

REQUEST FOR PROPOSAL

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DUBLIN COMMUNITY RECREATION CENTER COMMUNICATIONS & MARKETING PLAN

Release Date: October 18, 2021

Due Date: October 27, 2021

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 a communications and marketing plan to promote the Dublin Community Recreation Center through a minimum of four seasonal campaigns, starting with a membership drive around Black Friday, Christmas and New Year's resolutions.

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 November 1, 2021, and expiring October 31, 2022, with an option to renew for an additional one (1) year Term.

THE CITY OF DUBLIN will provide:

- Background information
- Brand standards
- Notes and memos regarding communications and public relations requirements
- A primary point of contact in the City's Communications & Public Information who will oversee this contract and be responsible for transferring content to the City's digital properties and other communications channels

FIRM will provide:

- Development of marketing communications plans including analysis, tactics, messages and measurements
- Content to support the marketing communications plans, including, but not limited to seasonal campaigns, appropriate social media posts, video concepts and scripts, as well as advertisements for local publications
- Creation and execution of a survey targeting Dublin Community Recreation Center members and lapsed members
- Monthly reports to recap all marketing outputs and an outcomes report for each of the seasonal campaigns

III. 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

IV. 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.



V. Contractual Terms and Conditions

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

VI. 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.

VII. Proposal Submission

If you have any questions regarding this RFP, please contact Shirley Blaine, Public Information Officer at sblaine@dublin.oh.us or 614.410.4523.

All proposals must be received via email on or before 5 p.m. on Wednesday, October 27, 2021, at the following email address: sblaine@dublin.oh.us.

VIII. 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

