



**CITY OF PEEKSKILL, NEW YORK  
NYS DOWNTOWN REVITALIZATION INITIATIVE (DRI)  
REQUEST FOR PROPOSALS (RFP)**

**MARKETING STRATEGY, BRANDING AND SOCIAL MEDIA**

**RFP RESPONSE DUE DATE: January 18, 2023**

**1.0 Introduction**

The City of Peekskill received funding through the NYS DRI to prepare and implement, (1) a Marketing, Branding, and Social Media Project, and (2) a Wayfinding Signage – Design, Fabrication and Installation Project. These 2 components constitute a branding, destination marketing, public communications and wayfinding program that will attract visitors, new residents and businesses to Peekskill. It will inform them about Peekskill's attractions, and will direct them to points of interest and facilities.

Project consultant(s) are being sought through 2 RFP's for the 2 components, which are being issued simultaneously; but will be reviewed and awarded separately. The work of the 2 components will be administered and coordinated through the Department of Planning as needed. Consultants may respond to one or both RFP's.

The goals of this RFP will be accomplished through the establishment of a dynamic and proactive 'reaching out' through various channels and media. The consultant will develop a strategy and implementation process for branding and marketing the City using social media. The consultant will leave the City with a "Toolkit" and budgets to support Project activities into the future beyond DRI current funding.

In its proposal the consultant should emphasize its Peekskill-specific stakeholder knowledge as well as its understanding of Peekskill as a 'place' with a trajectory, a vibe and a diverse range of attributes. For example, the *NY Times* in its August 10, 2022 article (included in reference materials) called Peekskill an "Artists Paradise on the Hudson River".

Consultants can team with sub-consultants, who must be identified and are subject to City acceptance; and for contracts greater than \$100,000, NYSDOS approval as well. The RFP response will indicate why your team best benefits the City through cost savings, scheduling, extraordinary expertise, and your specific knowledge or connection to Peekskill.

A Proposal Pre-submission Event is planned FOR BOTH RFPS for December 14, 2022, 10 AM to Noon - for a brief bus tour; and then a meet and greet with DRI involved stakeholders, local and

other potential consulting partners and others at the Lincoln Depot Museum, stakeholders at the Lincoln Depot Museum at 10 South Water Street, Peekskill, NY., 10 South Water Street, Peekskill. Attendance is NOT mandatory.

**The work of this RFP, as further detailed below, includes a:**

- A. City / DRI marketing strategy, plan and a program of measures whose implementation will be launched during the consulting work - across all media – including: content creation, marketing actions, design and implementation; response, evaluation and future budgeting recommendations;
- B. Peekskill “Branding” Strategy and theme, implementation plan, budgeting, graphic design, production and strategic deployment of branding materials across varied media and applications; and a
- C. Multi-component ‘location - based’ social media strategy across platforms to be selected, infrastructure construction, set-up, graphic design and content production and social media campaign optimization strategies, leading to a Social Media system Program launch and initial operating period evaluation and ongoing budgetary Planning.

**The consultant work will include:**

- Conducting community research and making contact with stakeholders to consider prior community engagement on the subject;
- Providing the City with a “Toolkit” or Usage and Maintenance Manual providing guidelines, operations, account identification and contact information, posting advertising schedules, costs, voice and graphic templates, etc.
- The work will solicit and incorporate input from a Project Advisory Committee (PAC), Peekskill youth, City Staff, and Common Council. The PAC will have representatives from nonprofit organizations such as the Peekskill Business Improvement District (BID), the Hudson Valley Gateway Chamber of Commerce (HVGCC), the Chamber’s AIM Committee (Arts Industry and Media) the Peekskill Industrial Development Agency (PIDA) and other knowledgeable stakeholders.

**Reference Materials:**

This RFP and the following Background material is available on-line at [www.cityofpeekskill.com/bids-rfps](http://www.cityofpeekskill.com/bids-rfps) . :

Background materials include:

1. DRI Project Profile 1C: Marketing & Branding Strategy with Wayfinding Signage
2. 2016 Waterfront Market Analysis

3. Downtown Peekskill Retail Recruitment Strategy 2012
4. Historic Walking Tour Brochure (Working Copy)
5. Points of Interest (Working List) identifying Peekskill's Assets and Attractions
6. *NY Times* August 10, 2022, Article, "Peekskill, NY: An Artists Paradise on the Hudson River"
7. Buxton, Co. *Mobylytics*, "Working Demo Memorandum" dated October 27, 2022 on Peekskill Downtown Foot traffic at:  
[https://platform.buxtonco.com/Home/Share/mobilytics\\_E01C79C645=](https://platform.buxtonco.com/Home/Share/mobilytics_E01C79C645=)

