

Anythink Libraries  
Request for Qualifications

# Public Relations Services for Anythink Libraries

Date issued: Jan. 13, 2025

Response due: Feb. 7, 2025, by 5 PM MT



Anythink Libraries (“Anythink”) invites sealed bids from respondents to develop and implement a public relations strategy for Anythink Libraries. Respondents are directed to the Scope of Services and Proposal Content Requirements in this RFQ for details.

Proposals will be accepted until:

**5 pm (MST)  
February 7, 2025**

Awards will be made to selected Respondent(s) on or before Friday, Feb. 28, 2025.

Responses containing three (3) hard copies or one (1) data file (in pdf format) may be delivered in person addressed to Robbie Wroblewski, and left at 5877 E. 120<sup>th</sup> Avenue, Thornton, CO 80602 or mailed to:

Anythink Libraries  
RFQ Selection Committee  
Attn: Robbie Wroblewski  
5877 E. 120<sup>th</sup> Avenue  
Thornton, CO 80602

Anythink Libraries will accept e-mailed bids. Anythink Libraries will not accept fax bids.

General questions should be directed to Robbie Wroblewski, Communications Manager, at:

Anythink Libraries  
5877 E. 120<sup>th</sup> Avenue  
Thornton, CO 80602  
Tel.: 303-405-3286  
E-Mail: [rwroblewski@anythinklibraries.org](mailto:rwroblewski@anythinklibraries.org)

However, no oral interpretations shall be made to any respondent as to the meaning of any of the bid documents. Every request for an interpretation shall be made in writing and mailed, or e-mailed to the address listed above. Such questions must be received by January 27, 2025, by 5 pm.

## Community Profile

Anythink Libraries is proud to serve the residents of Adams County, Colorado, through its seven Anythink locations in the communities of Bennett, Brighton, Commerce City, Northglenn, Thornton and the Perl Mack neighborhood of Denver. For community members outside of these areas, the district offers outreach services through its bookmobile, Anythink in Motion.

Since its launch in 2009, Anythink has expanded library service for residents and redefined what it means to be a public library. What has emerged is a new style of library – a place of unlimited imagination, where play inspires creativity and lifelong learning. Anythink offers the community a space where anything and everything is possible.

Originally the Adams County Public Library, today Anythink operates as its own entity overseen by a five-member Library Board of Trustees appointed by the Adams County Commissioners. The library district has grown in the past 50+ years to its current seven libraries, serving more than 420,000 customers. With a focus on innovation, Anythink’s award-winning approach to library service is recognized by industry leaders and organizations across the globe.

MISSION STATEMENT: We Open Doors for Curious Minds

OUR VALUES: We are guided by these shared values in everything we do:

- Compassion for our customers and for each other
- Passion for our product
- Eagerness to learn
- Everyone is creative
- Optimistic attitude – we believe that anything is possible

## Demographics of Anythink Service Area

Anythink serves more than 420,000 people in Adams County, Colo. Key demographics for Adams County are as follows:

Race and Hispanic Origin	
White (including Hispanic or Latino)	85.2%
Black or African American alone	4.2%
American Indian and Alaska Native alone	2.4%
Asian alone	4.5%
Native Hawaiian and Other Pacific Islander alone	0.3%
Two or More Races	3.4%
Hispanic or Latino	41.8%
White alone, not Hispanic or Latino	47.8%

Other Key Demographics	
Foreign born persons, 2016-2020	14.8%
Language other than English spoken at home	27.9%
Persons 65 years and over	11.0%
With a disability, under age 65	7.9%

Persons in poverty	9.4%
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## Scope of Services

This is an exciting time for Anythink as an organization with new leadership, a new library being built and an internal Diversity, Equity and Inclusion Strategic Plan guiding its work. To help inform the library's path ahead, Anythink is seeking a respected and experienced consultancy to develop a comprehensive public relations strategy to promote library services to Adams County residents.

The selected Public Relations professional or firm must demonstrate the following qualifications and experience:

