

REQUEST FOR PROPOSALS

MARKETING SERVICES



Borough of Conshohocken | 400 Fayette Street, Suite 200 | Conshohocken, PA 19428
Ph: (610) 828-1092 | Fax: (610) 828-0920

Issue Date: June 24, 2024

Responses Due by: July 29, 2024

SECTION I: INTRODUCTION

Conshohocken Borough, Montgomery County, Pennsylvania, is located about 15 miles from Philadelphia. The Borough of Conshohocken (Borough) occupies about one square mile and its current population is approximately 9,255. Further information about the Borough's government can be found at www.conshohockenpa.gov.

The purpose of this Request for Proposal (RFP) is to obtain proposals from qualified Marketing Managers to provide marketing services for the Borough. The Borough has in-house points of contact for communications, but is seeking professional assistance to provide ongoing services for consistent engagement with the community as the Borough pursues initiatives and special projects that highlight both borough and community wide accomplishments, successes, stories, engagement pieces, human interest stories, business highlights, etc. Emphasis will be placed on reaching a specific target market audience.

This initiative supports the next steps pertaining to the Borough's adoption of the Main Street Overlay District, launch of a new Conshohocken Chamber of Commerce Chapter of the EMCCC, and the "Discover Conshohocken" initiative spearheaded by Borough small businesses.

The Marketing Manager should have substantial experience in developing a foundation of materials that can be utilized for consistent engagement with the Conshohocken community. The Borough seeks to utilize this resource to celebrate the successes of the Borough. It is anticipated that there will be a need for services on an ongoing basis. The selected firm will work directly with the Borough internal team to ensure the Borough has a strategic and successful marketing platform. Preference will be given to agencies either located in or with a proven understanding of Conshohocken and Conshohocken stakeholders.

The ultimate goal of this initiative is to showcase how the Borough is the premier place to live, work, play and grow in Montgomery County, PA.

SECTION II: SCOPE OF SERVICES

The current objectives of the Communications Department for the Borough of Conshohocken are the following:

1. Develop and implement communications campaigns that provide accurate and timely information to relevant stakeholders about municipal initiatives, services, and programs; and
2. Provide support, guidance, and expertise to Borough decision makers to ensure their key messages are communicated clearly; and
3. Develop communication platforms where residents and businesses can learn about the Borough.

The current forms of media utilized to communicate with the public are the following:

1. Press releases, news, and information published on the Borough's website at www.conshohockenpa.gov
2. Conshohocken Public TV Channels (Comcast and Verizon)
3. Social Media Accounts - Facebook, Twitter, YouTube, Instagram, etc.

The Scope of Services for the Marketing Manager includes but is not limited to the following:

1. Work with the Borough internal team to establish a resident-centric marketing strategy and collaborate with the in-house communications team to execute the strategy.
2. Identify and recommend specific marketing goals, target audiences, tactics, strategies to increase web traffic, identify new social media opportunities, and provide on-going content support to

- drive engagement and highlight Borough wide successes and initiatives.
3. Provide recommendations for day-to-day marketing management, including required resources, initial program and asset setup, and on-going maintenance.
 4. Serve as a social media partner with the Borough to increase the overall public awareness and value of the Borough's policies, services, events, and programs through strategic social media campaigns with the following outcomes in mind:
 - a. Continue to enhance the Borough's social media reach to become a trusted source for residents and businesses looking for information.
 - b. Establish a strategic and comprehensive link between highlighted government services and programs to members of the public.
 - c. Highlight the Borough community including youth groups, businesses, events, etc.
 5. Conduct a social media audit to benchmark the Borough's existing status in social media and provide clear guidelines for developing successful social media engagement strategies.
 6. Develop a monthly content calendar based on information provided by the Borough as well as information secured during length of the contract.
 7. Provide graphics support, including photos, original infographics, memes, and other visual audience engagement assets for use in various social media channels.
 8. All content and posts must be reviewed and approved by assigned Borough administrative staff before publishing.
 9. Provide a strategy that drives website traffic, builds brand awareness, increases engagement through the management of brand perception.
 10. Develop a strategy that engages our target audience with relevant and informative information – content should always speak to Borough values and mission while using the most effective types marketing strategies for maximum reach and engagement