## **2.0 Submission**

**2.1 Proposal Due date: January 18, 2022**

**2.2 Proposal Submittal: 3 paper copies of your proposal must be submitted to:**

Debra Petrosky, City Clerk  
 Office of the City Clerk  
 840 Main Street  
 Peekskill, NY 10566  
[dpetrosky@cityofpeekskill.com](mailto:dpetrosky@cityofpeekskill.com)

And send proposal by email to:

Matthew D. Rudikoff, Economic Development Specialist  
 Department of Planning & Development  
 City of Peekskill  
[mrudikoff@cityofpeekskill.com](mailto:mrudikoff@cityofpeekskill.com)

## **2.3 RFP Questions:**

All questions about this RFP should be emailed to [mrudikoff@cityofpeekskill.com](mailto:mrudikoff@cityofpeekskill.com) by the date indicated below, and include your name, company affiliation, address and phone number. New information and responses will be posted at [www.cityofpeekskill.com/bids-rfps](http://www.cityofpeekskill.com/bids-rfps). The City of Peekskill is not responsible for any failure in the delivery of an inquiry/response.

## **2.4 RFP PROCESS:**

The anticipated schedule for the RFP is below:

- |   |                                       |                    |
|---|---------------------------------------|--------------------|
| J | Availability of RFP:                  | November 23, 2022  |
| J | Pre-submission Meeting in Peekskill   | December 14, 2022* |
| J | RFP Questions due by email until COB: | December 23, 2022  |

- ) RFP Questions' responses on or about January 4, 2023\*
- ) Proposals due by COB: January 18, 2022
- ) Proposal review / creation of interview list: January 21 – January 29, 2023
- ) Interviews conducted: Week of: January 30 - February 10, 2023
- ) City Council and NYSDOS Review February 15 – February 27, 2023
- ) Contract Award: March 6, 2023
- ) Project Start: March 7, 2023

\* Updated information on the details of the Pre-submission Event and the RFP Questions' responses will be available on the DRI Website at: [www.cityofpeekskill.com/bids-rfps](http://www.cityofpeekskill.com/bids-rfps)

## **2.5 Content of RFP Response:**

The following must be included in the proposal submission:

- ) **Project Approach Summary Statement:** Respondents will provide a One (1) page strategy, summarizing the intended approach to meet the objectives of each of the 3 components of this Project (Marketing, Branding and Social Media).
- ) **Project Experience Profile:** Provide a description of work prepared for similar projects with graphic representations. If a sub-consultant is part of the team, describe their approach and experience with similar projects.
- ) **Personnel Descriptions:** A description of the Consultant's team members (including any sub-consultants), and a description of their role in the project. This description should identify the Project Manager who will be the primary contact person overseeing daily operations and the lead designer for the work.
- ) **References:** A minimum of 3 professional references for similar project work completed within the past 5 years. Provide the name, phone number and email address of each professional contact.
- ) **Fee Proposal:** The completed Fee Proposal with a fee for each Work Task as described on the attached form. All relevant portions of the form must be filled out, with scheduling details when pertinent. Billing rates for each personnel member must be included in a separate table.

**M/WBE Participation:** The consultant must demonstrate how they intend to meet the required 15% MBE and 15% WBE participation requirement pursuant to NYS Executive Law Article 15-A and 5NYCRR Parts 142-144. An on-line catalogue of M/WBE certified contractors is at:

<https://ny.newnycontracts.com/FrontEnd/SearchCertifiedDirectory.asp?XID=8235&TN=ny>

- ) **Additional or Alternative Work Products:** Consultants may propose additional or alternate work tasks, or work products that would be more effective in accomplishing the stated objectives of the RFP. A budget line in the Fee Proposal is provided for additional

or alternative work, if any. Consultants should submit a narrative or other materials to explain the additional or alternative work that is proposed and how it will enhance outcomes.

- J **Additional Assistance:** Indicate expected City actions to support Project implementation.
- J **Disclosure Requirement:** Provide disclosure statement of any team member’s existing contracts with the City or other Peekskill public agency.

## **2.6 City Selection and Review:**

The City will review proposals, conduct interviews, check references, obtain NYSDOS and City Council concurrence and hire the Consultant(s) to perform the required work. The Project Manager / lead designer for each work component must attend the interviews. The contract will be awarded to the responsible Consultant who is the most qualified and whose proposal represents the best value. Past professional expertise, familiarity with Peekskill, proposed scope, work schedule and fee proposal will be used to evaluate the proposals and select the preferred consultant. NYSDOS must approve the consultant and sub-consultant(s) to be hired by the City. The City reserves the right to authorize all or part of the work requested in this RFP.

