

# Bi-Town Marketing Request For Qualifications

In collaboration with the Town's of Dover and Wilmington, Southern Vermont Deerfield Valley Chamber of Commerce

**RFQ Issue Date: Tuesday February 5,2019**

**Qualifications Due By: Monday February 25,2019 at 4 pm.**

**Qualifications can be sent by email or mail to:**

**Eric Durocher  
SVDVCO  
21 West Main Street  
Wilmington, VT 05363  
eric@visitvermont.com**

**-Questions: Gretchen Havreluk (802)779-2905**

## Introduction and Background:

The Bi-Town Marketing Committee is a sub-committee of the Bi-Town Economic Development Committee. The Bi-Town Economic Development Committee is organized by the Towns' of Wilmington and Dover with representation from the select boards, staff, community members, Mount Snow, Brattleboro Development Credit Corporation, and the Southern Vermont Deerfield Valley Chamber of Commerce. The purpose of the committee is to be an economic driver for the Deerfield Valley.

The Marketing Committee just completed a three-year digital marketing campaign and have been approved for a \$90,000 2019 digital summer ad campaign. The digital ad campaign is connected to the Southern Vermont Deerfield Valley Chamber of Commerce website; they are also our fiscal agent. Our goal is to drive more summer visitors and economic viability to the Deerfield Valley.

## Scope of Work:

- Ad campaign would run May 1- October 13th
- Develop and execute paid advertising plan to include social ads, display ads and search engine marketing for a digital summer ad campaign
- Traffic ad creatives to vendors that are running those ads.
- Develop creative assets for all ad placements
- Ads should be targeted based on geography, custom audiences, lookalike audiences and retargeting.
- Work with Bi-Town Marketing Committee to define metrics and measurable goals related to campaign
- Reporting- Status update every 2 weeks
- Install tracking conversion codes on landing pages to measure goals. (watching a video, time on site, return visits, etc.)

### Required Content:

- Identity of organization: Identify your organization and a single point of contact with information.
- Background: Provide a history of your organization, a list of clients/projects you have developed, and resumes of staff that would work on ad campaign.
- Experience: A description of your organizations experience with similar projects.
- Timeline/Capacity: Indicate what your capacity is to implement with the timeframe of the ads to run.
- Two references from clients you have worked with.

### Criteria Scoring:

- 1) Qualifications of the firm and the staff to be assigned to the project (max 30 Points)
- 2) Demonstration of overall marketing campaigns understanding with vendors (max 30 Points)
- 3) Creative ability (max 20 Points)
- 4) Timeline availability (max 20 Points)

The Bi-Town Marketing Committee shall evaluate the statements of qualifications and performance data and other material submitted by interested firms and select a minimum of three firms which, in their opinion, are best qualified to perform the desired services. Interviews may be conducted with the firms. The Committee shall rank, in order of preference, these three professional firms deemed to be the most highly qualified to provide the services required, and create an agreement with the firm. In the event that a contract cannot be negotiated with the most highly qualified firm, negotiations continue in order of qualifications.

The Bi-Town Marketing Committee and the Southern Vermont Deerfield Valley Chamber of Commerce reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFQ in part or in its entirety if it is in the best interest of the committee. This solicitation of proposals in no way obligates the committee to award a contract.

The selection of a vendor shall be made without regard to race, color, sex, age, religion, sexual orientation, gender identity, national origin, physical or mental condition, HIV status, or political affiliation. An Equal Opportunity Employer and encourage proposals from qualified minority and women-owned businesses.