

Request for Proposals

Center of Clayton Marketing Plan



City of Clayton
10 N. Bemiston Ave.
Clayton, Missouri 63105

Organization: City of Clayton, Missouri
c/o Gabrielle Macaluso, Communications Manager
10 N. Bemiston Ave.
Clayton, MO 63105-3304

Description: The City of Clayton (the City) invites proposals from qualified parties to provide a plan for marketing the Center of Clayton (the Center) and the programs/activities offered at the facility and by the Clayton Department of Parks and Recreation. The plan shall include the itemized pricing for the following elements:

- 1) An assessment of existing branding, marketing, and other outreach efforts to gauge effectiveness. Design of new logos, artwork, and branding elements.
- 2) Identifying and assessment of public opinion/perception of the Center as a facility, operation, and community presence.
- 3) Identification of audience base, demographics, and potential new customers.
- 4) Marketing strategy for enhancing Center membership sales and program enrollment.
- 5) Development of key messaging for facilities and programs.
- 6) Creation of benchmarking system to track marketing impact.

*Vendors may apply to any or all of the services requested, indicating whether they would be partnering with other companies or professionals and/or utilizing subcontractors.

Contract Info: The City will award contracts to the responsible and eligible vendor(s) whose proposal is responsive to the Request for Proposals (RFP) and is deemed by the City to be the most highly advantageous and in the best interest of the City.

*Lowest bidder is a consideration, but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.

Contact: The RFP may be obtained at the City's website, www.claytonmo.gov.
Questions: All questions must be submitted by email to the Communications Division at marketing@claytonmo.gov by 5:00 p.m. Central Standard Time August 26, 2022.

Proposal Deadline: Proposals must be submitted a digital copy of the proposal to marketing@claytonmo.gov. All proposals must be received by 5:00 p.m. CST September 2, 2022. The City reserves the right to reject any or all proposals in part or whole.

Timeline:

- Request for Proposals announced: August 22, 2022
- Last date to submit questions: August 26, 2022
- Response to questions (anticipated): August 30, 2022
- Final proposal due date: September 2, 2022 5:00 p.m. CST
- **Virtual interviews scheduled for finalists: Week of September 6.
- Contract award (anticipated): September 14, 2022

City of Clayton Background

The City of Clayton is recognized throughout the metropolitan area for an outstanding quality of life. Clayton combines a bustling downtown with quiet, secure residential neighborhoods. Located just west of the City of St. Louis, Clayton is the hub of metropolitan St. Louis and the seat of St. Louis County. Clayton's central location and convenient access to several interstates and major arteries place it within minutes of just about anywhere in the region. While 81 percent of Clayton's land is dedicated to residential or park use, the City's Central Business District combines 7,000,000 square feet of prestigious office space with the vitality of 1,000,000 square feet of retail space. Within its 2.5 square mile geographical area, Clayton's permanent population is 15,939, but its daytime population swells to over 46,000. Clayton has a top-rated school district and some of the finest residential properties in the region. The City of Clayton is also host to many special events including the country's premiere art fair, the Saint Louis Art Fair. The City of Clayton has a huge impact not only on its residents, but the individuals who work, visit, and live within the City of Clayton.

Parks and Recreation Department Background

The City of Clayton's Department of Parks and Recreation's mission is *"to improve the quality of life for our citizens through the provision of comprehensive leisure services and recreational opportunities to individuals of all ages, abilities, and interests in a safe, healthy, and pleasant environment."* By encouraging widespread participation in a variety of recreational and cultural activities, which are accessible to all community members, they strive to enhance and promote the "quality of life" for its citizens.

The Department is divided into two divisions—the Recreation Division and the Parks Division. The Parks Division is responsible for effective and efficient maintenance services for park grounds (12 parks with 78.5 acres), recreational facilities, park equipment and vehicles, park landscaping services, construction projects and special event support for the Recreation Division and the City of Clayton. The Recreation Division's responsibility is to oversee the development, expansion, and implementation of a wide array of programs, services, and facilities (the Center of Clayton, Shaw Park Aquatic Center, Shaw Park Tennis Center, and Historic Hanley House Museum) and manage over 200 seasonal, part-time, and full-time employees as well as volunteers.

Parks and Recreation Department History

The Clayton Department of Parks and Recreation was established by Section 7 of Article IV of the City of Clayton Charter. The Charter was adopted at the Charter Election of February 17, 1957. Shaw Park is the City's oldest and largest city park, established in 1935, comprised nearly 50 acres of rolling hills, athletic fields, canopy trees, and a variety of recreation facilities and amenities.

