



REQUEST FOR PROPOSALS (“RFP”) FOR MARKETING SERVICES

Proposal Deadline: 5:00pm CST, June 10th, 2022

The Locust Central Business District (LBD, a Special Business District located in St. Louis, Missouri, requests proposals for comprehensive marketing services.

Questions regarding this RFP should be emailed to info@locustbusinessdistrict.com no later than 5:00 pm CST on May 13th, 2022. Responses will be sent via email to all vendors and posted on the website by May 27th, 2022.

Summary:

With this Request for Proposal (RFP), the Board of Commissioners of the Locust Central Business District (“LBD”) are seeking to acquire the services of a qualified marketing firm to support and provide ideas for its marketing initiatives. The LBD invites proposals from interested marketing agencies with experience in brand development and management; marketing; social media strategy, implementation, and management; website design and development; and market research. Preference will be given to agencies providing a broad range of services. The LBD is open to your ideas--one vendor is welcome to bid on all or any of the services as part of its recommendation for the LBD. Subcontracts managed by the entity applying to this RFP are acceptable, and we encourage you to share your experience working with subcontractors in your proposal.

The LBD is seeking to encourage participation by respondents who are MBE/WBE or Section 3 business enterprises. The LBD’s goal for MBE and WBE participation is 25% and 5% respectively. Note: this is a goal of the LBD for all of the work being performed by contractors, not a requirement.

The work to be performed will support the LBD’s primary district objectives which include the promotion of safety, prosperity, and connectivity. The contract period will be a 1-year term based on the project start date. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined. The LBD has a total annual operating budget of about \$400,000.

Background:

The LBD is a Special Business District which is a political subdivision of the State of Missouri created pursuant to Chapter 71 of the Revised Statutes of the State of Missouri and has the authority to make improvements in and to promote business activity within the district. The services sought in this RFP will include the entire LBD which is generally bounded by Olive Street to the south, 18th Street to the east, Delmar Boulevard to the north and Compton Avenue to the west but as is more specifically shown on the map of the LBD attached hereto. The LBD contains

many businesses of diverse types and contains residents who own or rent their dwellings in the district.

LBD Marketing Goals:

Working in collaboration with the Board of Commissioners of the LBD, the marketing contractor will work towards and measure efforts against the following goals as seen within Exhibit B, Page 6:

- Safety--Work to enable a safe and secure environment for our residents, businesses, and guests.
- Prosperity--Work to encourage the success of our community members.
- Connectivity--Work to foster interactions with surrounding neighbors and neighborhoods.
- It is important to realize that Community Engagement and Transparency are the foundation blocks that span across all 3 pillars.

Areas of Assistance Needed:

The scope of work will include the following:

Strategy

- Serve as the LBD's expert advisor for the development and implementation of marketing strategies for its primary marketing goals (Safety, prosperity, connectivity, community engagement and transparency).
- Develop a marketing plan focused on achieving the LBD's marketing goals.
- Create quarterly planning objectives and reporting for ensuring tactics and be accountable to measurement KPIs.

Marketing and Public Relations

- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development.
- Provide graphic design and content development for digital, print, and collateral material. Note: the LBD owns a subscription to Constant Contact.
- Manage public relations resources to accomplish the objectives as described in the marketing plan.
- Support the LBDs internal marketing needs by providing integrated collateral templates.

Digital

- Review the LBD website and social media platforms as they stand today and provide recommendations for improvements.

Market Research

- Conduct market research to identify target industry segments.
- Provide a strategy for surveys.

Branding

- Advising the LBD on its current brand and brand consistency as well as how the LBD can support brands of the neighborhoods and districts the LBD's boundaries overlap (i.e. Midtown Alley, Midtown, Downtown West).
- Making recommendations on brand advancement.

Response Requirements

For ease and efficiency of review, the LBD has specified the numbering protocol below for bidders. Bidders are welcome to use their own format as well.

1. Company profile

- a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
- b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
- c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications

- a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and awards or other forms of recognition.
- b. Provide a description of your work process.
- c. Special consideration: Describe the experience with and knowledge of the corporate sustainability space among your firm's personnel, in the context of their careers.
- d. Special consideration: Describe the experience with and knowledge of the special districts or local governments among your firm's personnel.
- e. Special consideration: Describe the experience with and knowledge of citizen engagement and transparency among your firm's personnel.
- f. Special consideration: Describe why and how your firm is uniquely positioned to serve as the LBD's lead marketing strategist, implementer, and advisor.
- g. Provide proof of insurance at a minimum of 1 million and 3 million aggregate.

3. Experience and Ability

- a. Describe the approach your firm would undertake to successfully complete the tasks described in the Scope of Work.
- b. Provide examples of relevant work and / or case studies.
- c. Provide a minimum of three (3) client references.
- d. Provide a list of personnel who would be assigned to the LBD work, along with their credentials and experience.

4. Pricing

- a. Provide a schedule of fees for all relevant services that your firm is proposing to bid on.
- b. Development and Website Maintenance; Public Relations; and, Paid Media.
- c. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

Questions

Individual questions regarding this RFP will be responded to only as follows: Questions regarding requirements and scope of work will be accepted up to 5:00pm CST May 13th, 2022 via email only, at info@locustbusinessdistrict.com. Answers to all questions received by this deadline will be sent via email. Telephone calls, faxes and/or requests for a solicitation will not be accepted or acknowledged.

Award

The LBD reserves the right to alter the timing of the start of any work described above, to not proceed with some or all the work, and to contract with more than one vendor for services described within this RFP. The LBD reserves the right not to award a contract for this RFP and will not reimburse the cost incurred by bidders who respond to this notice.

Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered to the LBD by 5:00 pm CST on June 10th, 2022. The LBD **highly** prefers that vendors provide (7) printed hard copies of their response. If responding via hard copy, please provide (7) responses to:

Ms. Yulonda Carter
Locust Central Business District
715 N. 21st, Suite A
St. Louis, MO 63103

Responses submitted after 5:00 pm CST will not be accepted. Although hard copies are preferred, electronic submissions of the proposals are welcomed and can be submitted to info@locustbusinessdistrict.com with "RFP for Marketing Services" in the subject line. Submissions should consist of a PDF document containing all of the requested information in the same order as the numbered Response Requirements listed above.

Exhibit B: District Objectives

Locust Business District Objectives

Strategic Initiatives to Improve our Community

Safety

We want a safe community.

Work to enable a safe and secure environment for our residents, businesses, and guests.

- *Reducing crime on people and property*
- *Improving lighting and walkability*
- *Reducing properties in disrepair*
- *Supporting the St. Louis Police Department*

Prosperity

We want a community that thrives.

Work to encourage the success of our community members.

- *Increasing visibility of the business district*
- *Growing more jobs*
- *Strengthening existing businesses*
- *Filling vacant spaces*

Connectivity

We want to be collaborative.

Work to foster interactions with surrounding neighbors and neighborhoods.

- *Meeting with the other districts in the St. Louis area*
- *Participating in efforts where a common goal is shared or synergies can be realized*
- *Inviting thought leaders to share best practices*

Community Engagement

We will seek actions that encourage and enable an increase in participation from the community in all LBD activities.

Transparency with Community

We will seek actions that encourage and enable an increase in visibility for the community of all LBD activities.