



2018 Request for Proposals for Marketing Services

Downtown Springfield, Inc. (DSI) has initiated a Request for Proposal (RFP) process to identify a vendor, agency, consortium or contract employee (Agent) who is/are qualified to provide day-to-day marketing services showcasing Downtown Springfield as a growing, vibrant neighborhood & business district.

The duties require an Agent who has demonstrated experience in multimedia content creation and distribution. Agent will work closely with the DSI Executive Director and Promotions Committee to plan and execute marketing activities for the association.

About Downtown Springfield, Inc.

Downtown Springfield, Inc. (DSI), a 501c6 business association and Main Street organization with a mission to increase the economic and cultural vitality of the historic downtown district, is seeking proposals to manage its day-to-day marketing needs and build capacity for an eventual comprehensive marketing campaign.

Project Overview

Serve as the day-to-day Marketing Manager by developing and distributing content through all DSI channels and to media professionals that showcases Downtown Springfield's growing vibrancy, its creative entrepreneurs, its associated lifestyle, and its unique place in Sangamon County's culture. Support DSI's efforts to increase vibrancy through place branding, event and sales promotions, collateral materials, advertising and leveraged opportunities.

Selected Agent will be paid via monthly retainer.

Scope of Work

The Agent would provide the following services:

- Serve as DSI's advisor for the development and implementation of marketing strategies for the primary mission of increasing vitality in Downtown Springfield
- Manage DSI's social media accounts including Facebook, Twitter, Instagram and Snapchat
- Produce monthly e-newsletter via Constant Contact
- Write press releases
- Produce regular blog posts
- Maintain DSI website
- Increase number of videos across DSI platforms
- Increase number of member profiles across DSI platforms
- Provide graphic design services
- Provide photography services
- Potentially marketing support for development of a downtown app
- Provide next steps to expand marketing efforts as DSI's marketing budget increases

Content & Tone

The Agent will support a growing downtown district by highlighting the positive and distinct attributes of Downtown Springfield to a local and regional audience, myth-busting negative perceptions and conveying what DSI is doing to address existing barriers to growth in the downtown core.

The tone of the distributed content will be authentic, friendly, fun and trend-setting.

Expected Outcomes

Short-term success will be judged through growth in foot traffic, positive media coverage, increased leasing inquiries and website activity. Improved perceptions measured through market surveys. Long-term success will be judged by increased residential and commercial occupancy and sales tax gains.

Required Proposal Elements

- Proposer's contact information, statement of ownership of company (if applicable) and list of subcontractors (if applicable)
- Explanation of your qualifications including examples of relevant work, graphic design and past low-dollar marketing successes
- Description of your work process
- One page analysis of current DSI marketing efforts and explanation of what you would add/change/build on
- Sample DSI blog post demonstrating strong storytelling and writing ability
- Sample social media posts (one for Facebook and one for Instagram) promoting Downtown Sidewalk Sales. At least one should use video.
- Proposed monthly retainer
- Three (3) references

Timeline

Request for Proposal Released – January 11, 2018

Questions Due – January 29, 2018

Proposals Due – Friday, February 2, 2018 by 5 pm

Interview Period – February 7-9, 2018

Planned Contract Award Date – February 12, 2018

Proposal Delivery

Questions regarding this RFP should be directed to lisa@downtownspringfield.org no later than 5:00pm on Monday, January 29, 2018. Responses to all questions will be sent via email within 3 days.

Electronic submissions of the proposals are required and must be submitted to lisa@downtownspringfield.org with "RFP Submission for Marketing Services" in the subject line.

Any proposals received thereafter will be considered unresponsive. It is the responsibility of the proposer to see that its proposal is received by Lisa Clemmons Stott, DSI Executive Director, at the time and place specified. Failure to follow the format specified may be considered unresponsive. DSI reserves the right to make the selection on the basis of the original proposals with or without further negotiation, or to request further information from selected proposers, or to conduct oral interviews with selected proposers, on the basis of which DSI may make a selection for further negotiations.

Issuance of this RFP does not commit DSI to award any contract, to pay any costs incurred in preparation of a proposal, or to procure or contract for services or supplies. DSI reserves the right to waive any irregularities and informalities or to reject any or all proposals submitted, to re-advertise and to make contract awards in the best interest of Downtown Springfield.

DSI seeks to obtain and purchase all services considering the primary factors of price, compliance with specifications, service, quality and ability of timely delivery.

One or more of the proposers may be interviewed by a group of representatives from the entities before a contract is offered.

DSI reserves the right to accept or reject any and all proposals deemed to be in the best interest of the entities separately and/or collectively. Additionally, DSI reserves the right to delay making an award in order to permit additional or needed study and analysis of all proposals received.

DSI is an equal opportunity employer and does not discriminate based upon race, sex, age, religion, national origin, disability or ethnicity.