, fast deployment of support resources (if needed), expert strategy and coordination.

15. Please provide your best schedule of prices for all services offered.

The retainer rate for services provided is \$5,000 per month (flat) for the contract year and for the first renewal year. The consulting rate is for labor

only and does not include costs such as printing, graphic design, travel to Blacksburg (if needed), production, supplies, or other ancillary costs associated with the engagement.

16. How soon after contract award can you begin providing services?

If awarded the contract, we are happy to discuss with Virginia Tech the start time preference based upon their immediate planning needs during the summer. We are very flexible with start time conversations.

17. Do you acknowledge, agree and understand that Virginia Tech cannot guarantee a minimum amount of business if a contract is awarded to your company?

Yes

18. Are the prices for all goods/services listed in your proposal inclusive of all applicable eVA system transaction fees?

Yes

19. Does the vendor acknowledge, agree, and understand that the terms and conditions of the RFP # 049302408 shall govern the contract if a contract is awarded to your company?

Yes

20. For purposes of interacting with HokieMart, please identify the person (name, phone number, email address, etc.) in your company that will serve as liaison for a) e-commerce, b) accounts receivable, c) emergency orders.

**Maurisa Turner Potts
703-501-6289
maurisa@spottedmp.com**

21. Spotted MP agrees that they won't be in direct contact with media sources unless approved by Virginia Tech ahead of time.

Spotted MP will not be in direct contact with media sources unless approved by Virginia Tech.

22. Please confirm that the \$5,000 monthly retainer includes all labor minus costs such as printing, graphic design, production, supplies or other ancillary costs.

The retainer rate for services provided is \$5,000 per month (flat) for the contract year and for the first renewal year. The consulting rate is for labor only and does not include costs such as printing, graphic design, travel to Blacksburg (if needed), production, supplies, or other ancillary costs associated with the engagement.