

MARSHALLTOWN

— I O W A —

City Administrator's Office

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REQUEST FOR PROPOSAL FOR COMMUNITY MARKETING TO MARSHALLTOWN RESIDENTS

The City of Marshalltown is seeking proposals for the creation and implementation of a marketing campaign directed at Marshalltown residents. In the 2020 Community Survey, only 31 percent of respondents rated the overall image of Marshalltown as excellent or good. McTV, which was producing video content marketed to Marshalltown residents, will no longer provide this service after July 1st, and the City Council is interested in proposals to fund at a dollar amount not-to-exceed \$40,000. The funding is coming from the Council-designated Local Option Sales Tax.

The proposal must specify the deliverable(s) to be produced. The City does not have a requirement for the deliverable(s) and is open to ideas other than videos, with a preference for a proposal that provides a number of methods of delivery. The proposed marketing strategy must include the use of the Marshalltown More Than Ever logo and tagline, which can be accessed at <https://www.marshalltown.org/morethanevery/>.

Qualified individuals or firms should submit a proposal to the City of Marshalltown containing the following information:

- Name and Contact Information
- Experience in marketing and promotions
- Why this project is of interest
- Deliverables to be provided
- Proposed marketing and distribution strategy
- Fee for services

Proposals should be submitted by email to jkinser@marshalltown-ia.gov no later than Monday, June 7, at 10:00AM CST. Proposals will be reviewed after the due date by a small group of City elected officials and staff.

The City reserves the right to reject all proposals.

City Council

Michael Gowdy, Al Hoop, Gabriel Isom
Mike Ladehoff, Bill Martin, Gary Thompson, Bethany Wirin