The City will use the following criteria to evaluate submissions:

- |   |     |
|---|-----|
| J Quality and Completeness of the proposal                            | 25% |
| J Peekskill-specific knowledge and related experience                 | 20% |
| J Firm Qualifications, relevant experience, references and interviews | 15% |
| J Project Manager/ Lead designer qualifications and experience        | 15% |
| J Fee for the Proposed Scope of Work.                                 | 25% |

## **2.7 Award:**

The City of Peekskill will award the contract to the responding Consulting Team that best meets the RFP’s needs and requirements. The City reserves its right to reject any or all proposals or component parts of the Proposals in the best interest of the City and the DRI Project. The successful candidate must be ready, willing, and able to proceed and sign an agreement satisfactory in form by the City’s Corporation Counsel and NYSDOS, including providing worker’s compensation and liability insurance listing the City of Peekskill as an “additional insured.”

## **3.0 Scope of Work Tasks and Products**

### **A. Branding**

A new City ‘brand’ would build on Peekskill’s historic identity as Jan Peek’s first ‘discovery’ of Peekskill and of Peekskill’s “Central Place” and regional-center identity of Northern Westchester

County including being a vibrant arts, entertainment and high technology hub, regional business center, and natural and other recreational resource and destination, oriented toward a common vision of the City's future. The brand will result in a new municipal logo, tag line, and other flexible imagery for various applications which capture and portray Peekskill's identity graphically and succinctly. Incorporation of the City's current existing branding will be considered.

The selected consultant will conduct research and build from the Project Approach Summary Statement submitted with the Response to the RFP and initial discussions with staff and stakeholders to prepare an expanded memorandum summarizing current branding materials and the approach, steps, measures, schedule and proposal of alternative conceptual designs and placements for a new Brand. Based on this research, discussion with City Staff an initial Draft Branding Strategy, Design and Deployment Plan will be prepared for City Staff and then PAC input. Subsequently, a Final Branding Strategy and Package and schedule will be prepared and reviewed by City Staff and the PAC prior to advancing to materials' finalization and creation of branding materials.

Consultant work will include graphic design and a strategy and deployment plan in coordination with the marketing, social media and wayfinding efforts. The Consultant will identify where and on what media products the branding work will be placed and how it will be incorporated into the existing City and PIDA websites.

Based upon approved draft designs, the consultant shall prepare a final branding strategy and materials package. The consultant shall make a presentation to the Common Council, and then prepare for material finalization and deployment. Final designs are subject to approval by the City and NYSDOS.

## **B. Marketing Strategy and Plan**

The Marketing Strategy will be built on Peekskill's economic drivers and communities of interest such as: local arts, culture, food and entertainment; recreation, tourism, technology, education and service sector providers. Peekskill's community character and vibe incorporates the City's diverse cultural assets, natural resources, history, and points of interest. The Marketing Strategy will identify current user/ visitor data, target audiences, and propose content and means of contact and follow-up for the various recommended information pathways.

The initial consultant summary approach and the further detailed work scope would include ongoing community research, contact with stakeholders, other DRI Consultants and knowledge of Peekskill and municipal marketing best practices to devise the initial marketing strategy work products for discussion with City Staff and leading to soliciting input from the Project Advisory Committee.

Based upon PAC input and City approved draft strategy and initial plans the consultant will prepare a Draft Final marketing strategy and a final materials package that includes branding design with graphic and campaign materials, overall plan, and an advertising / posting schedule of content proposed to be created - for review by the PAC. The consultant will make a presentation to the Common Council, and then prepare for material finalization and deployment of Final designs which are subject to approval by the Common Council and NYSDOS.

The Consultant will prepare and deploy marketing materials that incorporate the branding design such as postings, advertisements, posters / banners, videos, tourism brochures / publications. The Marketing Consultant will identify the types and number of marketing materials that will be prepared for the fee, and coordinate with the Social Media Consultant concerning posting content and optimization strategies.

The Consultant will identify where and how marketing information should be added to the City website and make recommendations on how the PIDA website related activities and data can be incorporated in the analysis and be more interconnected for residents, visitors, businesses and Agencies to promote tourism, and to attract new residents and businesses along with the websites and social media platforms of involved related economic development organizations including the HVGCC and the Peekskill BID.

