



# Shoalwater Bay Indian Tribe

Request for Proposal

For

Marketing/Communications/Content Creator

For The

Planning Department

Date of Issuance: 05/01/2026

RFP #: P-2026-1

**Request for Proposal (RFP)**  
**Marketing/Communications/Content Creator**  
**Requested by the Shoalwater Bay Indian Tribe**

The Shoalwater Bay Indian Tribe (SBIT) is undergoing a vital relocation due to rising risks of flooding and coastal erosion caused by climate change. The Tribe seeks a Marketing/Communications/Content Creator to provide strategic communications designed to humanize the crisis, tell personal stories of resilience, and engage both the community and external stakeholders.

Proposals that reflect experience working with Native American tribes with proven abilities in these areas will be the most competitive.

The Shoalwater Bay Indian Tribe reserves the right to waive any informality in the proposal process and will award the contract(s) based upon the qualifications and experience that best meets the type of work necessary and that are deemed to be in the best interest of the tribe.

**Schedule of Selection**

RFP Released.....	05/01/2026
Deadline to Submit Questions (in writing).....	05/07/2026
Responses to Questions (Posted on the website no later than date).....	05/11/2026
Proposals Due.....	5/15/2026
Review Proposal Submissions.....	05/21/2026
Notice of Selection.....	05/22/2026
Contract Executions/NTP.....	6/1/2026
Project Completion Date.....	5/31/2028

\*Dates are subject to change at any time by the Tribe.

**Instructions for Submitting Proposals**

**Proposal Due Date: 05/15/2026** by 4:00 p.m. Pacific Time

Submission options are listed below:

1. Submissions by email must be submitted to:

[solicitations@shoalwaterbay-nsn.gov](mailto:solicitations@shoalwaterbay-nsn.gov)

Subject line: SBIT Marketing/Communications/Content Creator 2026 Proposal

2. Submissions of proposals must be mailed to the following address:

Procurement  
Shoalwater Bay Indian Tribe  
P.O. Box 130  
Tokeland, WA 98590

3. Proposals may be hand delivered to the following address:

Procurement  
Shoalwater Bay Indian Tribe  
2373 Tokeland Rd.  
Tokeland, WA 98590

Proposals shall be clearly marked stating- "SBIT Marketing/Communications/Content Creator 2026 Proposal – Do Not Open"

3. For any questions on the bid and requirements, please contact [solicitations@shoalwaterbay-nsn.gov](mailto:solicitations@shoalwaterbay-nsn.gov) by email only. All questions will be placed on and answered on the Tribe's website. Questions will be accepted until 05/07

**Closing/Opening Date and Time and Method of Solicitation:**

1. Proposals will be accepted by email up to 4:00 pm Pacific time on 05/15/2026, late submissions will not be considered. All timely responses to this RFP will be considered. The Shoalwater Bay Indian Tribe reserves the right to reject any and all proposals including those proposals received after the closing date and time.
2. This RFP has been published through the Shoalwater Bay Indian Tribe website as well as local and national media.
3. Proposal review will take place on May 21, 2026 in the Shoalwater Bay Indian Tribe meeting room. There will be no public opening of the proposals for the SBIT Marketing/Communications/Content Creator Project. Results will be posted on the Tribe's website after evaluation at [Shoalwater Bay Tribe \(shoalwaterbay-nsn.gov\)](http://shoalwaterbay-nsn.gov).

**Disputes:** Protest must be in writing, within 14 days after the Request for Proposal has been awarded and the submitters notified, the protest must be on valid grounds, and the Tribal Administrator or an assignee will review the protest and make a determination, which will be final and cannot be appealed. To start the deadline for the protest claims, all submitters will be informed by certified mail their bid was not accepted.

**Description of the Shoalwater Bay Indian Tribe**

The Shoalwater Bay Indian Tribe, a federally recognized Indian Tribe, is located on .5 square mile of reservation land in Tokeland, Washington. The Tribe owns 5,071 acres of off reservation lands mainly adjacent to the reservation but some in the outer Tokeland peninsula area and other across the Pacific County bay areas. SBIT infrastructure includes residential housing, Casino, Tribal businesses, Community Center, Tribal Police/Emergency Management, Education Center, and Wellness Center, and is located at sea level on the Pacific Coast. The Tribal membership consists of 473 members and 109 Tribal community members who currently reside on the reservation.

## **Proposal Requirements**

Proposal must contain the following components. Additional information that may prove beneficial to the Tribe during the rating and awarding process is welcomed. Proposers are asked to refrain from submitting proposals that will not easily duplicated such as those with spiral binding, photos and fold-out or other larger than letter-size paper. Proposals in excess of 20 pages will not be reviewed excluding resumes and certifications.

