

City of Northville Downtown Development Authority
Request for Marketing Proposal
Summer 2010

Overview

The Northville Downtown Development Authority (DDA) is charged with overseeing the economic growth and vitality of the City of Northville. In this effort, the DDA is currently seeking proposals from qualified marketing and public relations consultants to assist the Northville community with its advertising, public relations, and communications efforts. Currently, Northville runs advertisements through print, radio, direct mail and social media. A successful candidate will bring a high level of experience in use of this media, industry contacts, and new and creative ways to advertise all that Northville has to offer.

Goals

- Increase the regional profile of Northville
- Support existing retail stores and promote retail expansion in Downtown Northville.
- Increase the number of customers from the greater regional market to position Northville as a top choice for businesses seeking a vibrant downtown atmosphere.
- Increase number of customers and foot traffic within Downtown Northville.
- Increase the awareness of the public to the DDA and its activities.

Main Duties

- Prepare an annual marketing and promotions work plan and schedule, including, but not limited to special events, cooperative advertising, image-building and marketing of the DDA district. The plan will include a detailed budget.
- Communicate the plan to businesses in the DDA district to enlist support and involvement, coordinates merchant meetings as necessary to achieve awareness of marketing efforts.
- Develop and conduct an ongoing program designed to increase awareness of Downtown Northville through local and regional media, particularly in print and broadcast media, and the Internet.
- Coordinate and implement all aspects of the plan, develop promotional materials with the assistance of professional services, as needed, acquires all necessary permits from the City of Northville and other authorities, coordinates and secures necessary support services from the City of Northville, and assist in sponsorship opportunities.

- Attend meetings of the Marketing Committee and of the DDA Board of Directors, as necessary.
- Public Relations – Research, create, distribute, and follow up on press material for Downtown Northville as they relate to the annual marketing and promotions work plan.
- Advise and secure all advertising placement to support the marketing plan.
- Maintain all social utility network sites.
- Track and prepare a monthly summary of all PR and marketing efforts.

Minimum Qualifications

- A. The selected candidate will have experience in marketing and promotions including the development of special events.
- B. The candidate firm will have the ability to communicate effectively orally and in writing with local businesses, city officials and the general public and ability to establish effective working relationships.
- C. The candidate firm will provide strong organizational skills, have an aptitude for downtown revitalization programs and exhibit understanding of issues confronting downtown businesses and property owners

General Instructions

1. Issuing Office. This Request for Proposal (RFP) is issued by the Northville Downtown Development Authority, Northville, Michigan.
2. Questions. All questions may be directed to the following contact person:
 Lori M. Ward, Director
 Northville DDA
 Phone: 248-349-0345
 Fax: 248-305-9049
 Email: LoriWardDDA@comcast.net
3. Response Date. Six (6) copies of the proposals must be submitted to the City Clerk's office, 215 West Main Street, Northville, Michigan 48167 on or before 3:00 p.m. on Friday, July 30, 2010. All proposals will be held, unopened, until the deadline. The proposals will then be forwarded to a Selection Committee established by the Northville Downtown Development Authority (DDA). The Selection Committee will review the proposals and determine if interviews will be required. If the Selection Committee deems that interviews are necessary, they will be scheduled for August 9 – 13, 2010.

4. Content. To be considered, firms must submit a complete response to the RFP in the form requested.
5. Right of Refusal. The Northville DDA reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of the DDA and the City of Northville. All proposals, plans, and other documents submitted shall become the property of the Northville DDA. Responses to this RFP are considered public information and are subject to discovery under the Freedom of Information Act.
6. Liability of Costs. Respondents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with the DDA, if any.

Submissions

At a minimum each respondent shall submit the following information:

1. Firm History. Name, address, and brief history of the firm. In addition, include relevant information of any firm that you intend to subcontract with for any portion of the project.
2. Personnel. Include resumes of key personnel to be assigned to this project, indicating relevant qualifications and experience. Indicate the role that they will be playing in the development of the Marketing and Promotion Plan
3. Related Experience. Include information on projects where the firm rendered professional services similar to those requested in this RFQ
4. References. Provide a list of three applicable references. Include name, title, and contact information for each reference as well as a brief description of the specific services provided.
5. Fees. The selected firm will work on a monthly retainer of \$2500/month. All work outside of the negotiated contract will be billed on time and materials. Please include an hourly rates schedule and costs for reimbursable expenses for all negotiated work outside the scope of the original contract. If any additional services are proposed, they should be clearly identified.
6. Work Plan. Please provide a detailed description of the services that will be provided for the fixed monthly retainer and the process that will be utilized to develop these products.