### **C. Social Media Platform, Program, Content Creation, Launch and Evaluation**

An active Social Media “Location – based” Platform for Destination Marketing will be developed launched and monitored. The system will include infrastructure construction, set-up, graphic design, infrastructure and social media campaign optimization strategies, content production, platform and app registration, advertising, ongoing budget and operational phase planning and set up – all leading to a coordinated Social Media system and Marketing Program launch, initial operating period and evaluation and a continuing operation and funding plan.

The Social Media Platform, Program Design and Launch Component of this RFP has four (4) inter-related areas of work:

**Social Media Platform Construction and Launch Component** includes the planning, design and construction of an operational Social Media Digital Marketing platform. This will include microsite development that can be linked to participating partners’ social media accounts including posting/hash tagging/advertising and targeting current visitor type categories. The Consultant will identify system maintenance, an operational plan, an expansion plan and a projected annual operating/maintenance budget.

**Digital Marketing Program Development Component** calls for the design and development of the Social Media initial and long term campaign strategy for the digital business and visitor destination marketing campaign. The Consultant will formulate social media strategy, identify and

produce initial content, implement posting plan, paid and unpaid performance-based social media advertising placements, promotional and public relations initiatives, overall schedule, budget, data analytics, follow-ups and long term operations considerations. The consultant will explore and follow up on digital collaboration and cross-marketing partnering and engagement opportunities such as (1) consideration of the Buxton Mobilytics marketing Demo/Work product (see reference materials); and (2) working with City “leaders in their field” to be active with social media to influence building a robust system of outreach postings, re-postings, and follow-up to strengthen the City’s brand, reach and draw.

**Content - Production for Websites, Postings and Advertising Component** of this RFP will produce designs, text, photography, videography and postable content for activities and gathering existing suitable materials to be used as posting and response opportunities such as surveys, clicks for more information, sent contact information, links, lead follow-ups, scheduling, budget and planning for continuing content -production - plan and budget. After completion of the work set forth in this RFP and initial Campaign launch, it is intended that the activities and Program will be set up to continue to be utilized and maintained by the City with non-DRI resources.

**Evaluation and Adjustments Component** includes a social media system performance assessment during an Initial test launch to be designed by the consultant, of (say) three 3 months of active postings and responses. The consultant will monitor and evaluate the Social Media Campaign launch, such as in lead responses to the Campaign, re-postings and performance-based advertising, and make changes as directed. Also to be evaluated would be future budget projections and platform maintenance staffing requirements. Schedules and timeline review, Strategy and/or content successes and suggested Campaign and infrastructure changes will be proposed.

The selected consultant will review the social media environment, websites and areas of potential synchronization of the City’s economic development stakeholders such as the BID, PIDA, and HVGCC and its AIM Committee (Arts Industry and Media), and others. An assessment of their social media presence and their existing websites and system hardware platforms of various identified and involved industry leaders’ will be made. Measures and proposed changes to optimize their interaction and support of Peekskill’s destination marketing and economic development efforts will be made.

The selected consultant will assess the adequacy of internet wayfinding search engine results for vehicle, cyclist and pedestrian travel routing which maximize the opportunity for travelers to choose routes through Peekskill, identify POI’s, and explore opportunities for local advertisers to be viewed. The Consultant will propose activation strategy steps and will undertake approved measures to accomplish changes. Platforms would include Google Maps, Outlook Maps, Waze, Via Michelin, or others. Additionally, the Consultant will review and update other online Peekskill listings such as at Westchester County Tourism Maps, Historic River Towns, Wikipedia, and other regional visitor assistance platforms.

The Consultant shall prepare a Draft strategic development and Social media materials package with an overall plan, recommended platforms, posting plan and schedule, hash-tagging and other



strategies, graphic and campaign materials and budget. After incorporation of comments into the Draft Plan a revised package will be presented to the Project Advisory Committee.

The Consultant will prepare an overall Final Social Media development, marketing and response plan / package with graphic and campaign materials, overall posting and advertising plan, and posting schedule of activities. The Consultant will prepare a budget for the launch, the initial operating period, and for a 1 year maintenance period.

After initial deployment and presentation to the Common Council the consultant shall submit a final project report providing system performance evaluation comments on the results of the ongoing initial deployment launch, recommendations for revisions and next steps, a revised one (1) year operating budget for the Social Media System, and the Toolkit.