Shaw Park continues to be home in the majority of Clayton Parks and Recreation facilities and programming. In 1936, citizens voted in favor of a tax levy to maintain public parks in Clayton, and in 1937, plans were unveiled for an Olympic-sized swimming pool and large bath house, as well as plans for tennis courts, baseball fields, and playground. In 1960, citizens passed a bond issue to create the Clayton Ice Rink. This ice rink will be demolished later this year due to facility aging and soaring maintenance costs.

The original Clayton Community Center was completed in 1955 and was replaced by the Center of Clayton in 2000. The Center is the City's flagship facility and is an innovative joint initiative between School District of Clayton and the City. Conveniently located adjacent to Shaw Park, the Center features a host of indoor recreation facilities and houses the Department's administrative offices. The Department expanded to accommodate the additional programming and operations generated by the building.

In recent years, operations have been expanded into other parks within the City. In 2013, Clayton Dog Park opened in Anderson Park, as a use for the otherwise undevelopable plot acquired by a FEMA buyout of a flood battered subdivision. The Clayton Dog Park was renovated in 2022 thanks to a gift from the Anderson family.

Center of Clayton Background

The Center of Clayton is a shared-use, 136,000 square foot facility devoted to sports, fitness, swimming, recreation, education, and wellness enhancing programs. This unique facility was created through a partnership between the School District of Clayton and the City of Clayton. The Center of Clayton is attached to Clayton High School and is utilized for athletic programs, classes, and recreations needs of the students.

The Clayton Parks and Recreation Department manages the day-to-day operations of the Center and the School District of Clayton maintains the building and grounds.

Clayton Recreation, Sports and Wellness Commission, Inc. (CRSWC) governs the Center of Clayton by setting the policies and giving a unified direction to this multi-use facility. On the panel of six, two are members of the School District of Clayton's Board of Education, two are members of the City of Clayton's Board of Aldermen, and two are Citizen-At-Large. The Commission meets at 8:00 a.m. the fourth Friday, quarterly at the Center of Clayton.

The Center of Clayton's mission is to "serve the evolving needs and interests of all constituencies of the City of Clayton and the School District of Clayton by providing a broad range of recreation, sports, wellness and community-based programs."

The Center underwent a renovation in 2020 and includes four gymnasiums, two pools, a suspended jogging track, weightlifting, aerobic studio, a 30-foot climbing wall, classrooms, lounge, Subway restaurant, Youth Activity Center, Kid Center, Center Party Room, and meeting rooms. The Center is open to all with discounts for those who live or work within the boundaries of the School District of Clayton.

Current Plans and Policies

Past projects commissioned by the City should be reviewed. Previously commissioned plans are outlined below. A new master planning effort for the Department of Parks and Recreation is anticipated to begin in January 2023.

- **The “C the Future” Strategic Plan** was developed in 2012 through a community-based strategic planning process. The Strategic Plan included a vision, four key performance areas, strategic initiatives, and action plans for the City.
- **The Parks & Recreation Master Plan** was completed in 2007. Several updates for specific parks have been completed since that time. These include the Shaw Park Master Plan Overlay, Taylor Park Master Plan, DeMun Park Master Plan as well as a Park Land Needs Assessment. These plans provide strategies for meeting Clayton's recreational needs with recommendations for sustainable advancements in citizen well-being, park ecology, and economic development for the community by improving park infrastructure, providing natural habitat, enhancing connectivity, and creating multi-purpose amenities.
- **The Bikeable-Walkable Communities Plan** was commissioned in April 2009 by the Cities of Clayton, Brentwood, Richmond Heights, and Maplewood in partnership with Trailnet. This bicycle and pedestrian master plan represent a coordinated effort on the part of these four cities to ensure that a wider range of residents, especially bicyclists and pedestrians, can safely and conveniently travel in and around their communities. Also, while not a City plan, the St. Louis County Action Plan for Walking and Biking should be considered in determination of multi-modal routes, particularly at city boundaries. The City’s Complete Streets Policy was updated in 2021 and shall be used as a guiding resource in plan development.

Existing Logo



Overview of the Project

The City and Center seek to strengthen its current marketing practices to promote the Center as a high-quality, family-friendly, and community-oriented recreational facility to people who live and work within the City of Clayton and/or the School District of Clayton. We also seek to promote the facility and the programs occurring therein to the population that lives within three to five miles of the Center. We need to identify and narrow down this audience for maximum reach and cultivate the tools and techniques for best reaching this audience. We also need to understand how the Center is perceived by the local population so we know the strengths and weaknesses of the facility and how it measures against other similar facilities in the area (our competition). The goal is to retain existing and increase new membership and program enrollees.

In 2022, the City redesigned the City’s website, www.claytonmo.gov, and enhanced social media content. The City and Center seeks to expand the digital reach of the facility and programs to reach a broader audience.

