



Town of Upper Marlboro

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Request for Proposals

Town of Upper Marlboro Government Relations Firm

RFP # UM 2020-05

Project Overview: The Town of Upper Marlboro is seeking proposals from firms to assist and guide the Town with intergovernmental relations on the State and County Level. This firm should have a solid understanding of the organization and dynamics of both the State of Maryland government and its elected officials, as well as Prince George's County government and its elected officials.

Scope of Work: Qualified applicants should be able to provide the below services to the Town:

- To advocate for the Town of Upper Marlboro during Maryland Legislative Sessions
- Strengthening partnerships with Local and State governments.
- Implementation of strategy for overall effective representation and growth within the State of Maryland and Prince George's County.
- Educating the members of the Maryland General Assembly and Prince Georges County Government of the Town's goals and initiatives.
- Provide frequent updates to staff and Town elected officials.
- Monitoring of both State and County Legislation pertaining to the Town or its initiatives.
- Developing lobbying strategies relating to economic development and revenue generation.
- Attend in-person meeting or conference calls as needed.
- General influential support

Level of Experience: Applicant firms must have the following experience:

- Extensive experience working with elected officials for the State of Maryland and Prince George's County.
- Experience working at least five (5) Maryland Legislative Sessions
- Extensive experience working with a small/medium municipality.
- Ability to manage multiple issues and priorities on deadline.
- Individual or firm must have a thorough understanding of local, state, and/or federal government operations, including the legislative process.
- Individual or firm must have prior experience working within the Washington, DC region, including Prince George's County.
- Individual or firm must be able to work independently, but also thrive as part of a fully functional team

Budget: The annual budget for this service shall not exceed \$36,000.

Deadline: Responses to this RFP are to be submitted by **Tuesday May 26th, 2020** at 9pm. By Mail: Town of Upper Marlboro P.O. Box 280 Upper Marlboro MD 20773. By Email: Info@UpperMarlboroMD.gov. In-Person: Upper Marlboro Town Hall 14211 School Lane Upper Marlboro MD 20772.

Selection Process and Criteria: This RFP is for a 24-month contract with the Town, with the option for renewal beginning July 1st, 2020. Town Elected Officials will participate in the process of selecting the appropriate firm. Proposals will be evaluated based on:

1. The firm's understanding of effective government relations needs for municipal governments
2. The firm's availability to render services to the Town every month
4. Three references (with link) for past public relations experience with government organizations.
5. Budget, to be broken down into a monthly retainer fee.

Overview of the Town: Settled around 1695 and named after the first Duke of Marlborough, the Town of Upper Marlboro is among the oldest of the surviving Southern Maryland towns dating back to colonial times. It was established as a port town for tobacco shipments in 1706, when the Western Branch of the Patuxent River was still navigable. It has been the county seat of Prince George's County since 1721.

The Town is governed by three elected Town Commissioners, one of which serves as the President/Mayor who are elected every two years. The Town government maintains a Police Department, Public Works Department, and Town Administration Department, along with several volunteer committees. Though the Town's resident population is around 700, the Town's downtown historic Main Street is home to one of the largest Courthouses in the State, which attracts over 1.5 million visitors per year.

The Town of Upper Marlboro is growing in size, economically, and in community outreach. This past year the Town successfully completed phase 1 of its annexation plan which grew the Town's landmass for the first time in its over 300-year history. The Town's continued growth through annexation plays an important role in influencing the economic growth, environmental protection, quality of life, and municipal fiscal well-being of the Upper Marlboro community. The Town is also working to revitalize its historic downtown Main Street through streetscape initiatives, upgrades to its parking infrastructure, and attracting new small businesses to fill any commercial storefront vacancies. Communication and community outreach have been a large focus of the Town over the past few years, with the introduction of new community events including successfully resurrecting Marlboro Day in 2018. The Town also maintains a strong social media and web presence to stay engaged with its residents.

Point of Contact: Kyle Snyder, Chief of Staff, can be reached at 301-627-6905 or ksnyder@UpperMarlboroMD.gov with any questions.

Thank you for your interest in this Request for Proposals from the Town of Upper Marlboro.