

## Request for Proposals for Marketing Services

The City of Coralville, Iowa, requests proposals for digital marketing services for the Iowa River Landing.



### Background

The Iowa River Landing is a 180-acre mixed-use development located on Interstate 80 at Exit 242 (1st Avenue). The Iowa River Landing is anchored by the 286-room Coralville Marriott Hotel and Conference Center and includes more than 330,000 square feet of retail, office, residential and entertainment space. It is also the home of The University of Iowa Health Care's medical clinic, Homewood Suites, Von Maur, and many other retail, dining, and entertainment offerings. Learn more at [www.iowariverlanding.com](http://www.iowariverlanding.com).



### Marketing Objectives

Working under the direction of the City of Coralville, the marketing consultant will work towards and measure efforts against the following goals:

1. Build brand awareness and promote the Iowa River Landing
2. Drive traffic to the Iowa River Landing with particular focus on the businesses and district events
3. Expand digital communications in the community

### Summary

With this Request for Proposals, the City of Coralville seeks to acquire the services of a qualified marketing firm to support marketing initiatives in the Iowa River Landing.

The City invites proposals from interested marketing agencies with experience in brand development and management; marketing; market research; social media strategy, implementation, and management; email marketing; miscellaneous print marketing; and website design and development.

The work to be performed will support the Iowa River Landing as a district, creating increased traffic for businesses in the Iowa River Landing and increased community support for the Iowa River Landing and similar ventures. The City and / or its representatives will meet with the contracted marketing consultant on a regular basis to share information and updates.

It is the bidder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

### Scope of Work

The scope of work will include the following:

#### *Strategy*

- Serve as the City's expert advisor for the development and implementation of marketing strategies for the Iowa River Landing
- Develop a marketing plan focused on achieving the Iowa River Landing Marketing Objectives
- Create quarterly planning objectives and reporting for ensuring tactics are managed on brand and on budget

- Work with the City, external consultants, developers, and businesses to develop branding, marketing, and public relations strategies for the Iowa River Landing within the community and beyond

#### *Marketing and Public Relations*

- Provide graphic design and content development for digital, print, and collateral material, as requested
- Manage public relations resources to accomplish the objectives as described in the marketing plan
- Plan and coordinate media events as needed, approximately 1 to 2 per year
- Develop and distribute news releases as needed, approximately quarterly
- Provide strategic campaign support, including planning, development, and execution; multi-channel outreach; and branded material development

#### *Social Media Management*

- Provide social media strategy development, content, execution, and measurement for the social media accounts for the Iowa River Landing, including but not limited to:  
[www.instagram/iowariverlanding](http://www.instagram/iowariverlanding)  
[www.facebook.com/IowaRiverLanding](http://www.facebook.com/IowaRiverLanding)  
<https://twitter.com/IARiverLanding>
- Includes daily Facebook posts (pushes to Twitter); Instagram updates once or twice weekly

#### *Web Site Maintenance and Miscellaneous Print*

- Update [www.iowariverlanding.com](http://www.iowariverlanding.com) (built on WordPress) with new content
- Perform routine maintenance to ensure website is optimized for all audiences across all platforms
- Support sponsorships and area events through creative services and print as needed
- Ad hoc graphic design as needed

#### *Email Marketing*

- Design and develop monthly email newsletters and special event promotions for the Iowa River Landing
- Manage and maintain distribution list

#### *Market Research*

- Conduct market research to identify target segments with the highest revenue generating probability, as needed
- Conduct customer surveys, as needed

#### *Branding*

- Advise the City regarding maintaining brand consistency
- Make recommendations on brand advancement

### **Response Requirements** (minimum requirements)

Please provide the following information in the order listed.

#### *1. Company profile (5 points)*

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 (10 points)*

- 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. Describe why your firm is uniquely positioned to serve as the lead marketing strategist, implementer, and advisor for the Iowa River Landing.

*3. Experience and ability to perform this work (30 points)*

- 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 contact information for a minimum of three (3) client references; identify the type of work completed for each.
- d. Provide a list of personnel who would be assigned to City of Coralville work, along with their credentials and experience, particularly for similar projects. Identify percentage of time for each.

*4. Pricing (15 points)*

- a. Provide a schedule of fees for all relevant services described in the Scope of Work.
- b. Provide a schedule of fees for any additional services, travel, or meetings.
- b. Based on your approach, provide an estimate of the annual number of hours required for each service area described in 4a.

Please follow exactly the requirements for the responses noted above. It is the responsibility of bidders to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

**Contract Period**

The contract period will be from February 1, 2018, through December 31, 2018. Based on performance, the contract may be extended on a no-bid basis. Details pertaining to a contract extension are to be determined.

**Proposal Deadline**

January 4, 2018, at 2:00 pm local time.

Responses submitted after 2:00 pm local time will not be accepted.

**Proposal Submittal**

Deliver five (5) print copies and one (1) electronic copy to

Thor Johnson, City Clerk  
Coralville City Hall  
1512 7<sup>th</sup> Street  
PO Box 5127  
Coralville, IA 52241

Electronic copy shall consist of one (1) PDF document containing all requested information.

**Questions**

Direct questions regarding this RFP to

Ellen Habel, Assistant City Administrator

319.248.1700

[ehabel@coralville.org](mailto:ehabel@coralville.org)

Solicitation meeting requests will not be accepted.

**Award**

The City of Coralville reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to contract with more than one vendor for services described within this RFP.

The City 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.

**Anticipated Selection Schedule**

- RFP Distributed: December 13, 2017
- Proposal Due Date: January 4, 2018, 2:00 pm local time
- Review Period: January 4 through January 18, 2018
- Contractor Selection: January 20, 2018\*
- Commencement of Contract: February 1, 2018\*

\*These dates are subject to change