1. Contact name, address, and telephone number, fax number and email address.
2. General overview of firm's company profile and qualifications, including experience in Marketing, Communications, and Content Creation
3. Project approach and methodology, including detailed work plan and timeline.
4. Detailed description of skills, experience and ability to meet project requirements including identification and designation of roles/responsibilities of key project staff.
5. Detailed description of approach to project including all the requirements listed below.
6. Detailed project timeline and deliverables.
7. Cost proposal, including hourly rates and estimated total cost for the project.
8. 3. Client references including project type, dates, contact info and description. (Provide references of similar related projects or services performed)
9. Statement of acceptance to perform services in compliance with WA-CRAFT Grant Program, Shoalwater Bay tribal policies and procedures as well as other grant funder and/or tribal requirements.
10. Statement addressing minority, women, and/or Native American business ownership (if applicable)  
(Extra points are awarded for ownership by a minority, women, veteran, disadvantaged, or Native American)
11. Must meet the requirements detailed above. Proposals should clearly demonstrate how the proposer meets or exceed these requirements.

## **Budget and Payment Terms**

The total contract amount for this project is \$81,000.00.

Contractor fee (Monthly Retainer): \$3,375.00 per month for 24 months (Total: \$81,000.00).

## **Grant requirements**

The firm will follow all requirements of the WA-CRAFT Grant and to the extent possible accomplish all tasks consistent with the established Project Schedule.

## Required Credentials and Qualifications

Bids are conducted through competitive proposal procedures for qualifications-based procurement of Marketing, Communications, and Content Creation whereby the offeror's qualifications are evaluated, and the most qualified offeror is selected.

Qualified candidates will possess the following education, background, and experience:

- Required: Knowledge and experience working with Tribal organizations in a Marketing, Communications, and Content Creation setting as well as excellent verbal and written communication skills; and
- Preferred: Minimum of a Bachelor's Degree.
- Be registered on Sam.gov website

Qualified candidates must provide the following:

- Resume or qualification papers showing relevant work performed;
- At least three references for relevant work performed;
- UEI number, EIN, SSN, or CCR number; and
- Acknowledgment of willingness to submit to a background investigation if selected.

Qualified candidates must meet the requirements as eligible to do business with the Federal Government as stated in Subpart 9.4—Debarment, Suspension, and Ineligibility

[https://www.acquisition.gov/far/html/Subpart%209\\_4.html](https://www.acquisition.gov/far/html/Subpart%209_4.html)

## Scope of Work

The Shoalwater Bay Indian Tribe (SBIT) is undergoing a vital relocation due to rising risks of flooding and coastal erosion caused by climate change. The Tribe seeks a Marketing/Communications/Content Creator to provide strategic communications designed to humanize the crisis, tell personal stories of resilience, and engage both the community and external stakeholders.

## Key Responsibilities & Contractor Deliverables:

- **Written Content:** 1-2 blog posts per month focused on personal community stories and relocation milestones.
- **Visual Content:** High-quality photography and short video documentaries highlighting the human side of relocation.
- **Social Media:** 6-8 posts per month across Facebook and Instagram using custom visual assets and infographics.
- **Community Spotlights:** Monthly profiles featuring individual Tribal members or families.
- **Workforce Development/Internship Program:** Training workshops and mentorship in content creation and communications for tribal youth.
- **Outreach:** Production of flyers, posters, and mailers to bridge the “digital divide” for households without consistent internet access.
- **Press Media:** Collaboration on 2-3 press releases during key project milestones.

Interested firms should submit a proposal in accordance with the Proposal Requirements on Page 4.

## **Subcontracting Requirement**

The prime contractor, if subcontract are to be let, must take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible according to requirements listed in CFR 200.321 paragraphs (b) (1) through (5).

## **Evaluation Factors and Scoring**

Indian preference points: 10 points are added to the possible 100 points possible.

VBE's, DBE's, WBE's or MBE's points: 5 points are added to the possible 100 points possible.

**(The highest preference category would be applied to the scoring)**

1. Selection Procedures: The Shoalwater Bay Indian Tribe is utilizing a formal advertising of Request for Proposals to award to the most highly rated proposal subject to negotiation of fair and equitable compensation. All timely responses to this RFP will be considered. The Shoalwater Bay Indian Tribe reserve the right to reject any and all proposals.

2. Method of Review: The Shoalwater Bay Indian Tribe and their authorized representatives will review all proposals received and may contact the party to request further information. The Shoalwater Bay Indian Tribe may accept any given proposal as submitted or may negotiate with the party to establish terms most advantageous to the Tribes. The decision of the Shoalwater Bay Indian Tribe shall be final and not subject to appeal.

3. Method of Scoring: All proposals received on time will be evaluated and scored in the following categories.

a. (0-60 points) Scope of Work, Credentials and Qualifications. The proposal must fully demonstrate satisfaction of required credentials and qualifications and the ability to carry out each requirement listed in the scope of work. Services proposed beyond the minimum scope of work will gain score points. Partial points may be awarded for those proposals that do not fully meet the required credentials and qualifications or scope of work standards.

b. (0-25 points) Cost: The award amount is stated; cost considerations will take into account the proposed services beyond the minimum stated in this RFP.

c. (0-15 points) References: A record of integrity, judgment, performance and timeliness in the execution of previous jobs will garner higher points.

d. In the case of duplicate proposals the earliest postmarked envelope will be considered unless otherwise advised in writing by the applicant that the later proposal is the appropriate one to review.