SECTION III: CONTENTS OF PROPOSAL

1. **Letter of Transmittal:** Each proposal should be accompanied by a letter of transmittal which summarizes the key points of the proposal and is signed by an authorized officer.
2. **Firm Experience and Qualifications:**
 - a. Provide an overview of the company and its qualifications. Include location of your primary office, as well as any other offices in the Commonwealth of Pennsylvania or other states as applicable.
 - b. Describe your firm's relevant marketing experience. Provide specific examples of work within the scope of services required under the RFP.
 - i. Who are you and why your company is the best match for the Borough regarding marketing services?
 - ii. What are your company's core competencies and domains of experience?
 - iii. Describe the marketing tools and strategy that you will utilize specific to Conshohocken Borough per specifications and goals listed in the RFP.
 - c. Describe your company's equal employment opportunity policies and programs.
 - d. Detail your professional liability insurance coverage applicable to the services described herein. Include insurance certificates summarizing such insurance coverage.
 - e. Submit three (3) references for companies for which you provide social media services, including contact information.

3. **Marketing Services Team:**

- a. Provide summaries of experience for each individual who would be assigned to represent the Borough. Then describe the specific roles that each individual would be expected to play with respect to the Borough and identify the lead consultant.
- b. Provide detailed resumes for each individual that will work directly with the Borough.

4. **Conflicts of Interest:**

- a. Describe any material financial relationships that you or your company or any employee has with any individual or organization that may create a conflict of interest in representing the Borough.
- b. Describe any family relationship that any employee of your company has with any public servant that may create a conflict of interest or the appearance of a conflict of interest in representing the Borough.
- c. Describe any other matter that your company believes may create a conflict of interest or appearance of a conflict of interest or the appearance of a conflict of interest in representing the Borough and the manner in which such conflicts described in this paragraph will be resolved.

5. **Fee Proposals:** It is requested that you provide an hourly fee proposal along with number of hours estimated to successfully satisfy the scope of work indicated in the RFP over one fiscal year. This fee proposal should clearly delineate reimbursable expenses as well as overhead charges. This proposal should also delineate any rate adjustment such as the difference between the typical rate versus municipal rate. Rate must also include what increment of time is billable. Indicate length of time that the company will hold the fee proposal.

SECTION IV: TIMELINE AND SUBMISSION PROCEDURES

Copies of the RFP are available at Conshohocken Borough Hall located at 400 Fayette Street, Suite 200, Conshohocken, PA 19428, and the office hours are 8:30 AM to 4:30 PM Monday through Friday. Copies of the RFP are also available on the Borough website (www.conshohockenpa.gov).

Qualified applicants shall submit one (1) original copy of the proposal in a sealed envelope and one (1) electronic copy via email or flash drive to:

Borough of Conshohocken
Attn: Stephanie Cecco, Borough Manager (c/o Brittany Rogers)
400 Fayette Street, Suite 200
Conshohocken, PA 19428
Email: scecco@conshohockenpa.gov (brogers@conshohockenpa.gov)

Proposals shall be stamped received no later than 4:00pm on Monday, July 29, 2024

SECTION V: EVALUATION CRITERIA & SELECTION PROCESS

1. The Borough Council reserves the right to:
 - a. Select a proposal in its entirety or some portions thereof.
 - b. Reject any and all proposals, in whole or in part.

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- c. Waive irregularities.
 - d. Request oral presentations and/or individual interviews from those individuals or companies determined to be in a competitive range.
 - e. Make a final selection using criteria judged to be the maximum benefit to the Borough as a whole.
2. Selection of the successful company will be based on proposals submitted and in-person interviews of a final set of candidates as determined by Borough Council. Candidates will be notified of an interview date as applicable.
3. The Borough will select a firm that takes a methodical approach to the work as well as demonstrates a clear understanding of Conshohocken's demographics and how they will utilize marketing strategies to meet the specific needs of Conshohocken Borough.
4. Additional selection criteria will be based on the following:
 - a. Company Experience and Qualifications
 - b. Staff Expertise/Implementation and Operational Teams
 - c. Demonstrated ability to communicate effectively in a variety of marketing venues.
 - d. Financial Proposal
 - e. References

Questions

Questions may be addressed to:
Brittany Rogers, Executive Assistant to the Borough Manager
Borough of Conshohocken
400 Fayette Street, Suite 200
Conshohocken, PA 19428
brogers@conshohockenpa.gov