



*Request for Proposals
For
Marketing/Event Management/Social Media Services*

*Issued: March 1, 2019
Questions Due: March 15, 2019
Responses Provided: March 20, 2019*
Proposal Due: **March 29, 2019***

**To receive emailed Responses to Questions on March 20, 2019,
please email marthamalone@fairportny.com*

Fairport Local Development
Corporation
31 South Main Street
Fairport, New York 14450
585-421-3240
www.fairportoced.org

*Request for Proposals
For
Marketing/Event Management/Social Media Services*

The Village of **Fairport Local Development Corporation** (FLDC) requests proposals for the following services, as further described below:

- Marketing
- Event Management
- Social Media

Background

In June 2017, New York State Department of Transportation (NYSDOT) advised the Village of Fairport of a major rehabilitation of the NYS Route 250 Lift Bridge over the Erie Canal in the Village of Fairport. NYSDOT estimates the project will begin construction in September 2019 and that the bridge will be closed for 13-15 months.

The FLDC has been working with community and business groups to develop strategies to mitigate the impacts on local businesses and the community. Based on this work, the FLDC invites proposals from interested parties for:

Area 1) MARKETING - development and execution of general and event-specific marketing strategies and promotion including print, electronic & paid media,

Area 2) EVENT MANAGEMENT - event development and management, and

Area 3) SOCIAL MEDIA - direct assistance to businesses to establish or expand their social media presence.

Candidates are invited to submit proposals relating to one or more of these services.

The work to be performed will support the Village of Fairport as a community, creating increased traffic, with particular focus on the businesses and events during the Lift Bridge closure period. FLDC, with other stakeholders, will meet with the contracted consultant on a regular basis to share information and updates.

PROPOSAL AREA 1:

MARKETING

Scope of Work

The scope of work will include the following:

Marketing

- Development and implementation of a marketing plan focused on support for the Village of Fairport as a community, creating increased traffic, with particular focus on the businesses and events during the Lift Bridge closure period.
- Work with FLDC, external consultants, developers, and businesses to develop branding, marketing, and public relations strategies within the community and beyond.
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget.
- Provide graphic design and content development for digital, print, and collateral material, as requested.

Public Relations

- Manage public relations resources to accomplish the objectives as described in the marketing plan.
- Plan and coordinate media events as needed, approximately 1 to 2 during contract period.
- Develop and distribute news releases as needed, approximately monthly.
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development.

Social Media Management

- Provide social media strategy development, content, execution, and measurement for the social media accounts for the FLDC.
- Develop content for use by FLDC which can be shared by local businesses and other stakeholders to ensure consistent messaging.

Email Marketing

- Design and develop monthly email newsletters and special event promotions.

PROPOSAL AREA 2: *EVENT MANAGEMENT*

The Village of Fairport is host to distinctive, family-friendly community festivals and events throughout the year including weekly Summer concerts, Spring Fling (May), Fairport Canal Days (June), 4th of July Parade (July), Fairport Music and Food Festival (August), Scarecrow and Oktoberfest (October) and Home for the Holidays (December).

During the Liftbridge closure, in order to bring more people to the Village, particularly from outside of the Village and Town limits, we are proposing to create a minimum of one (1) new event each month.

Scope of Work

The scope of work will include the following:

Development

- Working within the existing calendar of events, identify appropriate dates/times for new events.
- Identify appropriate event types such as street parties, outdoor film screenings, pop-up parks, bonfire nights, winter events, etc.

General Management and Financial Operations

- Develop a timeline and work plan
- Work with the event date provided and help develop event budget
- Assist with vendor identification, negotiating and contracting

Event Marketing

- Develop and implement a marketing and communication plan
- Ensure timely execution of all creative material associated with the event

Event Management

- Manage and coordinate general event logistics, such as catering, venue coordination, contracts, staging, entertainment, volunteers & staffing, technical equipment, presentations and any other relevant tasks as required.
- Ensure all applicable licenses and appropriate insurance coverage is acquired.
- Create and execute volunteer duty program, meeting and training.
- *Days of Event* - Supervise all aspects of the event and manage the logistics and onsite supervision of the event.
- Submit a post-event evaluation report with recommendations to FLDC.
- Other duties as assigned.

Other

- Meet regularly as required with FLDC, and with stakeholders, to provide updates on progress, issues, resources and budget matters.

