

Request for Proposals

City of West Des Moines GoWest Digital Marketing Services



Community & Economic Development
4200 Mills Civic Parkway, Ste. 1A
West Des Moines, IA 50265
515-273-0700

Invitation

The City of West Des Moines Community & Economic Development is soliciting proposals from experienced local and regional firms to provide professional digital marketing services related to the GoWest brand campaign. The City is seeking a creative, yet systematic and thorough approach for the development and planning of a strategic digital and social media marketing campaign.

Background

The City of West Des Moines, Iowa is a rapidly growing community located within the Des Moines/West Des Moines Metropolitan Area. During the past year, the metro area added 12,145 residents growing to a total population of 634,725. Considered a regional employment center, West Des Moines offers more than 60,000 jobs and hosts a daytime population of almost 130,000 people. In addition to a strong and expanding business community, West Des Moines has a wide array of amenities and culture and was recently recognized as a top locality for young professionals. A Gallup-Healthways survey found that the City of West Des Moines ranks #8 nationally for citizens who are most satisfied with their city.

Located at the crossroads of Interstates 80 and 35, West Des Moines has established a well-deserved reputation as a rapidly growing community with a vibrant economic base and quality of life. Some notable facts about the community include:

- As of the 2017 census, the population is 65,608 (and projected to grow by another 44% in the next 20 years)
- Highly educated workforce with 55% of residents having a bachelor's degree or higher
- Median household income is 22% greater than the national average
- Job growth rate of 37% in the last decade
- 8th largest city in Iowa, but ranks: 4th in retail sales, 3rd in taxable property valuation, and 2nd in hotel/motel tax collections
- Almost double the average per capita assessed valuation of Iowa's ten largest cities
- \$2.68 billion worth of development in the last five years
- More than 1,200 acres of parkland and open space comprising 30 parks and 13 greenways
- Visit www.GoWestDesMoines.com for other facts and statistics

Project Description / Expectations

The City of West Des Moines Community and Economic Development is seeking proposals from qualified consulting firms to provide professional marketing services related to the GoWest website and branding efforts. The consultant will work closely with City staff with a Project Lead.

This digital marketing plan will be used to move GoWest brand forward from its current state to campaign implementation for the next 3-5 years. Deliverables will be used in grant applications, event planning, and workforce and business recruitment efforts. Experience with projects of similar scope is required and prior work with a governmental agency is preferred. The selected consultant will ideally be familiar with the City of West Des Moines and its demographics. It is also important for the consultant to use a creative, yet thorough and systematic approach to the planning process.

Scope of Services

Required services include, but may not necessarily be limited to, the following:

- 1) Planning & Strategy
 - Conduct and/or support conducting primary market research to identify target audiences, strategies and tactics to achieve GoWest objective to recruit and retain business and talent/workforce.

- 2) Content Development
 - Recommend and support an integrated approach to content marketing through social media and digital channels.
 - Support the department in content creation appropriate for multiple channels or media.
 - Create creative content that could be loaded to gowestdesmoines.com as well as shared over multi-media channels.

- 3) Social Media
 - Provide recommendations for leveraging social media through an integrated social media platform with content scheduling and content development assistance.
 - Develop strategies to increase following among various social media platforms.
 - Provide support in tracking current events that is relevant content to deliver over social media platform.
 - Develop a calendar to schedule content to build a following and engage with multiple audiences.

- 4) Digital Marketing and Website Services
 - Work with City of West Des Moines Community and Economic Development to further develop and maintain digital presence that delivers on the GoWest brand and supports business and talent attraction efforts.
 - Review and make recommendations for upgrades to all GoWest digital assets including but not limited to gowestdesmoines.com, video (VLOG), social media platform, SEO and content strategy.
 - Identify opportunities to improve website functionality and digital tools, such as multiple listing services, real time data plugins and interactive mapping that improves user experience.

Note: This scope of services may be altered during the negotiation process, but any known or recommended deviations by the proposer shall be noted in the proposal.

Project Budget Range

A budget of \$30,000 has been established for this project.

Preliminary Project Schedule

The following preliminary schedule is anticipated for selection, contract negotiations and contract award. A tentative date of completion is also included.

RFP Available	May 15, 2019
Proposal Submittal Deadline	June 21, 2019
Proposal Review	June 24-July 05, 2019
Consultant Selection	July 08, 2019
Contract Negotiations	July 08-July 19, 2019
Contract Award	July 19, 2019

Tentative Date of Project Completion

2 years based upon contract negotiations

Proposal Content

All proposals should include the following background information:

- 1) Provide a Letter of Submission that includes the name, address, phone number, and e-mail address of the person(s) who is authorized to legally represent the consultant firm.
- 2) Provide a brief background on the firm and its experience with projects of similar scope and size. Include background working with government agencies or similar organizations.

- 3) Describe the firm's understanding of its responsibilities for this project addressing requirements identified under Scope of Services, Preliminary Project Schedule, and Project Expectations. Additional scope items may be recommended in the proposal if the consultant feels the work would be advantageous for the GoWest brand.
- 4) Describe the services the firm would provide with details on the approach, methodology, deliverables, and meetings to be provided.
- 5) Identify the personnel to be assigned to this project with a brief description of their qualifications and role in the project.
- 6) Provide a minimum of three (3) references for projects of a similar nature to this project. Include a description of the projects and name of client, location, contact person, and contact information (telephone/e-mail address).
- 7) Identify a cost range for the services identified in the firm's proposal.

Proposal Submission

The proposal response submitted shall contain all information as requested herein, and any additional information necessary to summarize the overall benefit of the proposal to the City. Three (3) copies of the proposal shall be submitted no later than 2:00 p.m., local time, on Friday June 21, 2019

Submittals should be directed to:

City Clerk
City of West Des Moines
P.O. Box 65320
4200 Mills Civic Parkway, Ste. 2B
West Des Moines, IA 50265

No late proposals will be accepted. All proposals will be stamped with the date and time of submittal by a representative of the City Clerk and late proposals will be rejected and returned unopened.

No costs associated with the preparation of this proposal, or incurred in any manner by the proposer, may be charged to the City of West Des Moines. All materials submitted in response to this request will be considered the property of the City of West Des Moines. The City of West Des Moines reserves the right to reject any and/or all proposals and to waive any and/or all technicalities and informalities received in response to this RFP. The City reserves the right to select and award a contract to the consulting firm that best meets the City's needs.

The City reserves the right to select a firm or team based solely on the Proposal without doing interviews. If interviews are necessary, the above preliminary schedule may be adjusted accordingly.

Additional Information

Questions regarding this Request for Proposal may be addressed to:

Rachel Wacker, rachel.wacker@wdm.iowa.gov
515-222-356