

# REQUEST FOR PROPOSAL

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### CITY OF DUBLIN ECONOMIC DEVELOPMENT MARKETING PLAN

**Release Date: October 20, 2023**

**Due Date: November 10, 2023**

#### **I. Statement of Purpose**

The purpose and intent of this Request for Proposal (“hereinafter referred to as “RFP”) is to solicit proposals to establish a contract with a qualified FIRM to develop and implement a digital marketing strategy, including paid media planning, channel strategy, paid media execution and design and copywriting support, to promote the City of Dublin’s Economic Development strategy for 2024.

The successful FIRM must demonstrate its capability to adequately meet all the requirements of this RFP. The FIRM must be in a position to commence the rendition of services on the execution of a mutual agreement.

#### **II. Scope of Work**

The City of Dublin is seeking proposals from qualified firms for communications planning and reporting services for the period commencing Jan. 1, 2024, and expiring Dec. 31, 2024, with an option to renew for an additional one (1) year Term.

#### **THE CITY OF DUBLIN will provide:**

- Detailed Economic Development strategy, which includes background information, extensive research and strategies
- Intel strategy document
- Recent marketing research, reporting and analytics
- City of Dublin Brand standards
- A primary point of contact in the City’s Communications & Public Information division who will oversee this contract and be responsible for transferring content to the City’s digital properties and other communications channels

#### **FIRM will:**

- Review the City of Dublin Economic Development strategy and Intel Strategy documents
- Review the City’s existing marketing efforts to assess what tactics are working best, which messages are resonating and align with the Economic Development strategy, and use this information as the basis for the Marketing Plan
- Develop a paid digital media strategy that aligns with the City’s Economic Development strategy, branding and messaging and includes audience discovery and channel strategy. Digital media strategy includes analysis, tactics, messages, measurements and recommendations
- Execute and manage a paid media plan including campaign set up, ad creation, copywriting, tracking and setup, spend monitoring, performance monitoring, optimizations, analysis and reporting.
- Create content to support strategic digital marketing initiatives, including, but not limited to paid advertising (programmatic, Google search and YouTube advertising) and content marketing (case studies, white papers or other suggested ad hoc content)
- Design and provide copywriting support as needed for content paid campaigns



- Provide ongoing analytics and monthly reporting to share performance review, recap marketing outputs and connect with team on recommendations.
- Monitor campaign performance, adjusting strategies as necessary for optimal results

### **Campaign Objectives:**

The primary objectives of this Marketing Plan are as follows:

- Ensure delivery of key Economic Development strategy messaging
- Increase awareness of the City of Dublin as a desirable location for business and investment
- Convert impressions to business leads; attract new businesses and investors to Dublin
- Promote existing local businesses and showcase their success stories
- Enhance our online presence and engagement with our target audiences

### **III. Budget**

The budget for the development and implementation of the strategic Economic Development Digital Marketing Plan is not to exceed \$60,000/year. This does not include the ad buy.

### **IV. Minimum Criteria for Proposer:**

- At least five (5) years of current experience in providing and managing communications and public relations on behalf of clients
- A demonstrated ability and associated expertise to fulfill each of the services

### **V. Term of Contract**

The term of the contract resulting from this solicitation shall begin upon the execution of an agreement and will expire one year from launch, with an option to renew for an additional one (1) year Term. Either party will be able to terminate the contract via written notice with 30-day notice.

### **VI. Contractual Terms and Conditions**

The selected firm will be required to sign a contract with the City of Dublin that will control the relationship.

### **VII. Proposal Response Format**

Proposals submitted for consideration should follow the format and order of presentation described below:

- Cover Letter: The cover letter should exhibit the Proposer's understanding and approach to providing marketing communications plans in support of the Dublin Community Recreation Center at the direction of the City's Communications & Public Information staff.
- Description of Staff: Include a list of people who will be involved in the project, including titles.
- Marketing communications planning schedule, total cost and post-launch plan for year one

### **Assumptions and Agreements**

- The successful firm will have one primary point of contact assigned to manage all areas of this contract.
- At the conclusion of this contract, all materials developed for the CITY become the exclusive property of the City and will be supplied to the City staff immediately.
- Billings will be sent to the City of Dublin in a timely, organized manner.
- Winning bidder must execute formal agreements for services as supplied by the City of Dublin.



### **VIII. Proposal Submission**

If you have any questions regarding this RFP, please contact Aisling Babbitt, Public Affairs Officer at [ababbitt@dublin.oh.us](mailto:ababbitt@dublin.oh.us) or 614.410.4508.

**All proposals must be received via email on or before 5 p.m. on Friday Nov. 10, 2023,** at the following email address: [ababbitt@dublin.oh.us](mailto:ababbitt@dublin.oh.us).

### **IX. Award Selection Criteria**

The following qualifications and criteria will be utilized by representatives of the City of Dublin in the selection process:

- Demonstrated understanding of the assignment with respect to the characteristics of the City of Dublin
- Demonstrated success with similar projects and scopes of work
- Creativity and potential of marketing communications plan proposal
- The total proposed cost will be a factor in selecting the successful proposer

