



# **Request for Proposals**

for

## **Marketing Services**

June 5, 2018

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## **STATEMENT OF PURPOSE**

As we have seen throughout the city of Indianapolis, when communities come together, transformation is right around the corner. By nurturing relationships between our neighbors, local businesses and other community stakeholders in the public and private sectors, we envision our community bursting with vibrant residents, quality schools, lively businesses and service organizations assisting residents in need. We envision a more connected place that breathes life into all those that live, work and worship in the Northwest Area because we have built a strong connection between the residents and stakeholders to create a renewed sense of community.

The NWQOL Governance Committee along with various other committees and partners are charged with bringing the NWQOL Plan into implementation. With this strategy in mind the NWQOL is releasing this Request for Proposals to continue its work toward revitalizing the Northwest Area.

## **PROGRAM SUMMARY**

The Northwest Quality of Life (NWQOL) is seeking proposals from reputable marketing firms to create a comprehensive marketing plan for the implementation of community programs that are foreseen in the near future. The goal of any proposal should be to provide specifics on how the NWQOL would integrate the programs into various mediums to promote and encourage participation in the programs while providing various and coordinated application methods accessible to a variety of age groups and populations.

An additional goal of this RFP is to ensure that the NWQOL marketing plan utilizes current branding information for the neighborhood in a seamless strategy to build trust in utilizing and accessing programs.

Respondents are encouraged to review the following neighborhood plans in preparation of their submittal;

NWQOL Plan – <https://flannerhouse.org/north-west-quality-of-life-plan/>

Great Places 20/20 Plan – <http://greatplaces2020.org/kingcommons/>



## **REQUEST FOR PROPOSALS**

Proposals should address the following programs areas within the NWQOL area;

1. Housing Programs
2. Economic Development Programs
3. Landscaping COOP
4. Job Training Programs
5. Design Catalog
6. Food Access (Cleo's Bodega, Farmers Market, Senior Food Delivery)
7. Anticipated and Planned Community Events
8. Community Alerts
9. Banner Designs for MLK

Submitted proposals should provide creative integrated marketing concepts utilizing the following mediums and incorporate the King Commons and NWQOL logos where appropriate.

**Print Media** – Respondents should incorporate the following print media in their submittal;

- Billboards
- Door Hangers
- Program One Sheets
- Brochures covering all programs
- Newsletters
- Application processing

**Social and Electronic Media** – Respondents should address the following social and electronic mediums in their submittal;

- FaceBook, Instagram and Twitter strategies
- Email Promotions for various programs
- Electronic Newsletter
- Application Portals

**Website** – The NWQOL anticipates utilizing the existing Flanner House website or creating a new website to provide the community with program information. Respondents should address the cost and benefits of utilizing the existing website or the creation of a new website. Additionally this section should address the following website needs.

- Program information
- Program Applications
- Accepting program payment and ACH sign-up for Landscaping COOP
- Newsletter sign-up
- Questions or Comments portal



**Mobile APP** - As part of our marketing strategy respondent should develop, work with a developer or utilize an existing platform to create a mobile app for use by neighborhood residents. The app should contain the following features:

1. Surveys
2. Feedback
3. Application to programs
4. Ability to share
5. Newsletter in mobile format
6. Ability to select areas of interest to receive push notifications, interest areas should include:
  - Education
  - Arts and Parks
  - Food Access
  - Community Events
  - Economic Development
  - Housing Programs
  - Community Safety and Peace

**Community Engagement** – The NWQOL feels that any successful implementation must include a community forum component. Respondents should provide strategies for expanded community forums to encourage participation. The strategy should address the following;

- On-site resident, property owner and or business sign-ups
- Interactive demonstrations of program time-lines and benefits
- Dates and targeting for specific programs populations (ie, homeowner rehabilitation mtg)

### **ELIGIBLE RESPONDENTS**

This list is not presented in any order of priority.

- Nonprofits corporations such as Co-ops that will develop and operate the development.
- Entities that are a partnership, limited liability corporation, or joint venture comprised of a private nonprofit corporations and a private for-profit entity.
- For-profit entities or individuals with experience in neighborhood marketing strategies.



## **FINAL SUBMISSION**

The application package consists of one original proposal, Three (3) copies and one electronic copy (flash drive or CD) must be submitted by **5:00PM EST, on July 6, 2018**. RFP responses should be delivered to the following address:

**NWQOL Marketing Proposal  
Insight Development Corporation  
Mark Young, Neighborhood Development Integrator  
546 East 17<sup>th</sup> Street  
Indianapolis, IN 46202**

A complete application package consists of the items and in the order listed below. Applications received without all of the items will be considered incomplete. Incomplete applications will be withdrawn from the review process and returned to the applicant.

1. Cover sheet on organizational letterhead that includes all relevant contact information (1 page)
2. Qualifications of the Respondent, Resumes and Capacity Statement (1-5 pages)
3. Letter of Intent- explaining the organizations philosophy, project methodology, how you will engage with community to derive at a final product
4. At least two samples of relevant work which could include collateral material, example of media developed (radio script, apps, etc.) as well as community engagement methods.
5. Narrative detailing the goals and obstacles of the respondent's proposal and an analysis of the marketing strategies that supports the proposal.
6. Items included under the print, social and electronic media, website and community engagement strategies, as required.

## **SELECTION CRITERIA**

NWQOL will consider several factors outlined within this RFP to determine which firm it will contract with in its efforts to establish a marketing program for the community. Including but not limited to;

1. Addressing the Program Summary in a comprehensive strategy according the the submission requirements of this RFP.
2. Proposal Cost – Cost should be inclusive of all print medium production cost, social medium strategies, web design services, mobile app and community forums
3. MBE-WBE staus and/or subcontractor utilization
4. Success of previous marketing proposals
5. Implementation time-frame



**PROPOSED TIMELINE**

June 4, 2018	Release Request for Proposals
June 13, 2018 - 6pm	RFP Respondents Meeting – Flanner House
July 6, 2018	Request for Proposals due
July 24, 2018	Select RFP Recipient

The RFP Respondents meeting is being provided for the respondents to ask questions and respond to community questions regarding the request for proposals. Any other questions regarding this RFP should be directed to the NWQOL staff by email.

**Mark Young**  
**Neighborhood Development Integrator**  
**mayoung44@gmail.com**

