



The 2021 Creative Give Back

The Creative Give Back is an award of up to \$25,000 worth of our consulting services. Winners are selected through a competitive proposal process. Follow the application outline below. You may contact us per the question/answer instructions below. **Good luck!**

Scope of Project: The types of projects we will consider are as wide-ranging as the creativity of the applicant pool. Check out our website for our areas of expertise and project examples. You don't have to limit project ideas to our list; however, make sure the project is something we can do. You can float your idea during the Q&A period described below.

Selection Process: The selection process is simple. Creative EDC staff will select three finalist projects. To be selected, the project will be awarded points for the following:

- Creativity
- Innovation
- Capability for economic transformation
- Ability to be replicated
- Demonstrated consulting need
- And just a few points for how much fun the project will be – If we're not getting paid at least we should have fun!

The staff-selected finalists will be reviewed and assessed by an Independent Review Panel of strategic partners. We will not announce the Review Panel members in advance to avoid influencing, but we will name them when we announce the winner.

Influencing - Absolutely no influencing will be allowed. Keep the expensive dinners, sports event tickets, and bottles of wine. If you can afford all of that, then you could hire us instead of applying.

Eligible Applicants – Units of local governments and nonprofit economic development organizations in North Carolina, South Carolina, and Virginia are eligible applicants. Communities do not have to be economically distressed. There could be many reasons the consulting project has remained unfunded.

Deadlines – We mean it. No late proposals. No extensions. Like any good site selector, we’re looking for reasons to eliminate.

Jan. 4, 2021

The Creative Give Back Official Information Available on Our Website

Jan. 29, 2021

Questions Due to Crystal Morphis,
cmorphis@creativeedc.com

Feb. 5, 2021

Answers to Questions Published on Our Website

Feb. 22, 2021

Applications Due

Mar. 29, 2021

Winner Announced

Apr. 15, 2021

Project Initiated

Nov. 30, 2021

Project Complete

Required Information

As you organize your application for The Creative Give Back, keep in mind we have lots of proposals to read.

Proposals that are clear, concise, and organized will be more closely considered. Please see our website for the online application.

Application Information- All information is required *

1. Email address *
2. Contact Name *
3. Phone number *
4. Organization Name *
5. Community information-Give us an overview of your community. What are your assets and challenges? *
6. Organization Overview – Tell us about your organization, team members, and how this project falls within your scope of work. Identify the primary project contact. *
7. Submit Cover Letter Here- Summarize your proposal in a cover letter to be signed by an official of the organization that can attest to the accuracy of the information in the proposal. Include a contact name, phone number, and email. *One pdf file must be submitted.

Project Scope of Work

8. Project Overview- Clearly define the project. *
9. Project Goal-What do you hope to accomplish? *
10. Project Innovation-Describe how this project is innovative, original, unique, and in every way CREATIVE. *
11. Consulting Support- Outline the consulting support and expertise needed to achieve the goal. *
12. Deliverables- What are the expected outcomes? *
13. Implementation-What is the capacity for implementation? *
14. In one sentence, say why your project should be selected. *

Timeline

15. Confirm that the project can be initiated in April 2021 and completed by November 2021. *

Demonstrated Need

Applicants do not have to be from economically distressed communities, but there must be a consulting need.

16. Why is an outside consultant needed versus using in-house staff? *
17. Does your community have the resources to pay Creative EDC project expenses for travel to meetings?*

Letters from Local Organizations Endorsing the Project and Committing to Implementation Support

We want to see that the project has widespread community support. The best ideas often lay dormant due to lack of community support.

18. Submit letters from local organizations here. Please bundle into one pdf file. *
One pdf file must be submitted.

Submittal Process - [Submit one online application](#) by 5:00 pm on February 22nd, 2021.

THE FINE PRINT – Read the fine print to avoid surprises.

- Creative EDC reserves the right to refuse any proposal.
- We are not responsible for the cost of proposal preparation or transmittal.
- All proposals will remain confidential. We do reserve the right to publish a list of applicants that apply each year.
- A scope of work will be finalized with the selected community. It will clearly state the services of Creative EDC. Scope creep is not allowed. We are giving away one, defined project, not a lifelong retainer.
- The maximum value of our services to be given away is \$25,000. If the selected project and finalized scope of work exceeds that amount, we will work with you to either redefine the scope/project to \$25,000 or allow you to pay the excess. If Creative EDC and the winner cannot reach an agreement on redefinition of the scope or for the winner to pay the excess, then Creative EDC reserves the right to terminate the relationship and go to the second-place project entry.
- Creative EDC is donating our fee for the project, but we require reimbursement for direct expenses such as mileage to meetings. We will clearly state what the expenses will be when we finalize the scope of work. We will use technology to host as many meetings remotely as possible to limit travel cost.
- Creative EDC is donating our services alone. If the project requires additional professional services, such as engineering or legal, we will pass along those fees at cost and will clearly state this upfront to the winner before we begin.
- At the end of the project, we will require a letter from the organization acknowledging our donation. If we are not getting paid, at least we can try to get some tax relief!
- The winning project must agree to allow Creative EDC to list it as a client; promote the project on our website and through other media; share a project summary with other communities, and potentially enter it for economic development awards.