PROPOSAL AREA 3: *Social Media Assistance*

Provide social media assistance directly to local businesses that will broaden their exposure, increase sales opportunities, and establish their brands. Envisioned as a competitive application process.

Scope of Work

The scope of work will include the following:

Direct Business Assistance

- Provide direct business assistance, on an hourly basis, to assess existing digital platforms, identify opportunities for improvements in existing practices and to identify other appropriate platforms.
- Provide direct business assistance, on an hourly basis, to consult on analytics, content curation, schedule.
- Services may include web design & development, buildout of online sales platform and establishment of other appropriate platforms (Twitter, Instagram, Facebook, etc.)

**Please provide an hourly rate for the direct business assistance services.
Expectations are minimum 200 hours during the contract period.**

Marketing

- Development and implementation of a marketing plan to effectively communicate the services offered to maximize utilization by local businesses.
- Development of Initial Intake Application for services that will effectively identify those businesses which will most benefit from the proposed services. Application might require them to articulate their goals for the program, summarize their current social media presence and request commitment to maintaining the results of the program.

Please provide either 1) an hourly rate and estimated number of hours or 2) flat rate for development and implementation of the Marketing Plan for the proposed Social Media Assistance.

Response Requirements (minimum requirements)

Please provide the following information in the order listed.

1. Company profile
 - a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
 - b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
 - c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.
2. Qualifications
 - a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and awards or other forms of recognition.
 - b. Provide a description of your work process.
 - c. Describe why your firm is uniquely positioned to serve as the lead marketing strategist, implementer, and advisor for the Liftbridge project.
3. Experience and ability to perform this work
 - a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work
 - b. Provide examples of relevant work and / or case studies.
 - c. Provide contact information for a minimum of three (3) client references; identify the type of work completed for each.
 - d. Provide a list of personnel who would be assigned to FLDC work, along with their credentials and experience, particularly for similar projects. Identify percentage of time for each.
4. Pricing - IDENTIFIED BY SPECIFIC PROPOSAL AREA
 - a. Provide a schedule of fees for all relevant services described in the Scope of Work.
 - b. Provide a schedule of fees for any additional services, travel, or meetings.
 - c. For Area 1; Marketing and Area 2: Event Management, provide an estimate of the number of hours required for each service area.
5. Conflict of Interest:
 Provide a description of; (i) any material arrangements, relationships or other employment that the firm or any firm employee has with any persons or entities that may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of the FLDC and the Village, (ii) any family relationship that any employee of the firm has with any FLDC public servant that may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of the FLDC, and (iii) any other matter that the firm believes may create a conflict of interest or the appearance of a conflict of interest in acting on behalf of the FLDC. Please describe any procedures the firm either has, or would adopt, to assure the FLDC that a conflict of interest would either not exist or not be a significant problem for the firm or FLDC.

Please follow exactly the requirements for the responses noted above. It is the responsibility of bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Questions

It is the responsibility of the respondent to inquire about and clarify any aspect of the RFP that is not understood. Any questions related to this RFP must be submitted via email to the Martha Malone, Executive Director at marthamalone@fairportny.com and received no later than, March 15, 2019. Responses to all questions will be completed by email by March 20, 2019 and copies of the questions and responses will be distributed to all RFP recipients simultaneously.

Proposal Submittal

Deliver one (1) electronic copy to: marthamalone@fairportny.com
Martha M. Malone, Executive Director, Fairport Local Development Corporation

Electronic copy shall consist of one (1) PDF document containing all requested information.

REVIEW OF PROPOSAL

The Executive Director will initially evaluate each firm's proposal. Proposals that do not meet the required submission of complete response by due date/time and those which are not responsive or not responsible (which includes, but is not limited to, the bidder's qualifications, financial stability, legal authority, integrity and performance) will not be given further consideration. Final selection will be made by resolution from the full FLDC Board of Directors.

Award

The FLDC reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP.

Anticipated Selection Schedule

- RFP Distributed: March 1, 2019
 - Questions by email: March 15, 2019
 - Responses to Questions Provided: March 20, 2019
 - **Proposals due: March 29 2019, 4:00pm local time;**
Responses submitted after 4:00 pm local time will not be accepted or considered.
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GENERAL TERMS AND CONDITIONS

Right to Reject Proposals

The FLDC reserves the right without prejudice to reject any or all proposals and to waive any informalities therein or in the selection process.

