

# REQUEST FOR PROPOSALS

## Mid-Shore Regional Marketing Plan

### GENERAL INFORMATION

The economic development offices for Caroline County, Dorchester County, and Talbot County, in cooperation with the Mid-Shore Regional Council, seek the services of an experienced marketing and content creation consulting firm to develop a comprehensive marketing plan and brand for a Mid-Shore regional marketing initiative. The goal of this marketing plan is to showcase opportunities for economic prosperity with a relaxed Chesapeake lifestyle in the tri-county region by designing a creative website featuring aggregated economic data and information, developing a content strategy to publish work highlighting the opportunities here in the Mid-Shore, and designing an easily recognizable brand.

### PROJECT DESCRIPTION

The Mid-Shore Regional Marketing Plan will support a regional identity by serving as a platform to aggregate regional economic data and information, targeted to a business attraction audience. Furthermore, the plan will articulate how to leverage the Mid-Shore area's competitive advantages for attracting and retaining a quality workforce. The creative content will focus on the region's assets to raise awareness and promote the Mid-Shore as a livable, viable, and prosperous area.

This Request for Proposal is specifically related to the initial phase of a multiple phase project to develop, implement, and maintain a comprehensive marketing plan.

The consulting firm will evaluate and expand on the ideas of the intended audience attributes listed below to develop a content creation strategy and distribution method. Furthermore, the firm will identify assets and make recommendations for a brand identity.

#### **Intended audience attributes:**

- The Creative Class
- Educated
- Experienced workers
- Innovative
- Individuals with disposable income
- Entrepreneurs
- Millennials
- Individuals wanting to retire here but who will remain in workforce for next 5 to 15 years
- Outdoor Enthusiasts
- Knowledge workers (Engineers, Scientists, Accountants, and others)

**Identified assets:**

- Low crime
- Easy commute
- Urban amenities, easy lifestyle
- Proximity to Washington D.C., Annapolis, Baltimore, Philadelphia, Wilmington, Salisbury
- Proximity to beaches
- Low average housing costs
- Waterfront housing
- Friendly and caring community
- Healthy kids
- Quality childcare
- Nice, safe place to retire
- Access to various health provider networks
- Public and private schools
- Colleges
- Libraries
- Ability to be near extended family
- Job opportunities for next generations
- Opportunities for volunteering and philanthropy
- Career advancement
- Miles of shoreline
- Recreational opportunities
- Amenities: agriculture, working open space, breweries/wineries/distilleries, water activities, biking, high quality retail, restaurants, community-based events and activities, natural areas e.g. parks, convention areas, arts & entertainment, hunting and fishing
- Three small airports, major highways, access to rail and short line, broadband, local transit, in-town water and sewer, and energy.

**SCOPE OF WORK & TASKS**

The Scope of Work includes the development of a comprehensive marketing plan that highlights identified assets from the Mid-Shore and articulates a content strategy to raise awareness of economic opportunities for both residents and prospective residents. Content needs to also reflect the Mid-Shore's desire to attract job seekers from the Mid-Shore, Baltimore-Washington, D.C. corridor, and nationwide. The anticipated completion for the initial phase of a comprehensive marketing plan is six (6) months from award of the contract.

Tasks that will be required by the consultant include, but not be limited to:

- Attend six (6) local meetings, including some with stakeholders, to develop brand identity and marketing plan.
- Provide comprehensive definition of marketing audience.
- Provide comprehensive list of region's asset as it pertains to attraction and retention of quality workforce.

- Develop creative content strategy that aggregates relevant information from Caroline, Dorchester, and Talbot counties.
- Develop Search Engine Optimization (SEO) strategy for ensuring high web and social media traffic.
- Identify the most appropriate ways to communicate the aggregated information to the targeted audiences and via specific technologies and media.
- Create a common visual graphic identity and recommend design and color scheme for the marketing campaign.
- Evaluate and recommend a range of technologies such as web site, smart phone app, etc. to assist interpretive delivery.
- Identify priorities for implementation of each interpretive element.
- Develop a brand (name, logo, theme, and tagline) that effectively communicates the Mid-Shore Region as a place to work and live.

## **BUDGET**

The budget for the initial phase of a comprehensive marketing plan is \$12,500.

## **DELIVERABLES**

1. Example content to reflect design and overall style
2. Detailed description of targeted audience
3. Detailed description of content distribution platforms (social media, earned media)
4. Visual mockup of website
5. Digital files in various formats of brand identity
6. Ten (10) hard copies of the Mid-Shore Regional Marketing Plan

## **SCHEDULE FOR MID-SHORE REGIONAL MARKETING PLAN**

<b>TASK</b>	<b>COMPLETION</b>
<b>Request For Proposal Posted</b>	<b>03/23/2018</b>
<b>Proposals Due</b>	<b>04/20/2018</b>
<b>Notification of Presentation to Finalists</b>	<b>05/08/2018</b>
<b>Interviews of Finalists</b>	<b>05/21/2018</b> – <b>05/28/2018</b>
<b>Award</b>	<b>06/01/2018</b>
<b>Anticipated completion date of initial phase of comprehensive marketing plan</b>	<b>12/31/2018</b>

## SUBMITTING PROPOSALS

**Sealed bids MUST be delivered to:**

Mid-Shore Regional Council  
8737 Brooks Drive #101  
Easton, MD 21601

**April 20, 2018  
By 5:00 p.m.**

Envelopes MUST be marked: "**Bid No 118: Mid-Shore Regional Marketing Plan**" in the lower left corner.

*\* Proposals not received by the time and at the place indicated will not be considered.*

### **The following should be included in the proposal:**

- An original and ten (10) copies of the proposal
- Service Provider Name & Date
- Contact Name
- Phone Numbers
- Resumes of principal and working team
- Concise description of the services proposed for the work
- A concise description of the interpretive/design philosophy underlying the work.
- Estimated costs for services.
- Description of past experience with at least three (3) examples of similar efforts.
- At least three (3) references for similar projects.
- A master schedule that includes milestones, reviews, and delivery dates.

## **PROPOSAL REVIEW**

The Mid-Shore Regional Marketing Plan will undergo review and approval by representatives from the economic development offices in Talbot County, Dorchester County, Caroline County, the Mid-Shore Regional Council, and the Maryland Department of Commerce. A consultant will be selected based on a combination of design quality, professional experience, and price.

## **INQUIRIES CONCERNING THIS PROPOSAL**

Please direct any questions or comments to:

**Scott Warner, Executive Director**

Mid-Shore Regional Council

8737 Brooks Drive #101

Easton, MD 21601

Email: [swarner@midshore.org](mailto:swarner@midshore.org)

Telephone: 410-770-4798

*Mid-Shore Regional Council reserves the right to accept or reject, in whole or in part, any and all proposals received in response to this **Request for Proposal**; to waive or permit cure of minor irregularities; and to conduct discussions with any or all qualified Service Providers in any manner necessary to serve the best interests of the Council.*

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## Request for Proposal Summary

**Project:** Mid-Shore Regional Marketing Plan

**Quote: Total Project Cost** \$ \_\_\_\_\_

Please submit additional information on the services you will provide as an attachment.

**To be considered, please submit bid by: 5:00 p.m. on April 20, 2018**

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\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Your signature will guarantee the proposed production quote will be effective for 120 days.*