



REQUEST FOR PROPOSALS MARKETING SERVICES

RFP ISSUE DATE: February 4, 2021

PROPOSALS DUE BY: March 5, 2021

SEND TO: Submitted no later than 5pm on March 5, 2021 to the following email addresses: greg@brattleborochamber.org and stephanie@brattleboro.com.

WHO WE ARE: The Brattleboro (Vermont) Community Marketing Initiative is a collaboration between the Brattleboro Area Chamber of Commerce (Chamber) and the Downtown Brattleboro Alliance (DBA) and funded by the town. For the purposes of this RFP, the fiduciary agent will be the Brattleboro Area Chamber of Commerce

WHAT WE WANT: We are looking for proposals that will utilize a \$37,551 total budget over a 12-month period. The contract period would be for 12-months with the possibility of renewal.

BACKGROUND: On September 12, 2020 Brattleboro Town Meeting Representatives appropriated the sum of \$37,551 for the joint promotion of Brattleboro by the Brattleboro Area Chamber of Commerce and the Downtown Brattleboro Alliance. This is a continuation of of the #lovebrattleborovt campaign that has been running since January 2020. Please see <https://www.brattleboro.com/downtown/love-brattleboro-vt/> for existing marketing campaign and samples of collateral.

GOAL of Marketing Campaign: The goal is to increase the number of BIPOC (black, indigenous, and people of color) visitors to the town of Brattleboro.

GOAL of RFP: The purpose of this RFP is to identify a marketing professional(s) with the ability to develop and execute a strategic and tactical marketing plan using existing assets that will attract BIPOC visitors to Brattleboro to shop, dine, stay and enjoy our town. We are looking for marketing professional(s) who demonstrate expertise to design and deliver a campaign to appeal to this

untapped market. Given the modest amount of money we have been allocated, we are looking for a creative thinker who can give us the best bang for our limited marketing bucks!

SCOPE OF WORK:

This project is supervised by the Interim Executive Director of the Brattleboro Area Chamber of Commerce and the Executive Director of the Downtown Brattleboro Alliance

- Create a one (1) year marketing plan to drive more visitation to Brattleboro with an emphasis on BIPOC visitors.
- Plan must include an implementation plan utilizing the existing branding of the #lovebrattleborovt campaign - both concept and materials.
- The plan will be strategic around fluctuating COVID travel restrictions.
- All content development must fit within the implementation budget.
- Identify metrics to measure the campaign’s success; track and report monthly and cumulative data.
- Provide consistent reports as well as a year-end summary of results to the project team and Brattleboro Selectboard.

SUBMISSIONS: Submit any questions and final proposal to greg@brattleborochamber.org and stephanie@brattleboro.com.

TIMELINE:

RFP ISSUED: February 4, 2021

PROPOSALS DUE BY: March 5, 2021

CONTACT AWARDED: March 12, 2021

A. KEY ASPECTS

1. RFP Corrections or Changes. The project team reserves the right to:

- Modify any date or deadline appearing in this RFP.
- Issue clarification notices, addenda, alternative RFP instructions, forms, and/or other relevant documentation.
- Waive any RFP requirement or instruction for all bidders if the project team determines that the requirement or instruction was unnecessary, erroneous, or unreasonable.

- Extend the proposal submission deadline.
- Overlook or correct any clerical or mathematical errors occurring in this RFP.

Bidders shall notify the executive directors of the Chamber and DBA immediately to report a known or suspected problem with this RFP. Bidders who fail to report a known or suspected problem with this RFP shall submit a proposal at their own risk.

2. Correction of Bidder Information. The project team reserves the right to:

- Request a bidder to submit additional documentation during or after the proposal evaluation process.
- Collect omitted documentation from bidders.
- Waive any immaterial deviation or defect as may be adjudged by the project team in any proposal and allow the bidder to remedy such defects.
- Overlook, correct or require a bidder to remedy any obvious clerical or mathematical errors.

Bidders' failure to adhere to the project team's requests may result in the bidder proposals being determined unresponsive and rejected from further consideration.

- 3.** Cost is a significant factor in selecting the successful bidder, but it is not necessarily the determining factor. A bidder's comparative superior experience and knowledge may result in a bid selection other than the lowest bid submitted.
- 4.** It is understood that no vendor will be compensated for the time spent in developing the bid proposal.
- 5.** At the project team's option, oral presentations by bidders may be required. Bidders will be notified if an oral presentation is required. Bidders may be requested to provide a presentation of the services offered in their proposal. Bidders are responsible for all costs associated with an oral presentation. The bidder will not be compensated by the project team, the Chamber or the DBA.