During the evaluation process, the Executive Director reserves the right, where it may serve the FLDC's best interest, to request additional information or clarifications from firms, or to allow corrections of errors or omissions.

The FLDC reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether that proposal is selected.

After evaluation and selection of the successful applicant, all applicants will be notified, in writing, of the acceptance or rejection of their proposals.

Proposals submitted under this request for proposal are subject to public disclosure under the New York State Freedom of Information Law. If bidders do not want certain data disclosed for any purpose other than for evaluating the proposal, the bidder must identify the reason for the restriction and the pages of the proposal which they wish to have restricted, if allowed by law. FLDC will disclose any information required by law to be disclosed, even if the bidder has requested such information be restricted.

A contract will be executed in a form acceptable to each entity to the successful bidder (s). The contract period will be from April 15, 2019, through April 30, 2020. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

Submission of a response indicates acceptance by the firm of the conditions contained in this Request for Proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the entity and the firm selected.

This RFP does not commit the entity to negotiate a contract, nor does it obligate the entity to pay for any costs incurred in preparation and submission of proposals or costs incurred prior to entering into a formal contract.

Thank you for expressing an interest in providing Marketing/Event Management/Social Media services on behalf of the Village of Fairport Local Development Corporation.

Fairport Local Development Corporation RFP Questions & Answers March 20, 2019	
Core Team of Key Stakeholders:	1. Village Mayor 2. Village of Fairport Manager 3. Fairport Local Development Corporation (FLDC) Executive Director 4. Fairport Chief of Police 5. Town of Perinton Supervisor 6. Village Resident 7. Fairport Perinton Partnership for a Better Community (FPPBC) Executive Director 8. Fairport Perinton Merchants Association (FPMA) President 9. Fairport Perinton Chamber of Commerce (FPCC) President 10. Fairport Library Representative
1. On Page 2 under Area 1)Marketing, you noted “paid media”. What type of advertising were you thinking of? And do you have a budget for this paid form of media?	To be determined; As recommended by the Marketing/Communications plan, which may or may not include Paid Media. Budget to be determined.
2. Should we provide an estimate based upon the proposal period of 13 or 15 months?	The contract period will be from April 15, 2019, through April 30, 2020. Based on performance and bridge project schedule, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.
3. On Page 3 under Marketing, the second bullet speaks to working with “external consultants, developers, and businesses”, could you let us know specifically who you are speaking about?	Please strike “external consultants, developers, and businesses” and replace with members of the CORE TEAM (as defined above).
4. In response to this proposal, could you clarify who has the final decision making?	The Executive Director will initially evaluate each firm's proposal, along with members of the Core Team. Selected firms may be invited to make a presentation to members of the Core Team. The Core Team will provide their recommendations to the FLDC Board of Directors. Final selection will be made by resolution from the full Fairport Local Development Corporation Board of Directors.
5. What is your budget expectation as there are a lot of deliverables?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
6. Do you have existing public relations resources or personnel on staff or consultants we'd be working with?	No.
7. How might the Perinton-Fairport Partnership and Fairport Merchant Association work within this proposed work?	The FPPBC, the FPCC and FPMA are considered key stakeholders and collaborative partners.

