



## **Digital Advertising Training Series**

**REQUEST FOR PROPOSALS**

**TOWN OF LISBON**

**June 23, 2021**

**PREPARED BY  
TOWN OF LISBON  
ECONOMIC AND COMMUNITY DEVELOPMENT DEPARTMENT  
300 LISBON STREET  
LISBON, ME 04250**

## OVERVIEW

The Town of Lisbon is seeking proposals and price quotes from qualified digital advertising and marketing companies to develop, design, create, promote, and deliver trainings and one-on-one consulting services to business principals in Lisbon and throughout the State of Maine.

**Proposals will be accepted until 1pm on Wednesday, July 7, 2021.**

The Digital Advertising Training Series is funded with a *Start-Up Scale-Up Grant* from the Maine Community Foundation. The purpose of the training series is to assist entrepreneurs in Lisbon and statewide to adapt to accelerating online consumer trends, to reach larger regional, national, and international markets through online platforms, and to create jobs and economic vitality in Lisbon and beyond.

## GOALS.

The purpose of the Digital Advertising Training Series is to measurably increase the knowledge and ability of Lisbon and Maine entrepreneurs to:

- Build awareness of digital advertising platforms
- Plan strategic digital advertising campaigns
- Develop, implement, and manage tactical work plans
- Increase web traffic, sales, and revenues

## TRAINING DESIGN & DELIVERY

Digital Advertising Training Series delivery will include a mix of in-person and live-streamed remote meetings during Fall 2021 and Winter 2022. The selected consultant will design the training series topics and sequencing, develop agendas and presentations, and produce content and supporting materials for all sessions. The training series will be progressive in nature, beginning with foundational concepts for beginners and adding additional topics and complexity as participants advance through the series.

The series will include at least six sessions at a frequency of one session per month. At least two select trainings should be delivered in-person in Lisbon. The selected consultant will also host and manage remote, web-based trainings via Zoom or other platform for participants across the State.

Demonstrated experience and technical acumen to engaging remote meetings for multiple participants is essential, and a proven track record in delivering engaging and dynamic trainings is required.

## ONE-ON-ONE CONSULTING

At the completion of the training series, the selected consultant will provide individualized one-on-one consulting to participating Lisbon businesses to assist with implementation of strategies and tactics presented during the trainings. Extensive, demonstrated experience developing digital advertising strategies work plans for companies at different stages of growth is required.

The digital advertising consultant selected by the Town of Lisbon, hereinafter referred to as “Contractor,” will carry out all work necessary to complete this project. Contractor shall be responsible for all materials, equipment, licenses, and insurance necessary to deliver the Scope of Work detailed below.

## **SCOPE OF WORK**

Contractor will:

1. Assist with marketing efforts to attract participation in the Digital Advertising Training Series in coordination with Town of Lisbon staff (July – October 2021)
2. Design a series of at least six (6) digital advertising trainings that will increase entrepreneurial success, drive revenue growth, and accelerate business development through well-organized, progressive skill-based trainings (July-September 2021)
3. Develop session themes, agendas, and programming that will strategically and effectively impart actionable lessons about online platforms and digital advertising skills (July-September 2021)
4. Produce content and materials for each training session to facilitate successful learning and retention (July-September 2021)
5. Assess the relative development stage, size, and maturity of participating businesses before the training series begins in order to tailor training content to the audience and to guide subsequent one-on-one consulting to those businesses (July-October 2021)
6. Prepare session details, log-in information, agendas and materials for distribution to participants in advance of each session (September 2021-April 2022)
7. Deliver one engaging, interactive training per month over six months from Fall 2021 through Winter 2022 (October 2021 - April 2022)
8. Deliver the first and last training in-person in Lisbon with a live-stream remote option, and deliver the balance of sessions through remote live-stream format available to participants throughout Maine (October 2021 & March 2022)
9. Deliver Implementation Consulting to participating Lisbon businesses, including two 1-on-1 coaching sessions per Lisbon business to support strategy execution and measurement against identified metrics (March – April 2022)

## **TIMELINE**

- Proposals Accepted: June 23 – July 7, 2021
- Contractor Selected: July 13, 2021
- Contracting and Agreements: July 14 – July 28, 2021
- Sign-up Promotions, Business Registration & Assessments: August 2 – October 8, 2021
- Training Series Coordination and Delivery: October 12, 2021 – March 30, 2022
- One-on-One Consulting Delivery: March – May 2022
- Wrap-up & Reporting Interview with Town staff: May 2022

## INSURANCE

The Contractor shall furnish proof of coverage with adequate insurance of the types and to the limits specified below naming the Town of Lisbon as additional insured. Certificate of such insurance shall be filed with the Town Manager.

- A. **WORKERS' COMPENSATION:** Workers' Compensation, coverage with Statutory Limits and Employers Liability for all employees with limits of \$400,000 per incident; and in case any work is sublet, the Contractor shall require the sub-contractor similarly to provide coverage for the latter's employees unless such employees are covered by the protection afforded the Contractor.
- B. **AUTOMOTIVE LIABILITY INSURANCE:** Automotive Liability insurance with minimum limits of liability for bodily injury in the amount of \$400,000 for each occurrence and minimum limits of liability for property damage in the amount of \$50,000/\$100,000 aggregate.
- C. **GENERAL LIABILITY INSURANCE:** General Liability insurance with minimum limits of liability for bodily injury in the amount of \$500,000 for each occurrence and minimum limits of liability for property damage in the amount of \$50,000/\$100,000 aggregate, or a combined single limit of \$500,000 for each occurrence, including completed operations shall be required.

## PROPOSAL SUBMISSION

Digital advertising consultants should email their proposal to Brett Richardson, Economic and Community Development Department Director, at [brichardson@lisbonme.org](mailto:brichardson@lisbonme.org).

**The submission deadline is Wednesday, July 7, 2021 at 1pm.**

Proposals should be submitted on company letterhead and include:

- 1. Price quote to deliver the Scope of Work detailed above.
- 2. A descriptive list of Training Sessions, including Session title, agenda, and brief overview of key themes and goals, consistent with the *Scope of Work* detailed above.
- 3. Resumes for key staff.
- 4. Summary of responding firm's experience and unique qualifications to deliver the training series
- 5. Three trade references.
- 6. Proof of adequate insurance.
- 7. Contact information for project manager.

## CONTRACTOR SELECTION

The Digital Advertising Training Series will be awarded to the company whose proposal represents the best value to the Town of Lisbon. The Town reserves the right to accept and reject any and all proposals for due cause, to negotiate with any party, to waive informalities or defects in proposals, or to accept such proposals as it shall deem in the best interests of the Town. Proposal prices shall remain in full force and affect a minimum of 30 days following the submission deadline.