- Experience and Expertise in Public Relations for Community-Focused Organizations
  - Proven experience providing public relations services to mission-driven organizations, nonprofits, or public entities.
  - Familiarity with working in public service, education, or library systems is highly desirable.
  - Successful execution of proactive storytelling and media strategies tailored for diverse and underserved communities.
- Media Relations Competence
  - Strong, verifiable relationships with local, regional, and national media outlets.
  - Demonstrated success in placing stories in high-value media, including hyper-local, niche, and national outlets.
  - Experience using data and PR platforms (e.g., Muck Rack or equivalent) to drive targeted and impactful media outreach.
- Expertise in Diversity, Equity, Inclusion and Belonging (DEIB) Practices
  - Commitment to integrating DEIB values into PR campaigns and community outreach.
  - Past work illustrating strategies to engage marginalized populations and build cultural competency.
- Strategic Creativity and Expertise
  - Ability to design and execute creative public relations activations, community events, and impactful stunts to engage stakeholders.
  - Track record of blending PR strategy with brand strategy to increase brand visibility and engagement.
- Content Development and Narrative Crafting
  - Skilled in creating tailored, meaningful narratives for press releases, and strategic pitches.
  - Proficiency in content creation across diverse formats, with particular emphasis on visual storytelling for campaigns or media support.
- Crisis Management and Communication Planning
  - Expertise in developing and executing strategic communication plans during crises.
  - Demonstrated ability to align rapid-response crisis communications with long-term reputation management.
- Outreach and Stakeholder Engagement
  - Evidence of success building partnerships with civic groups, educational institutions, community leaders, and nonprofit organizations.
  - Capacity to foster authentic connections with local communities in alignment with the

Anythink's goals and values.

- Experience with Measurement and Assessment of PR Campaigns
  - Familiarity with establishing and monitoring metrics to evaluate the effectiveness of public relations and community outreach programs.
  - Use of analytics to report on ROI, media reach, and campaign success.
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- Professional Team Expertise
  - Key team members with verifiable qualifications, including bios and roles reflecting diverse experience.
  - Preference for teams with leaders or members from underrepresented groups, as this aligns with Anythink's values.
- References and Work Samples
  - Three (3) professional references from recent and relevant clients demonstrating qualifications and results in areas outlined above.
  - Submission of three (3) work samples showcasing prior successes in public relations strategies or campaigns for similar organizations.

### **Proposal Content Requirements**

Anythink will accept proposals that include:

- A cover letter providing a brief description of the firm or individual; name; contact information.
- Executive summary of the highlights of the proposal and conveying the respondent's understanding of the purpose and expected outcomes of the project.
- A list of key personnel who would be involved in the process and their expertise/experience.
- A summary of the respondent's qualifications and relevant experience. The successful firm and their subcontractors will have demonstrated brand strategy expertise in nonprofit, retail, museum or library operations, services, trends and functions.
- A work plan that includes identifying all elements of the proposed public relations strategy.
- A schedule of costs that includes expenses for all elements of the proposed public relations strategy.
- References and contact information for three organizations for whom the firm or individual has done public relations work.

### **Evaluation Criteria**

Anythink will use the following criteria to ascertain the merits of each proposal received by the deadline. Each category is assigned a maximum point value (out of a maximum of 100 points).

- Pricing (10)
- Experience in Public Relations (20)
- Completeness of response to RFQ demonstrating expertise building and executing a comprehensive public relations strategy. (30)
- Qualifications AND expertise of the personnel directly assigned to the project (10)

- Prior relevant project or experience for non-profit/governmental organizations. (5)
- Business owners and key personnel are members of underrepresented and/or marginalized groups (5)
- References (10)
- Response to RFQ demonstrates a familiarity with the geographic area (10)

### **Timeline**

Jan. 13, 2025 RFQ released

Jan. 27, 2025, by 5 pm (MST) Deadline to submit questions or requests for clarification

Jan. 30, 2025, by 5 pm (MST) Responses to questions and clarifications posted

Feb. 7, 2025, by 5 pm (MST) Deadline to submit proposal

Feb. 17, 2025, Finalist Interviews

Feb. 24, 2025 Notice of Intent to Award Posted

Feb. 28, 2025 Contract Awarded

### **Non-Discrimination Clause**

During the performance of this agreement, the recipient, Consultant, and its subcontractors shall not deny the agreement's benefits to any person on the basis of religion, color, ethnic group identification, sex, age, sexual orientation, physical or mental disability, nor shall they discriminate unlawfully against any employee or applicant for employment because of race, religion, color, national origin, ancestry, sexual orientation, physical or mental disability, medical condition, marital status, age or sex. Consultant shall insure that evaluation and treatment of employees and applicants for employment are free of such discrimination.

### **General Conditions**

Anythink reserves the right to:

- Waive any informalities or minor irregularities
- Accept or reject any and all responses, or any items or part thereof
- Withdraw or cancel this RFQ at any time without prior notice, and Anythink makes no representations that any contract will be awarded to any respondent(s) responding to this RFQ
- Modify the RFQ as it deems necessary
- Make available the responses received by Anythink to any person upon request. Any information submitted to Anythink becomes public records and are subject to the Public Records Act
- Seek any clarification or additional information from proposers as is deemed necessary to the evaluation of a response
- Reject any and all responses and to seek new qualifications when it is in the best interest of Anythink to do so
- Judge the correctness, substance and relevance of the proposers' written or oral representations, including seeking and evaluating independent information on any of the respondents' work cited as relevant experience
- Interview finalist candidates to ensure the accuracy and completeness of their proposal.