8. What current social media accounts are you looking to create? Are there any existing social media accounts you utilize?	To be determined; As recommended by the Communications plan. Preference is to amplify/augment existing social media channels.
9. Do you have an existing list that the monthly email newsletters and special events promos would go to? And if so, what is the audience?	The Village of Fairport, the FLDC, the FPMA, FPCC and the FPBC each maintain their own email contact lists and social media.
10. On Page 4, under the last bullet you discuss meeting regularly with FLDC and with stakeholders. Could you let us know how many stakeholders there are? And how many meetings we would anticipate meeting regularly for?	Core Team members are currently meeting weekly. In initial discovery/development phase, expect weekly. Monthly thereafter.
11. What is the plan for parking and foot traffic during the bridge construction	NYSDOT detour plans are attached. Supplement signage to encourage local travel to the Village businesses would be necessary.
1. The contract period stated is April 15,2019 through April 30,2020. The Liftbridge project is scheduled to begin in Sept, 2019 and last 13-15 months. The contract period only covers 8 months after the project begins. What is the reason for these dates?	Since the NYSDOT announced the Lift Bridge project, it has generated significant discussions among the local business community and residents, along with media attention. Anecdotally local businesses have reported some customers thinking that the bridge is already closed. The goal of the communications plan is to ensure the message that the Village remains open for business. The contract period will be through April 30, 2020. Based on performance and bridge project schedule, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.
2. In proposal area 1 it is identified that graphic design is included on an as needed basis. Is it intended that the graphic design will support the marketing plan or are there other needs that are outside of the Liftbridge project?	The graphic design would support the marketing plan.
3. What email marketing software do you currently use? How many subscribers do you have on your list?	The Village of Fairport, the FLDC, the FPMA, FPCC and the FPBC each maintain their own email contact lists. I do not have that information at this time.
4. For proposal area 2, when will the new monthly events start? And how many months will they be executed? Does it align with the Liftbridge Project schedule? Starting in September and for 13-15 consecutive months?	The contract period will be from April 15, 2019, through April 30, 2020. This allows for events to be developed for immediately following the bridge closure. Based on performance and bridge project schedule, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.
5. For proposal area 3, under direct business assistance, a number of services are listed for inclusion. Is it intended that the assistance will include actual build out of a website or just strategic consultation on the project?	To be determined, based on demand. Responses may detail rate schedule for different levels of service.

6. Do you have a budget or budget range for each of the proposal areas?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
7. For proposal area 2, the selected agency is responsible for creating, planning, promoting and executing all new events. Is that accurate? Some of the scope of work sounds like it will be the sole responsibility of the agency, and others (ie "assist with vendor identification...") sound like there is a person or committee that might also be involved. What resources are available within FLDC (volunteers, etc.) for implementing these events?	The FPPBC, the FPCC and FPMA are considered key stakeholders and collaborative partners, and could serve as resources.
<u>Proposal Area #3 - Social Media Assistance-</u> Considering that the impact period is estimated on the high side to be from Sep 2019 to Nov 2020, is there a targeted month or even a deadline to have services delivered so that the receiving businesses can effectively execute and see positive mitigation results during that period?	No Deadline.
- What are the number of business that are candidates for Social Media Assistance?	To be determined based on demand.
- Are these categorized by type?	No.
- Is there a target for the total number of business desired to receive assistance?	No.
- Are there any expectations, constraints, or rules to the distribution of how the assistance will be allocated?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
- is there a maximum funding allocation available for these services / assistance? (in case demand is extraordinarily high?)	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.

- Does FLDC currently partner with an agency or consultant to support event management, marketing or social media activities? If is the incumbent(s) invited to participate in this RFP?	No.
- If not, can you elaborate on where prior relationships may have fallen short?	N/A
- Can you advise what internal FLDC resources (staff, partnerships, etc.) are currently in place for marketing, social media and event management? Additionally, what resources would be available to us as we plan for staffing allocations (e.g. designers, copywriters, photographers, etc.). Further, Are you looking to your partner to facilitate event resources (e.g., entertainment, food, venues, retailers)?	FLDC has limited staff. Facilitate event resources that are not available from our key stakeholders and collaborative partners, The FPPBC, the FPCC and FPMA.
- Does the Village of Fairport have a well established brand with logo files, brand standards guidelines, key messaging, collateral, etc. that can be used as reference when developing creative campaigns?	The Village of Fairport branding was updated within the past two years.
- Is FLDC currently managing PR internally?	Yes. Outside services are engaged for significant events/circumstances beyond internal capacity.
- Does FLDC have a budget set aside for these services? If so, is it split by task? If not, can you provide a general range, historical spend or cost not to exceed figure to ensure our recommendation is focused within parameters?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
- How has the Village of Fairport managed similar construction in the past? What worked well? What didn't?	Prior lift bridge closing of significant duration was 6 month closure in 2006.
- What has been the public response to the lift bridge closing?	Public interest is high. NYSDOT informational meeting in February 2018 was moved from Village Hall to the Fairport High School Auditorium to accommodate attendees.
- Does the Village of Fairport currently have any marketing plan/promotion to drive non-resident traffic?	No. Marketing/Promotion are carried out primarily by The FPPBC, the FPCC and FPMA.
- Can you identify the geographic target for non-resident promotion? E.g., Specific radius of the village, Greater Rochester Area, Western NY, beyond?	Greater Rochester Area

