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STATE OF ALABAMA
**DEPARTMENT OF CONSERVATION AND
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PUBLIC NOTICE – REQUEST FOR PROPOSALS

Marketing, Communications, Media Outreach, Event Management, and Related Services

Deadline for Receipt of Proposals: May 28, 2026 2:00PM Central Time

OFFERORS must submit three (3) signed original hardcopy Proposals AND one (1) electronic copy on a USB flash drive in a sealed package to:

**Attn: Sarah Wood
PARKS Communications - RFP Number: DCNR-ASP-4-26
Department of Conservation and Natural Resources
64 North Union Street, Room 538
Montgomery, AL 36130**

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SECTION 1: PURPOSE AND SUMMARY OF SERVICES

The Alabama Department of Conservation and Natural Resources (DCNR) – State Parks Division – (PARKS) requests submissions of sealed proposals from qualified marketing and communications firms to provide the services outlined herein as requested by PARKS.

PARKS seeks to implement a comprehensive marketing and communications strategy that promotes public awareness and engagement, organizes special events, increases visitation, and enhances the overall brand identity of Alabama State Parks, with the goal of increasing attendance and bolstering their economic impact to the State of Alabama.

This RFP contains a scope of services and deliverables for a fully-integrated marketing and communications firm(s) (“Offeror”) to assist PARKS in creating and implementing a large-scale and cost-effective program that will engage and inform the general public, stakeholder professionals and organizations, the media, and others. The firm(s) must be registered in the State of Alabama and work closely with PARKS to successfully provide these services statewide.

SECTION 2: SCOPE OF SERVICES

In particular, the selected Offeror(s) will be responsible for the following:

A. Deliverable 1: News Media and Communications

The Offeror should have general knowledge of the activities of the Alabama State Parks, including familiarity with its facilities and particularities.

The Offeror must possess the documented ability to perform the following:

- Research and analyze public opinion to assist with the development and assessment of communication strategies and messaging;
- Conduct photography, videography, and production of TV/radio content;
- Conduct graphic design;
- Develop content for, as well as management and continuous update of, relevant websites;
- Manage and monitor social media channels;
- Implement targeted media campaigns to increase public awareness;
- Produce and edit content for internal and external publications;
- Conduct media training for senior leadership and field personnel who interact with the public or media
- Advise and/or assist in generating earned news media through strategic planning, messaging development, and communication support for PARKS projects and activities. This component shall include:
 - Develop a strategic communication plan for projects or issues facing PARKS.
 - Draft, review, and disseminate statements, press releases, and guest columns as needed to highlight or explain PARKS’ work or to address issues.
- Advise and/or assist with crisis communications. This shall include:
 - Develop, maintain, and properly implement crisis communication plans in response to emergencies and other crises.

- Assist personnel during crisis situations, including, but not limited to, planning, issues analysis, and development of key messaging and strategies to inform the media and public.
- Assist with planning and executing communication functions, including, but not limited to:
 - News conferences or informal briefings regarding events or issues
 - Public meetings
 - Media interviews
 - Monitoring the media
 - Project specific websites
- Provide support, planning and on-site assistance with other special events, such as ribbon-cutting ceremonies and holiday events. This work shall include, but is not limited to:
 - Manage communication functions and site logistics, such as guest lists, invitations, seating, equipment needs, and site selections
 - Write speeches
 - Draft and disseminate event-related materials
 - Coordinate with local officials and acquire needed permits, licenses, and permissions as applicable
 - Manage and engage on-site media
 - Conduct photography and videography services

Deliverable 2: Community Relations

The Offeror(s) will advise and/or assist with, in close coordination with PARKS communications personnel, the development and execution of public information and community relations efforts through print, broadcast, digital/online earned media and/or advertising; outdoor signage; and other communication strategies to support in educating and informing the public of the unique qualities and benefits of Alabama’s State Parks system.