Bidders should present complete, comprehensive proposals without relying on oral presentations, because the Chamber and the DBA reserve the right to award a contract without further discussions.

- 6.** All materials submitted by bidders become the property of the Chamber and the DBA,

which are under no obligation to return any of the materials submitted in response to this RFP. The Chamber and the DBA shall have the right to use all system concepts, or adaptations of such concepts, contained in any proposal. This right will not be affected by selection or rejection of the proposal.

B. BASE CONTRACT TERMS

Contract Period: The contract arising from this request for proposal will be for a period of twelve (12) months with an option to renew for additional twelve-month periods through written amendment. Proposed start date will be on or around March 12, 2021, but note this date is approximate.

Contract Terms: The selected vendor will sign a contract with the Brattleboro Area Chamber of Commerce to provide the items named in their proposal, at the prices negotiated. Minimum support levels, as well as terms and conditions from this RFP and the vendor's response, will become part of the contract. This contract will be subject to review throughout its term. The Chamber will consider cancellation upon discovery that a vendor is in violation of any portion of the agreement, including an inability by the vendor to provide the products, support and/or service offered in their proposal.

C. REQUIRED CONTENT

To aid in the project team's review and comparison of all proposals received, we ask bidder's to provide the following:

1. **Identity of point of contact.** Please identify a single point of contact for clarification of information if needed.
2. **Experience.** Please provide a description of your experience with similar projects.
3. **Understanding of audience.** Please explain your understanding of the target audience paying careful attention to diversity and inclusion and the most efficient way to reach these audiences.
4. **Project plan.** Please explain how you will perform tasks listed in the Scope of Work, including a proposed timeline for completion of required tasks. Specifically, please prepare a proposed work plan organized by key activities, target dates, and deliverables.
5. **Budget.** Please submit a budget that is both realistic and reasonable to complete the scope of work. Proposals shall include a detailed scope of work for services, with a clear cost associated for each piece of the proposal and any related expenses to be billed including advertising placement. No need to detail out hours. Our budget cannot exceed \$37,551. Please include basic hourly rate for work outside the project scope.

D. PAYMENT PROVISIONS

Once contracts are executed, the Chamber will reimburse contractors for pre-approved expenses. All reimbursable expenses must be documented with receipts. Contractors must bill the Chamber for work performed once a month during all months that work occurs. Payment terms will be net 30 days.

E. CONFIDENTIALITY

Contractors must agree to keep information related to the project team, the Chamber, the DBA and all partners related to this contract confidential. The Contractor agrees not to publish, reproduce, or otherwise divulge such information in whole or in part, in any manner or form, or authorize or permit others to do so unless authorized in writing by the Chamber and DBA.

F. ADDITIONAL PROVISIONS

1. **Governing Law.** All submissions and agreement shall be in conformance with and governed by applicable laws of the State of Vermont.
2. **Submission Expenses.**
 - **Submission Preparation:** No expenses associated with the preparation of the submission response shall be borne by the project team, the Chamber or the DBA.
 - **Presentations and/or Demonstrations:** No expenses shall be borne by the project team, the Chamber or the DBA for oral presentations or demonstrations made by the individual and/or firm.
3. **Discrimination.** The contractor will be required to agree to comply with all requirements of Title 21, Chapter 5, Sub-chapter 6, Section 495A relating to fair employment practices.
4. **Statement of Rights.** The project team, the Chamber and the DBA reserve the right to accept or reject any and all submissions, with or without cause, and the individual and/or firm shall have no recourse. The project team, the Chamber and the DBA reserve the right to waive technicalities to assure the project provides the greatest benefit to the marketing initiative.
5. **Submission Price or Best Final Offer.** Responses to this RFP will be considered firm for one hundred twenty (120) days after the closing date of submission.

MARKETING PARTNERS

Brattleboro Area Chamber of Commerce
180 Main Street
Brattleboro, VT 05301
(802) 254-4565
www.BrattleboroChamber.org

Downtown Brattleboro Alliance
P.O. Box 961
Brattleboro, VT 05301
(802) 257-4886
www.Brattleboro.com