- When was the last time the Village of Fairport had a marketing plan developed?	Unknown.
- Does the Village of Fairport have a database for email newsletters, or will these be sent to databases collected by individual businesses?	To be determined. Initial discussions are that material will be disseminated through existing channels, but not required.
- What would success look like to you as it pertains to the SOW? How will FLDC measure these successes?	A local business environment that remains healthy; existing businesses remain, property owners continue to make investments. Event attendance remains at existing levels.
o Specific and measurable goals will allow us to strategize promotional spend with anticipated results.	
o Event Attendance	
o Consumer Traffic	
Would you accept a proposal involving more than one agency with one point of contact coordinating the services?	Yes.
- After the RFP is awarded, what is the timeline moving forward? For instance, when would planning begin and when would initial material need to be ready by?	To be determined. Target date for contract is April 15, 2019.
- What is the expected budget for each of the three areas — Marketing, Event Management and Social Media? What does each budget include?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
- The RFP mentioned increased traffic as a measure of success for the project. Does this mean increased traffic from what is currently being realized by the businesses? Are there other metrics you will review to determine success during this time?	To be determined.
- What does the competitive application process look like under Social Media Assistance?	it is anticipated that their application would be judged on: a) ability to articulate their own goals for the program, b) the current state of their social media, (do they have any? What's the quality? Is it up to date? Is it appropriate for their business? and c) their commitment to maintaining the results of the program.
- What is the total number of businesses that will receive Social Media Assistance after submitting their applications?	To be determined based on demand.
- How many businesses will need websites redesigned and sales platforms built?	To be determined.

- How many businesses will need social media platforms established for the first time?	To be determined.
-Will the agency be responsible for creating content calendars across all FLDC and local business social media platforms during the 12-15-month period? If so, how many local businesses and what is the number of social media platforms per business?	To be determined; As recommended by the Communications plan. Preference is to amplify/augment existing social media channels.
<u>Event Management</u>	
• Do you have a budget in mind (or at least a range), specifically for the event management portion?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
• Does the budget include coordination fees and any out of pocket expenses?	The FLDC has sufficient funds to provide for: marketing/communications/public relations/event management (Proposal Areas 1 & 2) and direct business assistance with social media (Proposal 3). Budget to be determined primarily by demand on the funds. The Marketing/Communications budget will be of paramount importance, with the balance allotted to event management and social media assistance.
• How many events would we be helping to plan? The RFP mentions that the project could take between 13-15 months with a minimum of one new event per month. Does that equate to 13-15 new events to concept and organize?	To be determined. Facilitate event resources that are not available from our key stakeholders and collaborative partners, The FPPBC, the FPCC and FPMA.
• Would we manage the existing events, plus the new events or only the new events?	New events only.
• If we would also manage existing events, how many would there be?	N/A
<u>Marketing: Proposal Area 1</u>	To be determined.
1. Are individual businesses signing up and financially supporting a portion of the advertising campaign in anticipation of receiving media exposure?	
2. What is the timeline & details of each phase of the project (construction schedule)?	NYSDOT has not provided a specific construction schedule as of this date.

Event Management: Proposal Area 2 1. Just to confirm, you are asking for an additional event to occur in the same month as your major events? What exact months are you looking for new events to be managed and additional events to be created for? is it within the contract dates of April 15, 2019 through April 30, 2020.	Working within the existing calendar of events, identify appropriate dates/times for new events.
2. Are you looking for event management and/or event publicity support for the events you currently have planned (i.e. summer concerts, Fairport Canal Days, 4th of July Parade, Fairport Music and Food Festival, Scarecrow and Oktoberfest and Home for the Holidays) during contract dates?	No.
Social Media Assistance: Proposal Area 3 1. It states that services may include “web design & development and buildout online sales platforms.” Please elaborate on which businesses would need this support and depth of support.	To be determined, based on demand. Responses may detail rate schedule for different levels of service.
2. Can you provide a list of businesses that are in the village?	Yes.
3. What businesses are expected to feel the most impact?	Businesses that rely on customers that expect easy access and nearby parking. Complementary businesses that benefit from foot traffic generated by other businesses. It is anticipated that some "destination" businesses may be impacted by the fatigue generated by the length of the project (13-15 months).