The Offeror must possess the documented ability to perform the following:

- Assist in planning and implementing fact-based public information activities in support of the public involvement process associated with the work of Parks;
- Provide recommendations regarding communication with the public;
- Provide support for special projects, programs, and initiatives;
- Work with PARKS to create outreach and education materials that facilitate broad engagement and provide relevant and meaningful information to the public;
- Help leverage a variety of communications media, including but not limited to:
 - Advertisements, op-ed pieces, and public service announcements using print, digital, and other distribution platforms
 - Informational materials such as fact sheets, brochures, signage, and mailings
 - Content for website and social media
 - Press events
 - Utilize community anchor institutions and partner organizations to help promote and distribute outreach and education materials

Deliverable 3: Special Public Events

The Offeror must possess the documented ability to perform the following:

- Conceptualize, plan, schedule, coordinate, execute, and manage special public events, including securing artists and entertainers for holiday celebrations, music festivals, and educational and cultural programs. The Offeror shall fully assist with all aspects of event logistics and support overall event execution.

SECTION 3: CONTRACT TERM

Length of Contract. DCNR anticipates entering into a contract(s) with the selected Offeror(s) for up to a two-year (2) year period. Such contract(s) may be renewed or extended for up to an additional two-year period, and a final year, for a total of 5 years as allowed by law and upon written agreement of parties. ADCNR may terminate or modify a contract(s) at its discretion upon the provision of advance written notice to Offeror. Contract(s) must be reviewed and approved by the Chief Procurement Officer, the Contract Review Committee, and the Governor.

SECTION 4: CONTENT REQUIREMENTS

In order to be considered complete, a proposal must contain the following:

1. A Cover Letter expressing interest.
2. A general plan for the administration of a statewide Communications support/marketing/communications/community engagement services addressing the scope of services/deliverables identified herein.
3. A detailed description of strategies and methodology, including any relevant best practices or examples.
4. The expected timeline and tasks involved in its general plan over a 24-month period.
5. Documented experience to undertake the work expressed herein. Examples should include the following details:
 - a. Identify successful coordination of communication projects.
 - b. Show at least three (3) years of experience with executing communication campaigns using a variety of communication media and covering diverse communities.
 - c. Letters of reference from three (3) previous customers or clients within the last five years knowledgeable of the Offeror's performance in providing services similar to the services described in this RFP with a contact person (telephone and email address) for each reference.
 - d. A description of any experience working with government entities, community organizations/anchor institutions, or other relevant clients.
6. A statement of expected cost to execute the general plan within the proposed initial award term of 24 months, broken down in two periods of 12 months each. Specifically, outline what level of service would be provided and the cost associated both monthly and annually.
7. Supporting documentation. A Proposer must provide the following forms with its Proposal:
 - a. Vendor Disclosure Statement - [AL Vendor Disclosure Statement.pdf](#)
 - b. Certificate of Compliance - [Certificate of Compliance.pdf](#)
 - c. E-Verify MOU (all pages needed) - [Enrolling in E-Verify | E-Verify](#)
 - d. W-9 (current)

SECTION 5: ANTICIPATED SCHEDULE OF EVENTS

The following RFP Schedule of Events represents PARKS best estimate of the schedule that will be followed. PARKS reserves the right, at its discretion, to adjust this schedule as necessary. Notification of any adjustment to the Schedule of Events will be provided via t to the STAARS website: <https://procurement.staars.alabama.gov>.

EVENT	DATE
Deadline for Submitting Written Questions by 12:00 PM (NOON) Central Time	May 13, 2026
DCNR’s Responses to Questions (<i>posted on STAARS website</i>)	May 21, 2026
Deadline for Submitting Proposals to DCNR by 2:00 PM Central Time	May 28, 2026

SECTION 6: QUESTIONS

The RFP Coordinator is the designated contact to receive questions and inquiries **via e-mail** by 12:00 PM (NOON) Central Time, May 13, 2026. The RFP Coordinator will review the questions with PARKS staff and provide an official written answer to all questions received, which will be posted to the STAARS website: <https://procurement.staars.alabama.gov>.