#### **4.0 Initial Work Tasks for A, B, and C:**

- ) Create Google Docs type of management tool populated with work tasks, assigned responsible parties, schedules, work in progress, meeting summaries, pending actions, etc. which will be updated monthly during the course of the work. Identify the proposed Platform intended to be used.
- ) Based on the Project Approach Summary Statement submitted with the RFP Response, additional discussions during the interview process and further research, prepare an Expanded Work Task Summary, including an approach to the work narrative, sequence of steps, research tasks, work products, schedules and sequencing of steps and input required to be utilized in formulating a draft program design.
- ) Submit an M/WBE Utilization Plan that identifies the firms proposed to be utilized, their Scopes of Work and contract amounts and Federal EIN's, which meet all the requirements of the New York State Executive Law Article 15-A. **M/WBE Participation:** An on-line catalogue of M/WBE certified contractors is at: <https://ny.newnycontracts.com/FrontEnd/SearchCertifiedDirectory.asp?XID=8235&TN=ny>
- ) Plan and participate in a Project Initiation Meeting.

Note: Throughout the Project term, the Consultant will maintain the Google.doc-type project management tool and review draft materials with City staff and Project Advisory Committee and revise as directed. Anticipate 3 Advisory Committee meetings, 3 Common Council meetings, and a presentation and discussion at 1 Public Workshop.

**MARKETING, BRANDING, AND SOCIAL MEDIA RFP  
FEE PROPOSAL**

<b>Work Task</b>	<b>Component Work Task</b>	<b>Lump Sum Fee*</b>	<b>Finish Date</b> Week 1 is Contract Execution)
<b>1.</b>			
	A. Project Initiation Meeting; Management and Tracking Tool; M/WBE Utilization Plan, Expanded Work Plans; Undertake research tasks.	\$	WEEK __
	B. Prepare two initial branding concepts/alternates for theme, tag, line, logo, designs, deployment plan, and budget(s).	\$	WEEK __
	C. Prepare initial marketing strategy and implementation plan.	\$	WEEK __
	D. Prepare initial Social Media Platform strategy and implementation plan	\$	WEEK __
	E. Present all initial work products at 1 Project Advisory Committee, 1 Common Council, and at 1 Public Workshop.	\$	WEEK __
<b>2.</b>			
	A. Prepare draft branding design, graphics, specifications, deployment plan and budget for preferred design	\$	WEEK __
	B. Prepare revised draft Marketing Strategy and Implementation Plan	\$	WEEK __
	C. For Social Media Strategy, prepare initial content, postings, and draft Toolkit.	\$	WEEK __
	D. Present all draft materials at a Project Advisory Committee meeting and Common Council meeting.	\$	WEEK __
<b>3.</b>			
	A. Prepare Final camera-ready branding materials at a production budget.	\$	WEEK __
	B. Prepare Final marketing materials and implementation steps.	\$	WEEK __
	C. Refine the Social Media Strategy and take launch preparatory actions; establish and activate accounts and platforms. Prepare performance metrics. Finalize Toolkit.	\$	WEEK __
	D. Present final materials at a Common Council meeting.	\$	WEEK __
<b>4.</b>			
	A. Launch Social Media Platforms and System	\$	WEEK __

	B. Manage Initial Social Media Operating Period	\$	WEEK __
	C. Make system revisions	\$	WEEK __
	D. Reimbursable Expenses:		
	- License registration fees	\$	WEEK __
	- System hardware or software	\$	WEEK __
	- Initial Paid Advertising	\$	WEEK __
5.	Issue Final Report including evaluation of launch releases for marketing and social media components, social media Toolkit, and annual budget for future social media operations. Launch 1 Year Maintenance Plan	\$	WEEK __
	<b>Total Fee</b>	\$	
	Additional / Alternative Work proposed, if any.	\$	WEEK __

\*There will be no allowance for reimbursable expenses, except for those included in Fee Proposal Line No. 4D. All costs, including copying, mailings, and travel should be included in the tasks above. Fees for Scope of Work tasks that are not listed in this table are assumed to be included in the proposed fees including all meetings with City staff.

\*\* The consultant will assess the applicability of the NYS Internet Policies cited below and comply with the relevant provisions:

**H. Web-Based Applications-Accessibility:** Any web-based intranet and Internet information and applications development, or programming delivered pursuant to the Master Contract or procurement shall comply with New York State Enterprise IT Policy NYS-P08-005, Accessibility Web-Based Information and Applications, and New York State Enterprise IT Standard NYS-S08- 005, Accessibility of Web-Based Information Applications, as such policy or standard may be amended, modified or superseded, which requires that State Agency web-based intranet and Internet information and applications are accessible to person with disabilities. Web content must conform to New York State Enterprise IT Standards NYS-S08-005, as determined by quality assurance testing. Such quality assurance testing shall be conducted by the State Agency and the results of such testing must be satisfactory to the State Agency before web content shall be considered a qualified deliverable under the Master Contract or procurement.

# ATTACHMENT A: DRI PROJECT AREA MAP