100 TOTAL POINTS POSSIBLE (\*not including possible Indian preference points or VBE's, DBE's, WBE's, VBE's and MBE's points)

## **Shoalwater Bay Indian Tribe's Qualified Tribal and/or MBE, WBE, DBE, VBE Preference**

The entity or individual qualifies for Tribal and/or MBE, WBE, DBE, VBE preference if the following conditions are met:

### **If Native owned:**

- The company must be at least fifty-one (51) percent Native owned;
- Native ownership is only established by a Member(s) of a US Federally recognized Native American Tribe, nation or band, which includes Members of Federally recognized Alaskan Native villages, communities, and corporations;
- The qualifying Member(s) must be an active participant(s) in the company (not just a figure head(s));
- The company must have appropriate business license(s) and company and/or staff must have appropriate certifications for specific field(s); and
- The company must have the requisite experience and staff expertise to complete the contract.

### **If MBE/WBE/DBE/VBE owned:**

- Minority group members are United States citizens who are Asian-Indian, Asian-Pacific, Black, Hispanic and Native American. Ownership by minority individuals means the business is at least 51% owned by such individuals or, in the case of a publicly owned business, at least 51% of the stock is owned by one or more such individuals (i.e. the management and daily operations are controlled by those minority group members.)
- A Woman-Owned Business Enterprise (WBE) is defined as one that is at least 51% owned, operated and controlled on a daily basis by one or more female American citizens.
- DBEs are for-profit small business concerns where socially and economically disadvantaged individuals own at least a 51% interest and also control management and daily business operations.
- A Veteran-Owned Business Enterprise (VBE) is defined as at least 51% of the business must be directly and unconditionally owned by one or more veteran(s) or service-disabled veteran(s).

Applicants seeking Tribal/and or MBE, WBE, DBE, VBE preference shall submit the following applicable documents during the procurement/bidding process:

- Documentation of membership by a US Federally recognized Native American Tribe,
- Nation or band, including member of federally recognized Alaskan Native villages, communities, and corporations and proof of at least 51 percent Native ownership
- Business license certifications, business structure documents (sole proprietor, partnership, incorporations, LLC), insurance and bonding capabilities.
- Tribe shall require all other necessary licensing documentation specific for the service provided
- (Industry Standard) Portfolios that include proof of the experiences and staff expertise in the specific field listed, resume of jobs completed, and references.
- Business plan that includes proof of the experience and staff expertise in the specific field, projected financials and references.
- Any other documentation or pertinent information required by the Tribe. The Tribe shall have sole discretion in determining other requirements under this policy.

- For compliance and enforcement purposes each entity seeking Tribal preference is required to maintain a separate UBI and Federal EIN number.
- Documentation certifying MBE, WBE, VBE and/or DBE status.

## **Provisions**

1. The selected consultant will be required to submit to and satisfactorily pass a background investigation.
2. If required, all parties must submit with their proposals a statement detailing their employment training opportunities and their plan for providing preference to Indians. All contractors must observe the Shoalwater Bay Indian Tribe's preference policy.
3. The Shoalwater Bay Indian Tribe shall conduct all procurement transactions in a manner that provides fair, full and open competition.
4. The Shoalwater Bay Indian Tribe shall provide fair and equitable treatment for all persons or firms who are in the business of supplying goods and services.
5. The Shoalwater Bay Indian Tribe wish to assure that supplies, services, and construction are procured efficiently, effectively, and at the most favorable prices available.
6. The Shoalwater Bay Indian Tribe shall take reasonable affirmative steps to assure that VBE's, DBE's, WBE's and MBE's are used when possible but without infringing on Indian preference where Indian preference is applicable.
7. The Shoalwater Bay Indian Tribe shall not use federal grantor funds to do business with any entity who is disbarred in accordance with the Federal Government Disbarment list.
8. Request for Proposals may be terminated by The Shoalwater Bay Indian Tribe at any time for cause.
9. Each party submitting a proposal is certifying that he/she has not colluded with any other person, firm or corporation in regard to securing the services being solicited.
10. No employee, Officer, or agent of the Shoalwater Bay Indian Tribe may solicit or accept gratuities, favors, or anything of monetary value from contractors, potential contractors, or parties to subcontractors.
11. Negotiation: Provisions not addressed by this solicitation will be negotiated with the professional once a selection has been made.
12. Agreement: The selected professional will enter into an enforceable agreement that fully conforms to the contracting provisions pursuant to OMB 2 CFR 200. Copies of these requirements are online at <https://www.gpo.gov/fdsys/granule/CFR-2014-title2-vol1/CFR-2014-title2-vol1-sec200-320>