Communications that result in a significant change to the RFP may be listed as an amendment. Questions or inquiries regarding the RFP will be considered only when submitted as directed by the provisions of this RFP. All communications must be conducted via e-mail to the RFP Coordinator at the e-mail address noted below. The RFP Coordinator is:

**Sarah Wood at Sarah.Wood@DCNR.Alabama.gov
Subject Line: PARKS Communications RFP**

Questions and answers will be posted to the STAARS website at <https://procurement.staars.alabama.gov>. The deadline for submitting written questions/inquiries is by **12:00 PM (NOON) Central Time, May 13, 2026**. This RFP and all notices, amendments, questions/answers, and public communications regarding this RFP will be posted on the following website: <https://procurement.staars.alabama.gov>. It is the responsibility of the interested party to regularly check the website for information and updates.

SECTION 7: SUBMISSION FORMAT

Interested parties must submit a SEALED PROPOSAL no later than **May 28, 2026, at 2:00 PM CST**. OFFERORS must submit three (3) signed original hardcopy proposals AND one (1) electronic copy USB flash drive of the entire Proposal to the RFP Coordinator, Sarah Wood, in a sealed package. Proposals are to be submitted by U.S. Mail, Overnight Courier, or in person to:

Attn: Sarah Wood
PARKS Communications - RFP Number: DCNR-ASP-4-26
Department of Conservation and Natural Resources
64 North Union Street, Room 538
Montgomery, AL 36130

Section 8: EVALUATION CRITERIA Offers will be scored using the following weighted criteria:

Evaluation Category	Description	Weight (%)
1. Comprehensiveness	The responsiveness and comprehensiveness of the proposed general plan, including the description of the expected timeline and tasks involved in the scope of service/deliverables identified over a 24-month period.	40%
2. Strategy	The methodologies/strategies the Offeror plans to employ as part of the program, including any relevant best practices or examples.	25%
3. Experience, Resources/Capacity, References and Past Performance	Proof of Offeror’s experience, as well as the technical, financial, personnel, and managerial resources to complete its proposed program within the initial award term. Quality of references and history of performance on similar past projects.	25%
4. Cost	The evaluation of the Offeror’s expected cost to execute the proposed program within the initial award term.	10%

SECTION 9: RESERVATIONS

- Disclaimers:** This RFP does not constitute or guarantee a subsequent offer to contract. Rather, this RFP seeks the receipt of submissions from qualified and duly licensed respondents with which ADCNR may use to form the basis for the negotiation of a contract(s) at its sole discretion. DCNR reserves the right to cancel or modify this RFP; to award to multiple Offerors; to award by item, groups of items; to divide the award; to reject any and all offers in whole or in part, and to waive any informality or technical defects if, in its judgment, the best interests of DCNR and the State of Alabama will be served. PARKS may seek clarification of the proposal from Offeror at any time, and failure of the Offeror to timely respond may be cause for rejection. Clarification is not an opportunity to change the proposal. The submission of a proposal confers on Offeror no right of selection or to a subsequent contract. This process is for the benefit of PARKS only and is to provide PARKS with competitive information to assist in the selection process. All decisions on compliance, evaluation, terms, and conditions will be made solely at the discretion of PARKS and made to favor the State of Alabama.

SECTION 10: MISCELLANEOUS

- Protest Period.** A Notice of Intent to Award to the Consultant(s) selected will be issued. A qualified Consultant(s) aggrieved in connection with the solicitation of a contract may protest to the Chief Procurement Officer. See generally State of Alabama Department of Finance Administrative Code Regulations at administrative-code-355-4-1-01-thru-06.pdf (alabama.gov).
- Alterations:** PARKS reserves the right to alter any deadlines or revise any part of this RFP by issuing an addendum to the PARKS at any time. Addenda, if any, will be posted on DCNR and STAARS websites. It is the responsibility of the interested Offerors to check the STAARS website for addenda. PARKS reserves the right to request clarification of information submitted and to request additional information of one or more Offerors.
- Errors and Omissions in Proposal:** PARKS reserves the right to make corrections or amendments due to errors identified in proposals by PARKS or by the Offeror. PARKS, at its discretion, has the right to request clarification or additional information.



State of Alabama Disclosure Statement

Required by Article 3B of Chapter 16 of Title 41, Code of Alabama 1975

ENTITY COMPLETING FORM

ADDRESS

CITY, STATE, ZIP TELEPHONE NUMBER

STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

ADDRESS

CITY, STATE, ZIP TELEPHONE NUMBER

This form is provided with:

- Contract
 Proposal
 Request for Proposal
 Invitation to Bid
 Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

- Yes
 No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of goods or services previously provided, and the amount received for the provision of such goods or services.

