

REQUEST FOR PROPOSAL

MARKETING CAMPAIGN AND MEDIA SERVICES FOR THE HEALDSBURG CHAMBER OF COMMERCE

PROPOSALS DUE: 3/30/2020

**CITY OF HEALDSBURG
CHAMBER OF COMMERCE
217 HEALDSBURG AVE
HEALDSBURG, CA 95448**

CONTACT:

ALAN BAKER, MARKETING COMMITTEE CHAIR

ALAN@CARTOGRAPHWINES.COM

217 HEALDSBURG AVE

HEALDSBURG, CA 95448

This RFP is for the creation and implementation of a digital marketing campaign to boost the economic vitality of Healdsburg in the wake of the 2017 and 2019 fires. Our goal is to go beyond traditional tourism campaigns to support a wide variety of Healdsburg businesses and employers. This work will be overseen and managed by the Healdsburg Chamber of Commerce in collaboration with the Healdsburg Tourism Improvement District.

The Healdsburg Chamber of Commerce is releasing this RFP on March 2, 2020. If your firm chooses to respond with a formal proposal, we ask that all responses be submitted to the Chamber by 5 p.m. on Monday, March 30, 2020. Delivery instructions appear in the “Selection Process and Schedule” section on page 3.

PROJECT DESCRIPTION

The city of Healdsburg is seeking proposals from marketing and creative services firms to assist in the creation of a marketing campaign and associated media that showcases the liveliness of the city. This campaign should represent Healdsburg as a flourishing community that seeks to attract more businesses, residents and visitors, and should convey that Healdsburg has a thriving and dynamic economy that offers many resources for locals and visitors alike.

SCOPE OF SERVICES

The budget for project design, oversight, creative services and marketing implementation for this campaign is \$80,000. As part of your proposal, please provide a clear outline of how you would segment this budget to complete the tasks below:

- Consult on the scope and scale of efforts to maximize benefits to the community of Healdsburg.
- Evaluate and choose the best channels for messaging.
- Create and implement campaign visuals, messaging and associated toolkit.
- Promote the city of Healdsburg as a great place to visit, live and work no matter what your age, industry or current home.
- Promote local visitor-serving organizations and events to increase tourism and boost the success of a variety of local businesses.
- Enhance and augment the current marketing program run by the Healdsburg Tourism Improvement District.
- Provide messaging to attract companies from outside the area to do business in Healdsburg across a variety of industries.
- Communicate to local job creators the many resources available for starting and growing a business in Healdsburg, and improve understanding of tools and services provided by the city.

CAMPAIGN GOALS

Because this is largely an awareness campaign the marketing committee has not outlined desired metrics for deliverables in specific areas to monitor.

- For the given budget, what are the best tools and technologies to employ in this campaign
- Please provide KPIs reflective of your marketing plan that would illustrate your success

SELECTION CRITERIA

- A clear understanding of our positioning and needs
- Experience and track record of performance with projects of similar scope and budget
- Detailed project timeline with associated fees/costs
- Culture/long-term partnership fit

ELEMENTS OF A SUCCESSFUL PROPOSAL

- Explain your approach and methodology for managing this project.
- Explain your philosophy for running a successful campaign.
- Introduce proposed team members and their credentials.
 - A single agency or a collection of vendors will be considered. If a collection, please specify the person who will be the main point of contact and their vision for managing the project.
 - Individuals may form partnerships to provide a comprehensive proposal.
- Provide company background, relevant client list, partners, recognition, services offered, etc.
- Provide at least two professional references.
- Describe your experience and outcomes with similar projects for local governments or projects with similar budgets.
- Produce a project plan with a clear, achievable timeline and suggested budget allocation.
- Outline any services that will be considered additional for your proposal, with their respective costs.

SELECTION PROCESS AND SCHEDULE

- Proposals can be submitted via email or in person. In-person submissions should be in a sealed envelope clearly marked with the proposal title, agency name if applicable, and the contact person's name and address. Envelopes will be time-stamped when received. Proposals and any amendments to proposals received after the date and time specified below will be returned unopened.
- Deliver **three** printed copies (double-sided preferred) to the Healdsburg Chamber of Commerce at the address below by **5 p.m. on Monday, March 30, 2020:**

HEALDSBURG CHAMBER OF COMMERCE
 ATTN: ALAN BAKER
 217 HEALDSBURG AVE
 HEALDSBURG, CA 95448

OR

Send a digital copy to Alan Baker (alan@cartographwines.com) and Tallia Hart (tallia@healdsburg.com).

- Video and visual attachments are accepted

The following schedule is anticipated for the selection process:

- RFP issued Monday, March 2, 2020

- Proposals due Monday, March 30, 2020
- Interviews held April 2-7, 2020
- Winner selected April 13, 2020

ADDITIONAL OPPORTUNITY

The Chamber of Commerce Marketing Committee is also providing grant opportunities for locally based creatives and organizations to apply for project work as needed to execute unique creative endeavors that align with the goals and elements of the campaign. These opportunities may include film, photography, public relations, illustrations, activations, events, etc. Members in good standing of the Healdsburg Chamber of Commerce will receive first consideration for grant awards. Please contact Alan Baker via email (alan@cartographwines.com) to inquire further.

Thank you for your interest and time in responding to this RFP with a proposal for a campaign that celebrates Healdsburg — the people, the land and the spirit. We look forward to hearing from you.

Respectfully,
Alan Baker