

Downtown Somerville Alliance, INC.



Request for Proposal

Marketing and Advertising Agency

PROPOSAL ACCEPTANCE DATE:
On or before 10:00 a.m. May 6, 2019
Proposals can be mailed to:
Natalie Pineiro, Executive Director
Downtown Somerville Alliance, Inc.
25 West End Avenue
Somerville, NJ 08876
(908) 725-2300 x-1939
npineiro@somervillenj.org

NOTICE TO BIDDERS

NOTICE IS HEREBY GIVEN that sealed bids will be received by the Executive Director, for the Downtown Somerville Alliance, County of Somerset, State of New Jersey. All bids must be enclosed in a sealed envelope bearing the name and address of the bidder and clearly marked on "Downtown Somerville Marketing/Advertising RFP". The Bids must be received by May 6, 2019 at 10:00 a.m. for consideration.

Request for Proposal

Background on the Somerville District Management Corporation (Downtown Somerville Alliance)

The Downtown Somerville Alliance was commissioned by the Borough of Somerville in 1988 to represent the unique interests of business and property owners within the designated Special Improvement District (SID). The District Management Corporation is a municipal agency responsible for advocating for downtown Somerville businesses through marketing, education, programming and activation of the physical environment.

The Downtown Somerville Alliance is celebrated its 30th anniversary in 2018 and as such will be undertaking a significant strategic planning study this year as the organization reflects on its own purpose and place within the downtown community. As part of this work, the Alliance is seeking to hire a new, full service agency that will be a partner as we refocus on our core mission while at the same time prepare for taking part in guiding the growth of downtown Somerville.

Stakeholder

The stakeholders of the Downtown Somerville Alliance are the downtown business community. This community is comprised of a diverse set of businesses that range from high end restaurants to bodegas, national chains to “mom and pop” stores, 5,000+ s.f. spaces to 350 s.f. spaces, professional services to B2B businesses. Our ideal business owner is collaborative, involved, optimistic and participates in the success of the downtown with fresh ideas and high standards.

Primary Target Audience (External)

The primary target audience are potential visitors to downtown Somerville. This includes residents of Somerville and neighboring towns as well as people working and visiting the area.

Secondary Target Audience (Internal)

The secondary target audience is the downtown business community. As stakeholders, they need to see the importance of the Downtown Somerville Alliance in bringing people downtown and into their businesses and the importance of their participation in our programs and promotions.

Organizational Marketing Goals

- Coordinate all communications under one agency
 - Ad placement
 - Social Media Channels

- Video
- PR
- Creative Development
- Internal and External Messaging Campaigns
- Develop a content calendar for both internal and external communications
- Develop a website that provides easy-to-use access to information about downtown Somerville businesses and events and stronger separation between internal communications (those to the business community) and external communications (visitors).

Primary Goals

- Increase awareness, recall, and preference for Somerville's downtown when looking for places to shop, dine, spend time, and meet
- Increase attendance of downtown Somerville events
- Increase share of wallet and share of time

Business Development Goals

- Increase first and second floor participation in DSA sponsored-events and/or promotions
- Increase business engagement with district emails (open rates and responses)
- Increase collaboration between fellow businesses owners
- Increase attendance in small group meetings
- Increase first floor business participation in two or more DSA events by 10% (based on overall participation over the last 24 months)
- Increase business participation in social promotions by 15% (based on overall participation over the last 24 months).
- Create a baseline for business community engagement with the website in 2019
- Establish a baseline of business owner attendance at meetings

Current Digital Ecosystem

- The DSA currently maintains a website (www.downtownsomerville.com), FaceBook page (www.facebook.com/DowntownSomervilleAlliance) and Instagram page ([Instagram.com/DowntownSomerville](https://www.instagram.com/DowntownSomerville)).
- The DSA has incorporated on-line advertising, PR and social media marketing as part of its overall strategy for several years. During 2018, as the organization reassessed direction and resources, promotion has been concentrated only on FB and IG posts with light paid advertising.
- Digital initiatives have focused on iterative testing to gather market data to promote the lifestyle found in Downtown Somerville.

- The DSA currently uses Constant Contact for email communications and does not have a CRM or a marketing automation system.
- The DSA website is hosted on the Django platform. Traffic currently comes primarily from Google and Direct. Referrals are primarily from Facebook and Somervillenj.org. The website is currently maintained in-house.

Marketing Challenges

- Target audience identification (i.e. wanting to “reach everyone” or “something for everyone”)
- Wanting to have a constant and consistent message that creates a voice for Downtown Somerville.
- Creating a network of platforms and content that interconnects seamlessly and is end-user friendly.
- Finding a voice and essence that resonates and connects with audiences in a way that yields action and investment

Scope of Work

- Client discovery process
- Competitive analysis
- Brand message development
- Content strategy
- Content distribution plan
- Creative content development for media buys
- Media planning
- Media buying
- Social media management
- Copywriting for all platforms
- Thematic event logo and collateral updates for existing/signature DSA events
- Logo and collateral development for new DSA events
- Ad creation for local sponsorship opportunities
- Monthly reporting analysis and recommendations.
- Development of website and associated assets that would carry over to mobile or web platforms.

Selection Timeline

- The DSA Inc. has assembled a committee of individuals from the DSA, Inc. Board and Marketing Committee who will be reviewing submissions and making recommendations to the Board who

would be responsible for the award of this contract. The award will be based on quality, pricing, experience, and other factors.

- The Contractor selected will be the designated agency for the creative development and implementation of a comprehensive, research-based marketing plan designed to achieve strategic objectives
- RFP Responses are due no later than: May 6, 2019 by 10:00 a.m.
- Interviews with selected vendors: Once, the proposals are evaluated- selected vendors will be contacted for interviews
- The Downtown Somerville Alliance intends to issue a contract for one year with an option to renew for one additional year.

Criteria Required For Response

- Background of Company
- Relevant Experience & Qualifications (including previous and or current clients with similar project scope)
 - Sample of one marketing campaign executed for a similar client in the last 3 years to include:
 - Goal of campaign
 - Methodology to develop campaign
 - Resulting creative concept
 - Media strategy
 - Result of campaign
 - How impact was measured
 - Project Approach and Project Management (outline of schedule and milestones)
- Situational/Market Analysis of Downtown Somerville with comparison to perceived competitors.
- Three references that we can contact, as well as a list of all contracts for the last 24 months
- Costs and payment details
- Terms and Conditions
- Any other information deemed relevant in the consideration of your agency for this contract

Additional Information:

The Downtown Somerville Alliance, through the Executive Director or designee, may at any time desire changes in either the scope of, or quantity of work to be performed. Such changes shall be requested in writing and fee schedules will be requested, approved and implemented accordingly.

Questions may be referred to:

Natalie Pineiro, Executive Director
Downtown Somerville Alliance, Inc.
25 West End Avenue
Somerville, NJ 08876
(908) 725-2300 x-1939
npineiro@somervillenj.org