



City of Chelsea, Michigan

Downtown Development Authority (DDA)

REQUEST FOR PROPOSALS
MARKETING SERVICES

May 1, 2020

Request for Proposals RFP for Marketing Services

The Chelsea, Michigan Downtown Development Authority (DDA) is seeking proposals to create a comprehensive marketing campaign.

- The DDA includes historic downtown Chelsea, with numerous iconic landmarks and businesses – Chelsea Milling (Jiffy Mix), Common Grill, the Purple Rose Theatre and the award-winning Chelsea District Library.
- The DDA seeks to enhance the digital presence of the downtown, as well as drive increased commerce. The original campaign – ChelseaMich - created a logo and a web presence: www.Chelseamich.com.
- The desired agency should have vast experience in modern, multi plat-form strategies.
- Experience within the subject matter, organization size or comparable campaign is important.
- Scope/Timeline: The preferred campaign is monthly strategy for up to 12 months.

The Goal of this RFP

The goal of this RFP is for to select the most appropriate marketing agency partner to do the following for the Chelsea DDA:

1. Increase awareness of businesses and events in Downtown Chelsea
2. Encourage residents and visitors to choose Downtown Chelsea as their destination for shopping, dining, and doing business
3. Provide reassurance to residents and visitors that businesses in Downtown Chelsea are prioritizing the health and safety of their customers and employees

Business Goals

Achievable business goals:

1. Increase revenue for the next fiscal year
2. Gain larger market share in the region
3. Enhance brand awareness- *Chelsea*
4. Retain existing businesses during uncertain times

Current Digital Ecosystem

Strategy

www.chelseamich.com is a quality, functional web presence with 3000+ views per week. The campaign should increase unique page views.

Marketing Challenges

Common marketing challenges include:

1. Slow economic activity in a time of uncertainty
2. Lack of awareness in the marketplace for some businesses
3. Need to re-energize www.ChelseaMich.com and the original campaign
4. Inconsistent messaging that doesn't resonate with the audience
5. Existing marketing strategies may be obsolete

Project Objectives

The tactical plans for the campaign:

Project objectives:

1. Direct increase in economic activity/sales for the DDA district
2. Social media strategy
3. Search engine marketing and Search Engine Optimization (SEO)
4. Email marketing strategy

Scope of Work

1. The selected firm will create a multifaceted marketing program to meet the objectives. Firms should use www.Chelseamich.com as the “landing page” for media/SEO.
2. Monthly reporting via email to the DDA
3. Attendance at DDA meeting when requested (no more than once a month and not more than 6 times in the 12-month period).

Timeline/Budget

The initial campaign would be for the 12 month period from May 22nd 2020 through May 22nd 2021.

Firms should structure their proposal at two different monthly budget price points:

- 1) \$1,000
- 2) \$1,500 (*please show the incremental gain, enhanced services or return on investment for the larger amount*)

Selection Timeline

1. RFP issued May 1, 2020
2. Proposals due May 15, 2020
3. Vendor selection May 21, 2020
4. Project start Date May 28, 2020

The DDA will not accept questions any later than two (2) business days prior to the RFP Submission Date. If the DDA chooses to answer any question, both the question and answer will be distributed to all vendors.

Selection Criteria (Quantitative, Qualitative)

Criteria	Weighting
Skills and Competencies	30%
Response Acumen	20%
Pricing	30%
Prior Experience and Performance	15%
Fit with Contractual Terms Desired	05%

Using a standardized scoring system, “points” can be assigned to each criteria component according to the degree (extent) to which the proposed solution meets stated requirements. This is illustrated below:

5 points	Fully Meets
4 points	Meets, with minor gaps (no compromise required)
3 points	Meets, with moderate gaps (some compromise required)
2 points	Partially meets (significant gaps, compromise required)
1 point	Does not meet

Response Requirements

Criteria for Response:

1. Background of the company
2. Project approach and timing
3. Relevant experience & Qualifications
4. Scope of Work recommendations
5. Responses to specific SEO question (s)
6. Project management
7. Pricing – (number and kind of services to be evaluated based on the two price options)

Main Point of Contact Information:

1. Full name
2. Job title
3. Address
4. Phone number
5. Email

Partner Questions and Answers

General

Your Company

1. Describe your company structure?

Team Structure

1. What is your team structure?
2. Who will be our Point of Contact on your team?
3. Will we have access to experts and specialists on your team? How?

Technology

1. What are the major technology products you use?
2. What technology do you use for communication (external and internal), project management, meetings and conferencing?

Miscellaneous

1. What do you think will be the biggest challenges with the requirements outlined in the RFP?
2. Explain your approach to client-vendor relationships and what you anticipate needing from us throughout the process.
3. While your tool expertise is assumed, explain the relationships you have with vendors of relevant technology.
4. What is your approach to project and client management?

5. Describe at least one difficulty you've encountered in this type of work before and how it was overcome.
6. What should we be thinking of as a next step beyond the scope of this?

SEO

Methodology

1. Describe your approach to the creation of an overall SEO strategy.
2. Describe the opportunity for the DDA as you see it in SEO.
3. Please provide a market assessment of SEO at this time, and any trends [client] should be concerned with over the next three (3) years.
4. What measures do you take to test and optimize SEO for mobile?
5. What is your approach for local optimization of SEO?

Technical SEO

1. Describe your approach to working with large websites with multiple pages.
2. Describe your approach towards aligning content form, format, and function with user intent.

Content Strategy

1. Describe your approach to conducting keyword research and validation of [client]-supplied keywords. How do you determine which keywords would be the most effective? Describe your approach to ongoing keyword targeting strategies (adding new keywords, etc.)
2. Describe your approach to evaluating the current site structure/ on-site factors as they pertain to SEO and making recommendations for structural improvements for optimal search engine exposure.
3. Indicate your ability to provide specific technical guidance to developers for changes that affect SEO.
4. Indicate how important you view site content and what capabilities you have to guide the creation of content and/or provide SEO optimized. Describe your approach to funnel optimization.

Analytics Consulting

1. What segments, metrics, and granularity can be reported? What metrics are most valuable for the DDA to monitor?
2. How often can reports be provided?
3. Who will own the accounts and data?
4. What do you require from us to ensure a successful partnership?
5. What is your depth of experience working with Google Analytics?

Proposals are due Friday, May 15 3:00PM, and need to be submitted to:

**John Hanifan
City of Chelsea
305 S. Main, Suite 100
Chelsea, MI 48118
Phone 734-475-1771
jhanifan@city-chelsea.org**

Email submissions are acceptable. Proposals that are emailed will receive a confirmation email from the City of Chelsea. It is the submitter's responsibility to ensure you receive confirmation. If you submit by email and do not receive confirmation, please call 734-475-1771.

Questions should be submitted by email to jhanifan@chelsea.org.

The City of Chelsea Title VI Non-Discrimination Plan is available at <https://www.city-chelsea.org/policies/public-policies>