STATE AGENCY/DEPARTMENT	TYPE OF GOODS/SERVICES	AMOUNT RECEIVED

Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?

- Yes
 No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

STATE AGENCY/DEPARTMENT	DATE GRANT AWARDED	AMOUNT OF GRANT

1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

NAME OF PUBLIC OFFICIAL/EMPLOYEE	ADDRESS	STATE DEPARTMENT/AGENCY

2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

NAME OF FAMILY MEMBER	ADDRESS	NAME OF PUBLIC OFFICIAL/ PUBLIC EMPLOYEE	STATE DEPARTMENT/ AGENCY WHERE EMPLOYED

If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

NAME OF PAID CONSULTANT/LOBBYIST	ADDRESS

By signing below, I certify under penalty of perjury (in the jurisdiction in which it is executed) that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a person who knowingly violates this article shall be subject to civil penalty in an amount of ten thousand dollars (\$10,000), or 10 percent of the amount of the contract, whichever is less, to be deposited in the State General Fund. Also, the contract or grant shall be voidable by the awarding agency.

Authorized Signatory	Date	Jurisdiction in which this Disclosure Statement is executed
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The disclosure statement is required to be completed and filed with grant proposals in excess of \$25,000 and contracts that meet or exceed the threshold for bid or other formal solicitations under Article 5 of Chapter 4 of Title 41 or any other law that requires formal solicitation procedures for awarding public contracts.

State of _____)

County of _____)

CERTIFICATE OF COMPLIANCE WITH THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535, as amended by Act 2012-491)

DATE: _____

RE Contract/Grant/Incentive (describe by number or subject): _____ by and between _____ (Contractor/Grantee) and _____ (State Agency or Department or other Public Entity)

The undersigned hereby certifies to the State of Alabama as follows:

1. The undersigned holds the position of _____ with the Contractor/Grantee named above, and is authorized to provide representations set out in this Certificate as the official and binding act of that entity, and has knowledge of the provisions of THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535 of the Alabama Legislature, as amended by Act 2012-491) which is described herein as "the Act".

2. Using the following definitions from Section 3 of the Act, select and initial either (a) or (b), below, to describe the Contractor/Grantee's business structure.

BUSINESS ENTITY. Any person or group of persons employing one or more persons performing or engaging in any activity, enterprise, profession, or occupation for gain, benefit, advantage, or livelihood, whether for profit or not for profit. "Business entity" shall include, but not be limited to the following:

- a. Self-employed individuals, business entities filing articles of incorporation, partnerships, limited partnerships, limited liability companies, foreign corporations, foreign limited partnerships, foreign limited liability companies authorized to transact business in this state, business trusts, and any business entity that registers with the Secretary of State.
- b. Any business entity that possesses a business license, permit, certificate, approval, registration, charter, or similar form of authorization issued by the state, any business entity that is exempt by law from obtaining such a business license, and any business entity that is operating unlawfully without a business license.

EMPLOYER. Any person, firm, corporation, partnership, joint stock association, agent, manager, representative, foreman, or other person having control or custody of any employment, place of employment, or of any employee, including any person or entity employing any person for hire within the State of Alabama, including a public employer. This term shall not include the occupant of a household contracting with another person to perform casual domestic labor within the household.

_____/a) The Contractor/Grantee is a business entity or employer as those terms are defined in Section 3 of the Act.

_____/b) The Contractor/Grantee is not a business entity or employer as those terms are defined in Section 3 of the Act.

3. As of the date of this Certificate, Contractor/Grantee does not knowingly employ an unauthorized alien within the State of Alabama and hereafter it will not knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama;
4. Contractor/Grantee is enrolled in E-Verify unless it is not eligible to enroll because of the rules of that program or other factors beyond its control.

Certified this _____ day of _____ 20____.

Name of Contractor/Grantee/Recipient

By: _____

Its _____

The above Certification was signed in my presence by the person whose name appears above, on

this _____ day of _____ 20____.

WITNESS: _____

Print Name of Witness