

REQUEST FOR PROPOSAL

Digital Marketing Strategist

1. Summary and Background

Greenfield Chamber/Main Street & Development is a nonprofit, volunteer-driven, community development organization whose mission is to unite the Greenfield community and Historic commercial district to be a sustainable economic base for business and a welcoming environment for residents and visitors who value its past and embrace its future. Our Tourism Committee strives to increase the number of visitors to the area as an economic tool for sustaining retail and hospitality businesses.

The Tourism Committee utilizes funds from the City's Hotel/Motel Tax Funds to promote the community and attract tourists to the area. We have spent the last few years building our brand, promoting our name and primarily placing print ads across the Midwest. With marketing trends significantly shifting to digital formats and experiential models, we seek to hire a Digital Marketing Strategist who will work with the Tourism Committee and retail, hospitality and tourist entities in the community to enhance our digital presence and build a user-friendly experience for tourists.

Greenfield Chamber/Main Street & Development is currently accepting proposals to develop and implement a digital marketing strategy for the community. The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction the Chamber/Main Street & Development's Tourism Committee wishes to go.

2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 4 pm, November 15, 2016. **Any proposals received after this date and time will not be considered.** All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the individual/organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs described in proposals must include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized and include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Greenfield Chamber/Main Street & Development's Board of Directors and will include scope, budget, schedule, and other necessary items pertaining to the project.

Greenfield Chamber/Main Street & Development reserve the right to refuse any and all proposals.

3. Project Purpose and Description

The Contractor will work with the Greenfield Chamber/Main Street & Development Tourism Committee to develop an overall digital marketing strategy for tourism purposes. The scope of work will include resource development and implementation of a digital marketing campaign that encompasses all retail, hospitality and tourism entities that wish to participate through direct interaction with the entities.

Project Description:

The Greenfield Chamber/Main Street & Development Tourism Committee is seeking a provider to utilize the latest web-based technology to create a web presence that is user friendly, provides detailed information about services and offerings in the community, and is easy to add or modify content by the respective owner(s) of the retail, hospitality and tourism entity.

The provider will work directly with each participating entity to collect the information needed to create an enhanced web presence for each entity therefor benefitting the entire community.

The finished project will include an increased online presence for Greenfield with accurate content and programs that are simple for users to navigate.

4. Project Scope

The scope of this project includes all research of free digital marketing options; content development, which includes working with retail, hospitality and tourism entities directly to assist with accurate listings/representation; and a written digital marketing strategy for no- to low-cost digital marketing platforms and best practices for use.

The following criteria must be met to achieve a successful project:

All retail, hospitality and tourism entities (that wish to participate) listed on platforms, not limited to but must include: Google Listings & Maps, Bing Business Listings, Yahoo Business Listings & Map, Trip Advisor, Travel Iowa, Yelp, Four Square, Map Quest, Discover Our Town, American Towns, and Local.com

User-friendly environment that is easy to navigate for business/organization owners/directors

Consistency of design and information across all platforms used representing Greenfield Tourism itself

Listings should increase the search-ability of Greenfield and its tourism-related businesses/organizations

5. Request for Proposal and Project Timeline

All proposals in response to this RFP are due no later than 4pm, November 15, 2016.

Notifications to bidders will be completed by November 28, 2016.

Project must be completed by March 15, 2017.

6. Budget

The Greenfield Chamber/Main Street Tourism Committee has budgeted up to \$3000 for this project.

All proposals must include proposed costs to complete the tasks described in the project scope.

NOTE: All costs and fees must be clearly described in each proposal.

7. Bidder Qualifications

Bidders should provide a description of their experience in planning and building online marketing strategies and proven experience working directly with businesses to implement such plans.

8. Proposal Evaluation Criteria

Greenfield Chamber/Main Street & Development will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

Overall proposal suitability: Proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner

Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project

Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project

Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit 3 copies of their proposal to the address below by 4pm, November 15, 2016:

Greenfield Chamber/Main Street

215 S. 1st Street – PO Box 61

Greenfield, IA 50849