RFP Descriptions

- A. Identification of audience base, demographics, and potential new customers.**

- I. Assess the target audience for the Center both within the City/School District of Clayton and in the radius around the facility.
- B. An assessment of existing branding, marketing, and other outreach efforts to gauge effectiveness.**
- I. Review existing logo, social media accounts, publications, and other outreach efforts to determine how well the City and Center are reaching their audience and generating membership and program enrollment growth.
 - II. Develop new logo, artwork, and other branding elements to assist in establishing a recognizable and unified look throughout the facility, publications, and other promotional content.
- C. Identifying and assessment of public opinion/perception of the Center as a facility, operation, and community presence.**
- I. Through surveys or other mechanisms, determine the perception of the Center by the community. The City and the Center seek to better understand how the Center compares to its peer facilities and where the facility's strengths and weaknesses.
- D. Marketing strategy for enhancing Center membership sales and program enrollment.**
- I. Creating a marketing plan for reaching our audience, retaining membership, and increasing membership sales and program enrollment.
 - II. Create and advise on an e-mail, social media, strategy (frequency of postings, suggested topics) with newsletter and blogging as appropriate to maximize outreach and connect with the widest audience.
 - III. SEO strategy including suggested website content and key words.
 - IV. Development of key messaging for facilities and programs.
 - V. Creation of benchmarking system to track marketing impact and strategy success.
- E. Initial cost assessment, set-up, strategy, and support for postings and channel management with suggested resources.**
- I. Provide an estimate of cost for implementing the pieces of the plan and overall strategy.

Minimum General Proposal Requirements

- Qualifications and experience of the project team
- Demonstrated understanding of the scope of work and suggested approach to project
- Artistry based on prior portfolio submitted with three (3) samples of prior projects
- Capacity to perform work within schedule and budget
- Billing rates, hourly, to remain in effect during the duration of the project
- Any additional terms and conditions to which the parties may agree
- Please provide three references

In-person or virtual meetings or conference calls may be requested of proposing vendors during the evaluation period.

Be advised that these are minimum requirements, and the City is receptive to innovative ideas and value-added concepts provided in the proposal that will be considered and evaluated as part of the

selection process.

Proposal Evaluation

Proposals will be evaluated by the Review Committee (the Committee), which includes the Assistant City Manager, the Communications Manager, the Communications/Marketing Specialist, and a representative from the Center’s management team. The Committee reserves the right to request additional information or clarification from a submitted vendor regarding the specifics of the proposal, negotiate modification, reject any and all proposals, and waive informalities or irregularities in a proposal, split or make the award in any manner most advantageous to the City of Clayton at sole and exclusive discretion of the Committee. The Committee prefers that the project be led by one prime contractor providing a single point of contact and coordination with any other vendors.

Submission of Proposal Requirements

A. Summary Letter

- a. Submission of the “Statement of Work” engagement letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal. The letter must be signed by a person authorized by your firm to obligate your firm to perform the commitments contained in the proposal. The letter must also include a statement that your firm is able to comply with the contract requirements.

B. Organization Identification

- a. Provide, as applicable, the following information about the vendor’s organization, company, partnership, coalition or unincorporated association:
 - i. Vendor’s name
 - ii. Ownership structure
 - iii. Business registration and Federal Identification Number (FIN)
 - iv. Name and telephone number of vendor and vendor’s contact person
- b. Brief biographies of team members with main point of contact indicated
- c. Number of years the vendor has operated under this name
- d. Brief description of the nature of vendor’s business
- e. Type of business organization
- f. Website address

C. Qualifications and Experience of Project Team

- a. Identify the key personnel to be assigned to the project, including their key responsibilities.
- b. Include a brief summary of each individual’s qualifications and relevant experience.
- c. Identify the proposed project manager who will be responsible for the day-to-day execution of the project and his or her relevant experience in leading similar efforts.

D. Previous Experience and References

- a. Provide contact information, including name, organization, address, phone number, and email, for at least three references for projects, preferably of a similar scope and size. For each reference, provide a brief summary of the nature of the work and the outcomes of the engagement.

E. Schedule and Budget

- a. Respondents should clearly demonstrate how they intend to perform the work on schedule and within budget. Describe the intended method of task planning and budget control, including a table showing each task, the proposed schedule, and the anticipated level of effort for each task.
- b. Be advised that separate reimbursement for travel related expenses is not included.

F. Required Signature

- a. A signed proposal must be included with your submission.

G. Final Deliverables

- a. All deliverables including code, data, schematics, research, flow charts, notes, outline, formulae, processes, algorithms, text, graphics, video, source code, editorial content and the like used in connection with the marketing campaign will become the sole property of the City of Clayton and may be used for any purpose including but not limited to posting, disclosure, reproduction, broadcast, and transmission. The City may use any concepts, ideas or techniques for any reason or purpose whatsoever including but not limited to developing and marketing services or applications using such data.