



# CITY OF SNOHOMISH

*Founded 1859, Incorporated 1890*

116 UNION AVENUE □ SNOHOMISH, WASHINGTON 98290 □ TEL (360) 568-3115 FAX (360) 568-1375

## **Request for Proposals for Creation & Implementation of Marketing Campaign for Retail & Tourism Development**

### I. INTRODUCTION AND SUMMARY

The City of Snohomish is requesting proposals from qualified firms for the completion of a Marketing Campaign for Retail & Tourism Development for the City. The City of Snohomish is located in Snohomish County, WA, at the crossroads of US 2 & SR9. The current population is approximately 9,000. Current land area is approximately 5 square miles.

The project will be completed under the direction of the City Economic Development Manager who will serve as project manager. The City's Economic Development Committee will assist the Manager in identifying project goals and schedules, and evaluating deliverables. All City contracts require approval by the City Council.

The budget for this project including the design, implementation & media buys is not to exceed \$40,000. This project is identified in the City's budget for 2009.

Deadline for receipt of proposals is **January 15, 2009 at 4:00 pm**. Proposals should be prepared in accordance with this RFP and mailed or delivered to:

Debbie Emge  
Economic Development Manager  
116 Union Avenue  
Snohomish, WA 98290  
(360) 282-3197  
Fax: (360) 568-3115

Email: [emge@ci.snohomish.wa.us](mailto:emge@ci.snohomish.wa.us)

Two hardcopies and one electronic copy on CD of the submittals must be received by the deadline indicated above. Postmarks will not be accepted.

Consultants may be interviewed by a selection committee consisting of members from the Economic Development Committee and/or the Retail and Tourism Marketing

subcommittee and other stakeholders including employees of the City of Snohomish. Consultants submitting proposals should not lobby committee members, although they may contact Debbie Emge at (360) 282-3197 for additional information. All proposals are public records. The committee reserves the right to request additional information from consultants submitting proposals. The City reserves the right to reject all submittals.

Interviews may be scheduled after a review of proposals. Selection criteria shall include the following factors: (1) consultant qualifications (10%); (2) understanding of project (10%); (3) approach to project (30%); (4) quality of past work (based on references and a review of the proposal) (30%); and (5) cost (20%). Consultants will be notified of the interview selection by mail, e-mail or telephone no later than January 20, 2009.

Expected Timeline:

Deadline for Proposals: Jan. 15, 2009 - 4pm  
Review of Proposals by Committee: Jan. 20, 2009  
Interviews scheduled: Jan. 26, 2009 –Jan 28, 2009  
Selection of Consultant: Jan. 30, 2009  
Draft Plan Completed by March 31, 2009

Should you be selected, all materials created under contract with the City of Snohomish will be owned by and must be returned to the City of Snohomish prior to payment by the City of Snohomish.

Consultant Insurance Requirements for contract:

The minimum insurance requirements shall be as follows:

(1) Comprehensive General Liability. \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage, \$2,000,000 general aggregate;

(2) Automobile Liability. \$300,000 combined single limit per accident for bodily injury and property damage;

(3) Workers' Compensation. Workers' compensation limits as required by the Workers' Compensation Act of Washington;

(4) Consultant's Errors and Omissions Liability. \$1,000,000 per occurrence and as an annual aggregate.

## II. PURPOSE AND BACKGROUND; CURRENT ISSUES

The purpose of this project is to create a marketing campaign, implementation plan and media buys focused on retail and tourism development that will increase the visibility of the City's shops, restaurants and the natural, cultural and artistic assets. The campaign should attract the local residents as well as a consumer that is within a two hour drive.

The campaign should include at a minimum the following elements:

- full website design, content management system, search engine optimization, and tracking
- blog
- social media (facebook, you tube, podcasts, twitter etc.)
- story packages and placement
- e-newsletter
- direct marketing pieces
- print, television and radio campaign
- print collateral materials
- other public relations

## III. SCOPE OF SERVICES; TASKS

This scope is described in terms of tasks that the consultant or consultant team is expected to perform. Where the scope of services calls for a public review of a work product by the Economic Development Committee, the City Council or other stakeholders, the consultant is to submit the work product at least twenty (20) working days before the meeting, unless otherwise specified.

- A. Focus Group Interview. The consultant and the City will together identify the persons to be invited for interviews. These interviews will help to determine priorities, community values and visions, opportunities, and issues. The consultant will prepare a short memorandum summarizing the results of these interviews.

WORK PRODUCT: Word document summary memorandum of interviews.

- B. Development of the Draft Plan. The Plan will consist of several portions including:
1. Branding refinement recommendations including sub-branding and niche marketing opportunities. The branding portion of the plan will include recommended brand identity, variations of the identity for use in niche marketing with clear themes and messages.

2. Marketing recommendations including website design, strategy and search engine optimization, blogs, social media, copy for story packages and placement, e-newsletter, direct marketing, television, radio and print advertising campaign, print collateral materials and public relations efforts that will reinforce the branding recommendations. This will include the design and copy work for each recommendation.
  3. Implementation strategies including budgeted costs of each recommendation, any possible outside of the City funding sources for each recommendation, responsible party to be charged with carrying out the recommendation, and step-by-step instructions for the implementation of each recommendation. A return on investment measurement should be identified for each strategy.
- C. The consultant will present the Draft Plan to the Economic Development Committee and City Council at a public workshop outlining each recommendation and rationale and will work with the City to refine and reach agreement on the marketing campaign and implementation. Community consensus is absolutely critical to the success of the marketing campaign.
- D. Based on the comments from the public workshop, the consultant will refine the draft plan and create a final document.
- E. The consultant will present the final plan to the City Council and be available to answer any questions.

**WORK PRODUCT:**

Hardcopy

The entire final document shall be provided as a one-sided, unbound, camera-ready original.

Electronic

1. The entire final document(s) shall be provided in the native, Microsoft Windows-compatible formats used to create the document (i.e., MS Word, Excel, Adobe Illustrator, etc.).
2. The document(s) shall be provided in two electronic versions in Adobe Acrobat .pdf format, version 7.0 (or later) as follows:
  - a. The entire document in .pdf format compiled in one electronic file.
  - b. The entire document in .pdf format with each chapter (if applicable) as an electronic file.
  - c. All included graphics and photographs delivered in a high resolution .jpg format.

3. The electronic version shall include all text, tables, and graphics fully integrated in the same order and arrangement as they appear in the final, hardcopy document.

4. Electronic documents shall be provided on one CD-R. Additional CD-R's are allowed only when the electronic files will not fit on a single CR-R. The CR-R and the CR-R jewel case (front and spine) shall be labeled with the document title and the year of publication.

All materials created under contract with the City of Snohomish will be owned by and must be returned to the City of Snohomish.

#### IV. FORM OF PROPOSAL

The consultant proposal should not exceed 10 pages, including attachments. It should include:

- A proposed work program to respond to the scope of work in this RFP, including a Gantt chart showing the scheduling of various tasks and the related budget.
- Names and titles of individual who will be working on the project, including support staff or outside contracted vendors. The proposal shall identify the consultant's project lead/manager.
- The hours each individual is expected to work on the project and the percentage of total for the project that time represents
- Brief resumes of key consulting staff persons that describe their academic credentials, professional licenses, registrations, or certifications, relevant publications and experience on similar projects
- The names, addresses, telephone numbers and email addresses of clients for whom the consultant has recently performed services including a sample of the product delivered.
- A not-to-exceed amount for the budget of the project, **inclusive** of travel, and any out of pocket expenses.