

Request for Proposals

West Hartford Center Business Association
Marketing and Communications Professional

Deadline for Submittals: July 12, 2019 at 4:00PM EST



Introduction

The West Hartford Center Business Association is seeking proposals from qualified individuals or firms to provide marketing and communications services to assist in the overall efforts of the business association.

Who We Are

The West Hartford Center Business Association (WHCBA) is a collection of businesses seeking to empower community stakeholders to create an ideal West Hartford Center experience for everyone.

WHCBA is one of five business associations located in the Town of West Hartford, Connecticut. WHCBA holds a non-profit organization classification.

In an effort to achieve goals the WHCBA, the West Hartford Chamber of Commerce and the Town of West Hartford's Economic Development Specialist provide ongoing support and assistance.

Scope of Services

The objective of this Request for Proposals (RFP) is to procure marketing and communication services for the WHCBA. The proposer will be responsible for items including but not limited to: creative development of advertising; marketing; social media; and support services for member businesses and public outreach activities. Specific needs of the business association listed as follows:

- Emphasis on social media and digital marketing to drive awareness and traffic
- Establish relationships with member businesses, work with them to curate social media and website content including business highlights, promotions and special events in the interest of marketing the district
- Help identify additional opportunities to build association brand awareness

Approximate Hours Per Month: 10 hours*

*The need for special events coordination may be requested by the WHCBA for an additional charge and beyond the requested 10 hours per month.

Proposal Content

Responses are encouraged to keep their proposals relevant to the Scope of Services. All proposals should include, at minimum, the following:

- Cover Letter- A one-page cover letter containing:
 - The name of the person(s) authorized to represent the proposer in negotiating and signing any agreement, which may result from the proposal.
 - Entity name, address, phone number, email address, and website
- Staffing- Name and qualifications of the individuals who will provide the requested services and a current resume for each, including a descriptions of qualifications, skills, and responsibilities.
- Approach/Work Plan- Describe how the proposer approaches marketing and communications projects. How do you assist clients by leveraging existing resources, and implementing new strategies?
- Qualifications- Proposals will be accepted from individuals or firms that:

- Are qualified to conduct business in the State of Connecticut.
- Are in a corporation or a limited liability corporation (LLC) that is in good standing with the Secretary of State.
- Experience- Proposers should have experience with the following:
 - Providing professional, effective communication services
 - Producing quality graphic design
 - Developing and implementing marketing promotions
 - Developing, implementing and monitoring social media strategies and content
 - Coordinating with multiple stakeholders to meet deadlines
- Cost/Budget

Evaluation Criteria

- Knowledge of the Town of West Hartford, Greater Hartford and State of Connecticut
- Knowledge of non-profit organizations
- Experience in managing social media, cross marketing, special events
- Experience in graphic design
- Examples of product work
- References
- Cost

Questions & Addenda

All questions must be submitted in writing to the West Hartford Chamber of Commerce by email to info@whchamber.com. Do not reach out directly to the business association with questions.

Responses to all questions will be provided via Addendum prior to the close of the RFP.

Deadline

All proposals must be submitted in writing by July 12, 2019 by 4:00PM EST.

Submit proposals either by email to info@whchamber.com, or by mail to:

West Hartford Chamber of Commerce

984 Farmington Ave

West Hartford, CT 06107

Attention: Marketing and Communications Professional RFP

Selection/Basis for the Award

A Selection Committee comprised of representatives from the West Hartford Center Business Association will evaluate proposals. Proposals will be evaluated on a pre-determined set of criteria including, but not limited to, general qualifications and experience of the proposer, fee proposal, references, and any other information that has been provided by the proposer to assist the Selection Committee in making a selection decision.

During the evaluation process, the Selection Committee may, at its discretion, request one or all proposers to make oral presentations. Such presentations will provide proposers an opportunity to

answer any questions the Selection Committee may have on a vendor's proposal. Not all vendors may be asked to make such oral presentations.

The Selection Committee reserves the right to: 1) reject any or all proposals submitted for any reason, 2) request additional information from any proposer, 3) negotiate with any of the proposers regarding terms of the engagement. The Selection Committee intends to select the vendor that, in its opinion, best meets the needs of the two Business Associations, not necessarily the vendor that proposes the lowest fees.

Term of Contract

There will be an 8-month contract, subject to availability of funds. At the end of the 8-month contract, an extension can be negotiable based on performance and availability of funds.

Contract Agreement

The West Hartford Center Business Association desires to enter into a professional services agreement, which includes all necessary marketing and communications services, whether or not the services are specifically outlined in the request for proposals.

The selected proposer will be required to agree to and sign a formal written contract agreement with WHCBA.

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Price Proposal

The undersigned proposes to provide services to the West Hartford Center Business Association in accordance with the response to its Request for Proposals.

Price includes but is not limited to all deliverables listed in the RFP.

Task	Price Per Hour	Hours Per Month	Total
Marketing and Communications Services	\$ _____	10*	\$ _____

*This is an approximate number of hours needed per month. This number is subject to increase or decrease based on the work as outlined in the Scope of Services, and as requested by the West Hartford Center Business Association. The selected vendor will be required to submit monthly billing to WHCBA and will be paid based on the number of hours worked per month.

\$ _____

All-inclusive total

_____ Dollars

Written sum

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