

Y22-04-SS

ORANGE COUNTY

COMMUNITY ACTION DIVISION

**ECONOMIC MARKETING, OUTREACH AND JOB TRAINING IN PINE HILLS
COMMUNITY**

Orange County, Florida requires services to support the Pine Hills Community. To date, research within the industry has indicated to the County that **African-American Leadership Consortium, Inc. (AALC)** is the sole provider of **Economic Marketing, Outreach and Job Training Services** to achieve the following objectives:

1. Develop and implement a comprehensive marketing and outreach plan to reach and engage Pine Hills businesses and under-employed or unemployed residents, which includes advertisement and promotion through multiple media channels, websites, social media platforms, and distribution of collateral material.
2. Provide Pine Hills residents with jobs within the Pine Hills Community an incentive for both the companies seeking to hire and reemploy local candidates, as jobs are more accessible, and for the employees to obtain employment.
3. Outreach and marketing efforts will reach a diverse group of under-employed and unemployed residents and provide information regarding resources for education, skills and training for re-employment.
4. Host community events to communicate employment resources and opportunities.
5. Partner with the local Chamber of Commerce, business leaders, and employers.
6. Utilize geo-mapping to identify potential business partners and develop specific marketing and outreach strategies designed specifically to concentrate on small businesses and companies within the Pine Hills Community.
7. Provide job training, resume prep, job coaching, referrals, resources, workshops and support services for the unemployed and underemployed. Identify both job and career advancement opportunities for clients based on their needs, objectives, and skill sets.
8. Assist clients in identifying and enhancing their job skills, and ensuring clients are adequately prepared for job interview to obtain and maintain employment

Research indicates that AALC is the sole vendor meeting the County's requirements, which are as follow:

1. This initiative requires an intimate knowledge and experience of Pine Hills workforce, businesses and industries.
2. The County is seeking a customized geographical specific economic and workforce development plan.
3. The initiative requires customized knowledge outreach to Pine Hills workforce and connections with Pine Hills businesses and industries.
4. Customized job training experiences with Pine Hills businesses and industries.

Any vendor that wishes to determine if they meet the County's requirements is invited to contact Alina Hernández Fernández by email at Alina.Hernandez@ocfl.net by phone at (407) 836-5548. This information will be available for review until **5:00 PM, December 3, 2021**.