

# TEAM PENNSYLVANIA

Working. Together.

## Perceptions of Hemp - Request for Proposals

### I. Background:

The 2018 Agriculture Improvement Act (US Farm Bill) authorized the production of hemp and removed hemp and hemp seeds from the Drug Enforcement Administration's (DEA) schedule of Controlled Substances federally. By early 2019, hemp was identified as a potential economic development opportunity for the Commonwealth of Pennsylvania. Since that time, Team Pennsylvania has:

- Assisted with developing the structure for and establishment of the PA Hemp Steering Committee, an advisory body to the PA Department of Agriculture (PDA), on which Team Pennsylvania now participates.
- Coordinates hemp economic development activity within the state including business & leadership meetings; coordination with the PA Department of Community and Economic Development (DCED), PDA, and local entities.
- Hosts an annual [Pennsylvania Hemp Summit](#) (an educational & networking event) to increase the commonwealth's shared knowledge and resources to inspire innovative investments and form transformative partnerships in the hemp industry.

Despite the statewide, collective efforts explicitly focused on the federally legal hemp industry, hurdles exist for the industry concerning consumer perceptions stemming from the plant's close genetic relationship with cannabis, historical perceptions of cannabis, and cannabis' continued status as a federally classified substance. These perceptions cause further challenges for industry and policy professionals navigating business & economic growth opportunities and looking to advance hemp as a viable agricultural and industrial sector in areas such as livestock feed, building materials, textiles, bioplastics, and more.

### II. Scope:

In an effort to guide state-level economic development strategy and support the industry's growth, Team Pennsylvania is seeking a marketing consultant to perform the following:

- Phase I: Analyze perceptions of the hemp industry, from both a general audience and an "informed consumer" standpoint.

*Opportunity for future engagement regarding future phases:*

- *Phase II: Create a brand identity for Pennsylvania's hemp industry that can be used by industry leaders, economic development organizations, state agencies (namely the Department of Agriculture and Department of Community and Economic Development), and other entities aiming to advance the industry's development.*
- *Phase III: Develop recommendations for brand identity implementation for hemp and its industrial uses in an environment that continues to be ambiguous from a state and federal regulatory landscape.*

### III. Key Deliverables:

1. Stakeholder input through surveys and/or focus groups and/or one-on-one conversations.
2. A report to summarize the process, outcomes, and findings.
3. A 60-minute or 90-minute presentation on the process, outcomes, and findings to key stakeholders in a webinar.

#### IV. Priority Criteria:

Priority will be given to individuals or organizations based on the following criteria:

- Demonstrated history of and professional experience in evaluating consumer perceptions
- Women- or Minority-Owned Businesses
- Pennsylvania-based individuals/organizations
- Relevant or applicable education and/or certifications

#### V. Budget:

The anticipated budget is \$20,000.

#### VI. Timeline:

Ideally, deliverables completed by December 15, 2022. The Pennsylvania Hemp Summit (November 14 & 15th, 2022) can be used as an opportunity to engage stakeholders or inform insights.

#### VII. Proposals:

Proposals should include the following, explicitly identifying any priority criteria as listed above:

- Describe in succinct terms the methodologies proposed to complete the process including:
  - Project approach and explanation of how your methodology and services relate to the scope of work; the ideal working relationship between you/your organization and Team Pennsylvania; and your approach to communication and project coordination.
- A timeline recommended for the work;
- A profile that covers the following:
  - Organization mission, vision, and core values; length of time in business; and physical location (though we envision most work will be conducted remotely).
- At least three (3) references with contact information;
- At least two (2) relevant examples of previous work as close to the service requested, as possible;
- Name and resume for the individual who will serve as the primary point person(s);
- A list of the team that will provide the services, each person's role, and a brief background summary for each team member.
- An itemized budget; and
- All actual or potential conflicts of interest that the respondent may face in providing services to Team Pennsylvania, vendors, other contracting parties, investments or investment managers, and employees, to the extent known. The proposal should identify any potential positional conflicts of which the respondent is aware.

Please submit proposals to [info@teampa.com](mailto:info@teampa.com) with the subject line, "Hemp RFP Response" by **5:00 pm on Friday, September 13, 2022.**

*We consider proposals from all individuals on an equal opportunity basis without regard to ancestry; age; appearance; color; gender identity and/or expression; genetics; family or parental status; marital, civil union, or domestic partnership status; mental, physical, or sensory disability; national, social or ethnic origin; past or present military service; sexual orientation; socioeconomic status; race; religion or belief. If you require reasonable accommodation or assistance for any part of this process, please contact us at [info@teampa.com](mailto:info@teampa.com) or (717) 233-1375 and let us know the nature of your request.*