



Request for Proposals For Marketing Services

Release Date: May 30, 2019

Overview

Gateway85 Community Improvement District (CID) is seeking a marketing services company to create a comprehensive plan to connect with current member property owners, as well as support efforts to increase the number of new member property owners.

Company Background

Gateway85 Community Improvement District (CID) is a public-private partnership funded by commercial property owners in the 14-square mile area spanning the I-85 corridor in southwest Gwinnett County. Formed in 2006, the formerly named Gwinnett Village CID represents more than 550 owners, accounting for more than \$1 billion in commercial property value.

Our mission is to increase commercial property values, promote business development and improve the quality of life for all those who live, work and play in the district. Our goals include:

- Enhancing public safety
- Developing community identity
- Improving mobility
- Encouraging quality redevelopment
- Maximizing property owner investment, value and income

More information can be found at www.gateway85.com.

Project Objectives

Two major objectives the comprehensive marketing plan should address are:

- Mailing list enhancement – refine current CID member property owner contact list and development/refinement of potential CID member property owner list.
- A comprehensive, multi-faceted plan to promote the work of the CID to targeted audiences including prospective property owners, current CID member property owners and friends of the CID.

It is expected the marketing plan will ultimately consist of a relationship-building strategy and campaign to *include:

- Traditional direct mail marketing
- Email marketing
- Social media
- Media relations
- Business relations

*This is not an all-inclusive list

Scope of Work

The marketing services company will create a comprehensive, multi-faceted plan that will allow us to connect with our property owners with the goal building a positive image for the organization and increasing the number of paying CID members.

Key Actions/Deliverables:

1. Work with Gateway85 communications staff to refine list of current property owners who are CID members. Updating contact information to include true owners, email addresses, phone numbers and addresses.
2. Work with Gateway85 communications staff to refine the comprehensive list of commercial property owners who could potentially become members of the CID. Updating contact information to include owner contact person, email addresses, phone numbers and addresses.
3. Create and execute a marketing campaign to:
 - Explain the benefits of being a member of the CID
 - Promote the work of the CID
 - Create a positive image of the CID
 - Entice property owners to become members of the CID
 - Reinforce the benefits of membership to current members of the CID

Expected outcomes include:

- Increased CID membership
- Increased media coverage
- Increased engagement on social media

Timeline/Budget

May 30, 2019:	Notification of RFP
June 12, 2019:	Group meeting/Q&A
June 19, 2019:	Proposals due
June 27, 2019	Board approval
June 27, 2019:	Project kickoff
April 30, 2020:	Project completion

Project budget: \$100K - \$150K

Selection Criteria

RFP will be awarded based on skills, competencies and prior experience. Low bid is a consideration but not solely a determining factor.

Response Requirements

Please include the following information in your proposal:

- Background of company
- Project approach and timing
- Relevant experience & qualifications
- Scope of Work recommendations
- Project management team
- Pricing

Delivery and Contact Information:

- Please provide four (4) copies of proposal, as well as one copy saved to USB flash drive.
- Deliver packet no later than 12 noon on June 19, 2019 to:
Gateway85 Community Improvement District
Attn: Tammy Thompson
Communications Director
1770 Indian Trail-Lilburn Rd., Ste. 150
Norcross, GA 30093

Questions

Questions will be addressed during the group meeting on June 12. Additionally, questions and answers will be posted on the CID website following the group meeting. After group meeting, no additional contact will occur between vendors submitting proposals and Gateway85 employees or board members. Attempts to make contact after deadline may jeopardize consideration of your proposal.

General Terms and Conditions

This is an invitation for proposals only, and not a tender call.

Gateway85 CID shall not be obligated in any manner to any vendor until a written agreement has been duly executed.

Gateway85 CID may reject the lowest proposal, or any and all proposals.

Gateway85 CID shall not be liable for any costs of preparation or presentation of proposals. The proposals, accompanying documentation, samples, etc. submitted by the suppliers automatically become the property of Gateway85 CID and will not be returned.

Proposals submitted shall be final and may not be altered by subsequent offerings, discussions, or commitments unless the vendor is requested to do so by Gateway85 CID.

Gateway85 CID reserves the right to accept any functional sub-set or super-set of the proposal, and to adjust the price proposal accordingly.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process.

A vendor, if any, with whom Gateway85 CID chooses to pursue a contractual relationship, will be chosen due to their RFP response offering the greatest benefit to Gateway85 CID and not necessarily the lowest proposal.

A vendor, if any, with whom Gateway85 CID chooses to pursue a contractual relationship, shall not make any reference to Gateway85 CID in any literature, electronic media, promotional brochures or sales presentations without the express written consent of Gateway85 CID.

Any and all verbal discussions and responses are not binding on either party.

Gateway85 CID may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and must be submitted with the proposal.