

Parking & Business Improvement Area (PBIA) City of Olympia, Washington

Request for Proposals Professional Consulting Services for the development of a Marketing and Promotion Plan for Downtown Olympia

Submittal Information

Submit five (5) copies of the proposal and accompanying collateral materials in a sealed envelope marked "PBIA Marketing Campaign Proposal" as follows -

- **Deadline: Thursday, October 16, 2008, 4:00 p.m. (received not postmarked)**
- Mailed to: Olympia PBIA, c/o Olympia Downtown Association, 120 State Avenue NE (PMB #1031), Olympia WA 98501-8212;
- Address Correspondence to: PBIA Marketing Committee

Contact. The contact for inquiries is: Janis Dean, PBIA Marketing Committee Chair, Popinjay Inc, phone: (360) 352-9841.

All proposals will be held unopened until the proposal deadline. The proposals will then be forwarded to the PBIA Marketing Committee who will review the proposals and select firms for interview. The PBIA Marketing Committee will make a selection recommendation to the PBIA Advisory Board.

To be considered, individuals/firms must submit a complete response to the RFP in the form requested. Firms not responding to items requested in the RFP or indicating exceptions to such items may have their submittals rejected.

Candidates will be notified regarding the status of their proposal at the conclusion of the selection process.

All proposals, plans, and other documents submitted shall become the property of the City of Olympia. Responses to this RFP are considered public information and may be subject to public release.

Liability of Costs. Respondents are responsible for their own expense in preparing, delivering or presenting the proposal, and for subsequent negotiations, if any, with the City of Olympia or its agents.

Scope of Work

The Olympia Parking and Business Improvement Area (PBIA) is requesting proposals for a marketing campaign, including a visual brand, to expand the reach of those who visit downtown Olympia. The PBIA is seeking an individual or firm to develop both the brand and a marketing campaign and to implement certain elements of the marketing campaign in calendar year 2008.

The deliverables will include:

- A cohesive brand concept for downtown Olympia and a supporting brand graphics package;
- An advertising campaign, including copy, design and layout utilizing (but not limited to) non-commissioned print and radio media.
- Concept and development of a marketing website.
- Template for an information postcard to be mailed quarterly to PBIA ratepayers.
- A seminar for ratepayers to provide an overview of the brand, suggestions on how to use the brand individually and collectively, an overview of the marketing campaign and potential opportunities for cooperative advertising to maximize resources.
- Implementation plan for the advertising campaign as authorized by the PBIA, including non-commissioned ad placements.

The PBIA has allocated \$30,000 for this effort. Of these funds, \$10,000 must be spent on the non-commissioned advertising placements; and \$20,000 is for the design and development of the brand, website, and advertising campaign.

The successful candidate must have or obtain a City of Olympia business license and will enter into a contract with the City of Olympia on behalf of the PBIA.

Objectives

Downtown Olympia businesses wish to secure their fair share of a regional market. While downtown Olympia offers unique opportunities in terms of ambience, history, experience and locally-owned establishments, our retail market share is not keeping up with area growth.

With a cohesive brand and marketing campaign, we wish to:

- Increase our market share by encouraging area residents to shop locally in downtown Olympia
- Create pride and ownership in downtown Olympia by area residents, State employees who work in or near downtown Olympia, retail business owners/managers/employees, and all of our ratepayers.

Specifically, we seek a visual identity that:

- Supports a variety of shopping and leisure pursuits.
- Helps increase public awareness of the value of supporting downtown businesses.
- Reinforces civic pride in downtown Olympia.
- Replaces outdated perceptions with fresh and innovative ideas that will encourage participation and use of downtown facilities and businesses.
- Puts a face on the 500 plus downtown businesses.
- Creates synergy. Makes it desirable to visit, shop, live, work, and play in downtown Olympia.

Although individuals and firms are encouraged to develop their own approach for this campaign, the PBIAs suggests the following for consideration:

- **Faces of Downtown** - Highlight the individuals (and the diversity of individuals) who own and run their businesses and current downtown customers/visitors; include pictures, biographies, and reasons for locating in downtown Olympia.
- **Shop Local** - Promote the reasons and advantages of doing business locally.
- **Experience Downtown** - Celebrate the diversity and eclectic nature of downtown businesses and the "downtown experience."
- **Word of Mouth Marketing** - Create a positive buzz about downtown Olympia that everyone is talking about.

Proposal Content and Format

We request that your proposal be clear, concise and to the point. We are interested in how you can help us be more successful in marketing downtown Olympia and capturing our fair share of a regional market.

Your proposal must include:

1. A brief description of your approach, including how you will include local artists in the creation of our brand.
2. A list and description of the activities you will engage in to research an appropriate marketing campaign for downtown Olympia.
3. Recommendation for a website domain name and website design.
4. A list of proposed non-commissioned advertising to support the campaign with estimated budget and timeline not to exceed \$15,000. The advertising may include billboards, bus boards, newspaper, regional magazines, and/or radio.
5. Hourly rate for staff services and timeline for delivering advertising campaign and implementation plan.

6. An overview of your qualifications and experience.
 7. A brief description of similar projects you have completed.
 8. A selection of collateral materials that demonstrate your expertise with similar projects.
 9. Two references where you have provided similar services, and contact information for each.
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Parking and Business Improvement District

In an effort to improve downtown, the City of Olympia established the Parking and Business Improvement District after receiving a petition from downtown businesses. The City assesses a special annual PBIA fee for businesses located in downtown (non-profits and residents are exempt). These funds are to be spent exclusively for improving the downtown in the areas of:

1. Downtown Parking Improvements - to address the concern for downtown Olympia businesses and property owners, as well as patrons and employees.
2. Clean and Safe Program - making downtown cleaner, more welcoming and improve the public's perception of safety.
3. Civic Beautification and Sign Program - an overall beautification program.
4. Business Recruitment and Retention Program
5. Commercial Marketing Program

PBIA website: www.olympiapbia.org

City of Olympia website: www.olympiawa.gov