REQUEST FOR PROPOSAL

SOCIAL MEDIA

Overview of RFP: The Edmonds Downtown Alliance (Ed!) is seeking a qualified Social Media Image/Content Manager with proven track record to create and execute compelling images for placement on Instagram, Facebook and other social media platforms. The Manager will promote Edmonds as a day-trip destination while highlighting the broad range of downtown businesses. The Social Media Consultant should demonstrate a creative, artistic approach with a focus on photography, in addition to strong communication and organizational skills, copywriting and concept development. The contract for this project will run from May 2016 - January 1, 2017 with two seasonal focused campaigns, as budget allows up to $5,000.

GOAL: Build awareness of downtown Edmonds shopping, dining and services and drive traffic to edmondsdowntown.com.

BACKGROUND: Edmonds Downtown Alliance, Ed!

Created in 2013 by the Edmonds City Council, Ed! is our local Business Improvement District (BID). Through business assessments, BIDs provide funding for programs such as beautification, marketing, and parking. Over 300 members strong, Ed! is a diverse collection of retail and service businesses that call downtown Edmonds home. Our boundaries range from around 6th Avenue to the waterfront, and from Bell Street to just beyond Howell Street.

Ed’s mission is to encourage, promote and participate in activities enhancing the general economic conditions for the mutual benefit of businesses in the district and the city of Edmonds. Per Ordinance 3909, Ed! is tasked with providing support for the following actions to benefit members:

- **Marketing & Hospitality**: may include maps/brochures/kiosks/directories, web site, social media, marketing/advertising campaigns, holiday decorations, street performers/artists, historic education/heritage advocacy, special public events
- **Safety & Cleanliness**: may include maintenance, security, pedestrian environment enhancements
- **Appearance & Environment**: may include design enhancements, neighborhood advocacy & communication, streetscapes/lighting/furniture
- **Transportation**: may include transportation alternatives, directional signage, parking management & mitigation
- **Business Recruitment & Retention**: may include education/seminars, market research, business recruitment
- **Organization**: may include contract staff & professional services, administration costs

To finance any Ed! programs authorized by the City, the owners and operators of businesses within the organization’s boundaries are subject to a special assessment, based on type and square footage of the business, as set forth in Ordinance 3909. Residential properties, vacant commercial properties and nonprofit businesses are not assessed. All businesses assessed are considered Members of Ed!. For additional background on the organization, visit www.edmondsdowntown.org/about-ed.

SCOPE OF WORK

The Scope of Work is designed to encourage aggressive, proactive social media outreach to increase visibility for Edmonds downtown, Ed!, and its events, activities, amenities and promotions. It will include but not be limited to the following:
1. Manage Ed! social media accounts during two peak seasons, summer and holiday.
2. Build high-resolution image library for Copywriting and posting of content, crafted to build and engage Ed!'s social media audience.
3. Increase and develop audience on Instagram account and provide data analysis.
4. Recommendations regarding the use of any other potential social media networks.
5. Measuring overall efforts, delivering weekly reports and monthly comprehensive reports recapping audience reach and engagement.
IMPORTANT DATES:

RFP Issue Date: April 1, 2016
Proposals due: April 18, 2016

RFP SUBMISSION GUIDELINES:

Proposals will be received until 12:00 p.m. April 18 at PO Box 284, Edmonds, WA 98020, c/o Pam Ehrbar or at pamela@edmondsdowntown.org. Any proposal received after this date and time will not be accepted. Questions regarding proposals should be directed in writing to Pam Ehrbar, at the address listed above, or by email at pamela@edmondsdowntown.org.

Any proprietary information contained in the proposal should be so indicated. However, in the event that the entire contents, or a major portion, of a proposal is designated as proprietary, then that proposal will not be considered. A company official that has authorization must sign proposals to commit company resources. The full cost of proposal preparation is to be borne by the proposing firm. Sole responsibility rests with the Consultant to see that the proposal(s) are received on time at the stated location.

Proposal Contents:

1. Point of contact (name, title, e-mail and phone number).
2. Qualifications as a Social Media Consultant.
3. Description of experience on no more than three similar projects. Please include name of client and description of services provided, schedule and total cost to complete.
4. A proposed project budget for primary scope of work.
5. Provide a listing of other BIDs/governments/large corporate developments in the Greater Puget Sound for which you may have provided similar services.
6. Provide a list of references where services were rendered for organizations with similar scope of work requested. Please provide current contact information, including contact name, agency, address, telephone, website and email address. Three references required.

Requirements/Disclaimers

1. The award of the contract will be to the consultant whose responses comply with the requirements set forth in this request for proposal, and whose proposal is most advantageous to Ed!, with price considered, and taking into consideration all aspects of the responses. Rates and cost estimates will not be the sole determining factor. The Ed! Advisory Board reserves the right to reject any or all proposals, to waive technicalities and to make an award in whole or in part and as deemed in its best interest and will not reimburse any offer or for its Request for Proposal preparation costs.
2. The Advisory Board may deem it proper to split the work outlined in this RFP amongst multiple firms if deemed in the best interest of Ed!. The written proposal documents supersede any verbal or written prior communications between the parties. All companies submitting a proposal will be notified of award.
3. The selected Consultant shall enter into a professional services contract with Ed! Prior to initiating services. Ed! may negotiate contract terms with the selected Consultant prior to award, and expressly reserves the right to negotiate with several Proposers simultaneously and, thereafter, to award a contract to the Consultant offering the most favorable terms to Ed!
4. Right of Rejection: Ed! reserves full freedom (in addition to the right to reject any and all proposals) in awarding contracts to consider all available factors including, but not limited to price, the provision of needed and unneeded features, usefulness, and prior BID experience. Hence, Ed! may award bids to other than the lowest bidder if, in the judgment of Ed!, the interest of the Ed! will be best served by awarding to another.
5. Liability for Errors: While Ed! has made considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this RFP is supplied solely as a guideline. The information is not guaranteed or warranted accurate by Ed!, nor is it necessarily comprehensive or exhaustive.

6. Firm Pricing: The proposal must be firm for at least ninety (90) days after the closing date of the RFP.

7. Price List: An itemized price list for all goods and services used to satisfy this need should be included in proposal along with all warranties-standard and extended options.

8. Proposal Amendments: Ed! reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be posted to the Ed! website and delivered by email to any proposers who have received the RFP directly.

9. Proposal Withdrawal: A submitted proposal may be withdrawn prior to the due date by a written request to the Ed! Board President. A request to withdraw a proposal must be signed by an authorized individual.

10. Qualified Consultants must demonstrate competence and experience in all areas of expertise required by the scope of services. If subconsultants are to be used, describe the function and approximate percentage of work they will be conducting.

11. Consultant shall plan and conduct the services to comply with local, state and federal laws, rules and regulations, to adequately safeguard persons and property from injury.

12. Consultant shall obtain and maintain current any and all licenses, certificates, registrations, permits and any other item or permission necessary to perform and complete the services outlined in this Request for Proposal.