



## Request for Proposals

-Public Relations Services-

Date: Feb. 4th, 2016

Contact: WEDC | Keith Anderson

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### Brief

The Woodstock Economic Development Commission (WEDC) is requesting proposals for planning, coordination, implementation, and administration of public relations services. The Town of Woodstock is seeking to retain services to develop a strategic and tactical plan, employing a variety of platforms and media channels, to promote the Town of Woodstock by engaging potential visitors and attracting future residents.

### Background

In March 2015 the Town of Woodstock established a 1% local options tax on rooms, meals and alcoholic beverages, pursuant to 24 V.S.A. § 138, the revenues from which will be used for municipal economic development purposes, to invest in the future health and prosperity of the Town of Woodstock by promoting the town to potential visitors, residents and businesses, and by funding special projects that benefit the community. The two main objectives of the WEDC are: 1) *Increase the number of visitors who are most likely to develop connections to the area and contribute to the economy*, and 2) *Grow and diversify the resident population to enrich the community and the quality of life*.

**Notice:** The prospective vendor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of Public Relations, and how vendor would approach the projects outlined in the Scope of Work. A proven experience in destination marketing/public relations is recommended.

One (1) PDF copy must be submitted via email no later than **March 15<sup>th</sup>, 2016** to:  
Keith Anderson [[kanderson.in.vt@gmail.com](mailto:kanderson.in.vt@gmail.com)]

One (1) printed copy must be submitted via U.S. Mail no later than **March. 15<sup>th</sup>, 2016** to:  
Attn: Keith Anderson  
Woodstock Economic Development Commission  
PO Box 488, Woodstock, VT 05091

### Goals

The purpose of this RFP is to identify a professional public relations firm that can analyze and synthesize the work of the WEDC to date and develop a strategic and tactical plan that can foster the direction of the marketing and public relations efforts of the Town of Woodstock moving forward.

The efforts of the WEDC are focused on a set of discrete activities to reach the following goals:

- Promote the assets of the area to our target audience
- Encourage and fund events to attract visitors, including in the “shoulder” seasons

- Improve community assets/services that will improve the quality of life
- Develop processes and networks to help convert visitors to residents

### **Scope of Work**

The Scope of Work is designed to encourage aggressive, proactive media outreach to increase visibility for the Town, its events, activities, amenities and promotions. It will include but not be limited to the following:

- Execute strategic and targeted campaigns to promote events, destinations, and activities in the Town of Woodstock through earned media and original content development.
- Present recommendations to the WEDC through a comprehensive public outreach plan utilizing traditional earned media in addition to employing social media for extended reach and engagement with relevant target populations.
- Develop and feed consistent written content for Town of Woodstock blog with special consideration for local human interest and business development stories.
- Recruit and create opportunities for local and regional social influencers to participate with a variety of media platforms.
- Support local business partners in the Town of Woodstock with targeted media and employing influencers to help amplify messaging.
- Showcase recreational locations and opportunities with focused media engagement and content development.
- Identify gaps or opportunities specific to the promotion of the WEDC's stated goals as it relates to the work completed to date by the WEDC.
- Pursue awards and placements for key 2016 initiatives.
- Create two-prong strategy to trade and consumer media to promote Woodstock quality of life.
- Engage WEDC partners and recommended parties in discovery and additional input.
- Provide consistent, transparent reporting to WEDC and town.

### **Key Aspects**

Comprehensive public relations plan must include:

- Documentation of communication goals and objectives
- Identification and prioritization of strategies for reaching target audiences
- Identification of metrics used to measure outcomes of proposed strategies
- Identification of internal and external resources required to accomplish proposed activities
- Projected costs for services provided as defined in the presented public relations plan
- Present plan to the WEDC, and if requested, to the the town select board or in an open meeting format

Acceptance and implementation of public relations plan, including all strategies will be reviewed the WEDC, Town of Woodstock Select Board, and voter approval.

The selected firm will be retained for a term of 6-12 months, dependent upon funding and budgetary constraints.

### **Proposal Requirements**

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Scope of Work. Please provide the following:

1. Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors\* to perform the Scope of Work. Please include:
  - a. Resumes and biographies of all principals assigned to the project.

- b. List of capabilities corresponding to the scope of work.
- c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
- d. References from similar projects your firm/company/corporation has undertaken. \* If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm.

3. Approach to Scope of Work Provide a detailed description of your approach to each Scope of Work element. A key aspect to focus on is increased outreach to target audiences as defined by the WEDC.

#### 4. Service Timeframes

- a. Provide a detailed description of the services to be performed by the vendor based on the Scope of Work and the average timeframes required to complete each.

This should include:

- i. The account manager's name and specific staff assigned to the project;
- ii. The estimated number of staff hours to complete scope of work;
- iii. All personnel anticipated to be involved in each task.

#### 5. Project Cost

- a. Provide detailed costs for the services to be performed by the vendor based on the Scope of Work.

#### **Provisions**

The Town of Woodstock assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract. The Town of Woodstock also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of the Town of Woodstock. A contract between the Town of Woodstock and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable. The Town of Woodstock is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.