



DISTINCTLY *Helena* UNIQUELY *Downtown*

Request for Proposal (RFP)

**PROFESSIONAL MARKETING SERVICES**

**AUGUST 20, 2019**

**HELENA BUSINESS IMPROVEMENT DISTRICT  
318 Fuller Ave, Helena, MT 59601**

## REQUEST FOR PROPOSAL

FOR

PROFESSIONAL MARKETING SERVICES FOR

# **Distinctly Helena Uniquely Downtown**

(a.k.a Helena Business Improvement District and Downtown Helena Inc.)

### **Introduction/History**

Distinctly Helena Uniquely Downtown is the brand comprised of the Helena Business Improvement District and Downtown Helena Inc. We are located at 318 Fuller Ave one block off the heart of our main street, Last Chance Gulch, which is at the base of Mount Helena. Our downtown district has a unique sense of place and historic identity that has a strong emotional bond with residents and visitors alike.

The discovery of gold in Prickly Pear Canyon in 1864 by four men looking for their last chance for a find before heading home, marked the start of Helena and subsequently Downtown Helena. Downtown quickly grew from a tent camp and miners' cabins to a thriving business, retail, fine dining, arts and entertainment district. 100 years later, a group of downtown merchants gathered to create Downtown Helena Incorporated (DHI) to work with downtown businesses to attract visitors, shoppers, and customers to the over 500 businesses located in downtown. Downtown Helena has the state's only pedestrian mall. The pedestrian mall encompasses two blocks with a mix of architectural styles and unique businesses providing a friendly park-like setting for all to enjoy.

In 1986, the Helena Downtown Business Improvement District (BID) was created to enhance the physical environment of the greater downtown area to improve the value of properties in the area. The BID is a quasi-governmental agency created by State statute through resolution of the city of Helena. The BID has been renewed in 2000 and 2010; it is up for renewal in 2020. The BID has many programs and projects which enhance the physical environment, including a streetscape team that helps beautify the downtown by maintaining trash receptacles throughout the district, purchase and tend to hanging flower baskets, maintain street bulb outs or flower beds, and decorate for the holidays. Additionally, the BID works with the city and other organizations to assist with safety for events by providing fencing equipment.

DHI is a 501(c)6 non-profit membership organization established in 1964. DHI organizes over 20 events each year and helps promote other Downtown events. DHI sells third party consumer gift cards for downtown merchants who choose to participate in the program.

Together, both organizations market their programs and projects. A small staff executes these programs and projects. For more details visit: <https://downtownhelena.com/>.

### Schedule of Events

Event	Date
RFP Released	August 22, 2019
Deadline for submitted written proposal	September 13, 2019
Written Proposal Distributed	September 20, 2019
Proposal Due date	September 27, 2019
Evaluation Committee Meeting	Week of October 1, 2019
Finalists Presentations (if necessary)	October 7, 2019
Intended Date for Contract Award	October 9, 2019

### About this Request for Proposal

The purpose of this request is to seek and retain a qualified full-service marketing agency to assist in the professional marketing of our organization's programs, projects, and goals. Downtown thrives because of its uniqueness of place, its people and their quality of life.

Funding for this project will come from the Business Improvement District who operates on a July 1<sup>st</sup> through June 30<sup>th</sup> fiscal year. The budget for this contract could scale \$25,000, however, the team and board of trustees reserve the right to adjust this amount based on the content of proposals and related factors.

We are seeking a partner. Someone to work closely with our marketing coordinator, marketing committee, and Executive Director. Collaboration is crucial and key in this partnership and extends to our boards, businesses, and property owners.

The successful proposer will enter into a contract for services with the Business Improvement District. The duration of the initial contract between the BID and the partner is expected to begin on October 14, 2019, and expire on June 30, 2019. The BID reserves the right to renew its agreement prior to the end of the contract term, provided funding is available for subsequent budgets. Any proposed renewals will be assessed according to program direction, funding, success of partnership, consistency of price, and scope of work.

The RFP is to be filled out by those capable of meeting minimum requirements and a scope of work that supports our Distinctly Helena Uniquely Downtown vision. All responses will be carefully reviewed and evaluated by a committee based on the criteria noted in this document.

### Scope of Work

1. Further develop our current comprehensive message/image/identity to represent the downtown district in advertising, promotion, and image/print pieces
2. Determine most effective means to reach identified targets
3. Develop our annual marketing plan which includes a 3 to 5-year vision
4. Periodically attend board meetings to present image campaign information
5. Create and build cohesive content for all outreach purposes (social media, website, print, digital)
6. Build and create a brand image cohesive with our mission statements

### Proposed Projects

- Print Advertising
- Radio Advertising
- TV Advertising
- Drone footage/package
  - Four seasonal packages
- Gift Card promotion
- Equipment promotion
- Streetscape promotion
- Moments Happen Downtown (holiday, façade)

### **Proposal Content**

1. Proposed work plan/schedule of activities/projects and timeline
2. Detailed estimate of costs to carry out the work plan and activities
3. Description of the firm's prior experience in similar projects with three references including phone numbers and addresses
4. Examples of previous work with the listed 'proposed projects'
5. Previous work experience and/or knowledge of the BID and DHI
6. Answers to Questionnaire (Appendix B)

Once submitted, proposal and supplementary documents become the property of the BID. The BID reserves the right to reject any or all proposals received as a result of this request. The BID will not pay for any information contained in the proposal as obtained by participating firms. The BID is not liable for cost incurred by firms prior to the issuance of a contract.

### **Requirements**

Five (5) typewritten copies of proposals and all supporting materials submitted in a format suitable for evaluation. Legibility, clarity, and completeness are essential. Late proposals will not be accepted. All proposals must be complete in every respect and must concisely and clearly respond to this RFP.

Proposers requiring clarification of interpretation of proposal scope of work, content, or projects shall make a written request to the Helena Business Improvement District's Executive Director by the deadline in the Schedule of Events. All written correspondence and submitted proposals must be addressed to:

Micky Zurcher  
Executive Director  
318 Fuller Ave  
Helena, MT 59601  
Email: [mzurcher@helenabid.com](mailto:mzurcher@helenabid.com)

### **Evaluation**

Proposals will be reviewed on the basis of fee, qualifications and experience, and work plan. A detailed evaluation criteria and score sheet can be found in Appendix A.

### **Award**

Award of contract will be made to the Proposer whose proposal is the most advantageous to the BID and DHI taking into consideration all evaluation factors. Proposals will be available to the public after all negotiations, discussions, presentations, and final awards have been made. Those portions of the proposal containing financial information, trade secrets, and other proprietary information will remain confidential after award if those portions are clearly identified as such, justified by the respondent, and agreed to by the BID and DHI as requiring confidentiality.

## Appendix A

### Evaluation Criteria and Score Sheet

	Point Value
Proposed work plan, schedule of activities/projects, and timeline	150
Detailed estimate of costs to carry out the work plan and activities	100
Description of prior experience in similar projects with three references including phone numbers and addresses	50
Examples of previous work with the listed proposed projects	50
Previous work experience and/or knowledge of the BID and DHI	50
Answers to Questionnaire (Appendix B)	50
<b>Total Points Possible</b>	<b>500</b>

## **Appendix B**

### Questionnaire

1. Number of years in business
2. Explain your in-house production capabilities (clearly state what services will be handled in-house (local) and which may need to be sub-contracted)
3. List all services for which you charge, and amount charged for each
4. List all services for which you do not charge
5. Please inform us of any awards your agency has won
6. Please tell us anything you think is unique or important about your agency as it relates to this RFP and/or DHI and BID