

REQUEST FOR PROPOSAL

Project Name: Marketing Services
Company Name: Town of Bucksport
Address: 50 Main Street
PO Drawer X
Bucksport, ME 04416
Contact Name: Richard T. Rotella
Contact Phone #: 207-469-7368
Contact Email: rich.rotella@bucksportmaine.gov
Contact Fax #: 207-469-7369

Background/Introduction:

The Town of Bucksport, which was founded in 1792, is a coastal community in Hancock County with a population of roughly 5,000 citizens. Bucksport is strategically located on US Coastal Route 1 at the apex of Penobscot Bay, Maine's largest coastal bay, and the Penobscot River, Maine's largest river. The town is within 20 miles from destination hubs such as Bangor/Brewer, Belfast, Ellsworth, Hampden, the Blue Hill Peninsula, and Castine. It is also less than 40 miles to Acadia National Park and Camden.

Project Goals and Scope of Services:

The Town of Bucksport is seeking the services of a full-service marketing firm to undertake a town-wide comprehensive marketing and branding plan that considers residents & potential residents, current & future businesses, developers, and visitors from Maine & beyond.

The selected firm will be responsible for the development of a comprehensive and cost-effective marketing plan that builds upon the town's history, numerous resources, and recent redevelopment efforts.

The plan should include the following components:

- Goals
- Strategies
- Branding
- Target markets
- Associated costs to implement the plan
- Effective measurement metrics

Anticipated Selection Schedule:

The Request for Proposal timeline is as follows:

Request for RFP: January 13, 2020

Deadline for Bidders to Submit Questions: January 27, 2020

Town of Bucksport Responds to Bidder Questions: February 3, 2020

Deadline to Receive Bids: February 10, 2020

Start of Interviews: February 18, 2020

Contract Award/Notification to Unsuccessful Bidders: February 27, 2020

Time and Place of Submission of Proposals:

The RFP will be posted on our website, www.bucksportmaine.gov, and can be downloaded from there directly as of 9a.m. on January 13, 2020. The RFP can be found on the home page under the “Requests for Bids & Proposals” tab located just to the left of the Town Calendar.

Respondents to this RFP must submit one original and five copies of their proposal. Responses must be received no later than February 10, 2020. Responses should be clearly marked “RFP-Marketing Services” and mailed or delivered to the contact person listed above.

Timeline:

The Town of Bucksport needs the project completed within 4 months.

Elements of Proposal:

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of the creative team and the number of full-time employees.
- A one-page narrative outlining the firm’s strengths, distinguishing skills, and culture as they might relate to the Town of Bucksport and its plans for the future.
- References and contact information for current and past clients.

Evaluation Criteria:

The successful respondent will:

- Have been operating continuously as a marketing agency for a minimum of 36 months and possess full-service, in-house capabilities for marketing and branding,
- The education, experience, knowledge, skills and qualification of the firm and the individuals who will be able to provide this service,
- The competitive cost of services,
- The expertise and effective results of the firm working with similar customers.

Budget:

The Town of Bucksport’s budget for the project is \$10,000.00.