



DOWNTOWN BASTROP

REQUEST FOR PROPOSAL:

SOCIAL MEDIA MANAGEMENT

Submission Deadline:
January 27, 2023

DOWNTOWN BASTROP SOCIAL MEDIA RFP

January 3, 2023

To: All interested Vendors to submit RFP Package

SUBJECT: Request For Proposal For Ongoing Social Media Management

INTRODUCTION

The City of Bastrop Main Street Program was founded in 2007 through a combination of local business owners and community volunteers working together to support economic development and improve the design and aesthetic of Downtown Bastrop.

The Main Street Program area consists of 62-blocks with over 250 businesses, making it a vital and thriving economic district. Nestled along the Colorado River, Downtown Bastrop features a thriving Cultural Arts District along with unique shopping, dining, and activities for everyone.

The Bastrop Main Street is designated as a Nationally Accredited Main Street America Program. This designation recognizes the program's commitment to preservation-based economic development and community revitalization through the Main Street Approach. This approach focuses on four major points: Organization, Economic Vitality, Promotion, and Design.

SCOPE OF SERVICES

The purpose of the **Social Media Management Contractor** is to:

1. Execute a social media strategy to inform and engage the public on social media platforms (Facebook and Instagram)
2. Develop social media initiatives that interpret, celebrate, and recognize local heritage and culture
3. Promote stories that highlight the district's historic and cultural assets and messages their importance to the community and economic growth
4. Highlight success stories of impactful Downtown Bastrop projects
5. Enhance Downtown Businesses' digital exposure through promotion of business events and specials
6. Provide full-service management of the Downtown Bastrop social media platforms including responses to comments and messages

PREFERRED EXPERIENCE

1. Graphic Design
2. Website
3. Photography

DOWNTOWN BASTROP SOCIAL MEDIA RFP

TIMELINE

Responses are due by Friday, January 27th and will be reviewed during the month of February.

PROPOSAL INSTRUCTIONS AND INFORMATION

1. Selection and Evaluation Team

<u>Candice Butts</u>	Main Street Manager
<u>Colin Guerra</u>	Public Information Manager
<u>Rick Gullikson</u>	Digital Media Specialist

2. Evaluation Criteria

Prior to the selection of the award to the apparent successful vendor, the evaluation team welcomes the vendor to participate in a presentation to the evaluation team of the items contained in the proposal response and survey data provided by the team.

If an award is made as a result of this proposal, it shall be awarded to the vendor whose proposal is most advantageous to the team with price and other factors including, but not limited to, responses to the proposal's questions; demonstrated technical ability and expertise; references and/or recommendations; any additional criteria deemed appropriate by the team which would lend itself to establishing the vendor's viability to perform the work as outlined.

When determining whether a vendor is responsible, or when evaluating a vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a vendor is either not a responsible vendor or if the vendor's proposal is not the most advantageous to the team:

1. The ability, capacity and skill of the vendor to perform the contract or provide the service required.
2. The reputation, judgment, experience and efficiency of the vendor.
3. Whether the vendor can perform the contract within the time specified.
4. The quality of performance of previous public and private contracts or services.
5. Such other information as may be secured having a bearing on the decision to award the contract.
6. Any other reason deemed proper by the team.
7. Competitive pricing

DOWNTOWN BASTROP SOCIAL MEDIA RFP

ADDITIONAL INFORMATION

The questions below are provided for the team to review your qualifications and expertise to achieve success in this project. These questions may be answered as listed or within narrative format. Either way, answers should be concise, easily viewed by the Team member and support your overall proposal.

1. General

- a. Provide a brief overview of your company, sole proprietorship, and/or freelance experience.
- b. Include names of three (3) current customers (title and phone numbers) that have had a scope of work similar to that described in this proposal and a letter of recommendation from each.
- c. Please include reference names of former or current customers, if any, (title and phone numbers).

2. Summary

Explain in one page or less how your solution will differentiate you from other vendors and why we should choose you as our successful vendor. List the unique features that give your company a competitive edge in the social media management industry.

3. Examples

Please provide examples of social media post for each of the platforms (Facebook and Instagram). As well as, an outline to engage target audiences.

PRICING

Please provide an attachment with the following pricing information:

1. Base Proposal
2. Additional Services
3. Ongoing/Annual Costs
 - a. If discounts are available for multi-year agreements, please provide this information regarding the length of term and the net discount percentage. Items included in the area could be add-on services, hosting, etc.

QUESTIONS

Questions regarding this request for proposal should be made to: Colin Guerra, cguerra@cityofbastrop.org

DOWNTOWN BASTROP SOCIAL MEDIA RFP

VENDOR INFORMATION

NAME OF COMPANY: _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL ADDRESS: _____

PHONE _____ FAX _____

NAME (PRINT) _____ TITLE _____

SIGNED _____ DATE _____

Please include the above information with your electronic proposal to:
City of Bastrop
Attn: Main Street Manager, Candice Butts
cbutts@cityofbastrop.org

Please Note: Responses sent to the City are subject to disclosure pursuant to Open Records Act, Government Code, and Chapter 552.

Downtown Bastrop Branding Guidelines Cheat Sheet

Logo

There is one main logo and four secondary logos. Each is also available in white.

Main logo:



Secondary logos:



The Bastrop EDC logo must be included on everything.



Use with Main Street America programs.

More info: pages [4-5](#)

Collateral Items

Downtown Bastrop has its own forms, letterhead, presentations for BEDC, promotional materials, social media, **thank you cards**, and website. Find information on these on pages [3-3](#) in the Downtown branding guide.

For other items, refer to pages 20-35 in City branding guide.

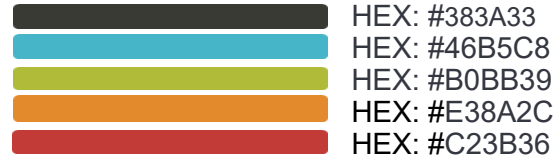
MLA Formatting

Margins: 1 inch
Font: Arial, 11 pt.

More info: pages 16-17 in City branding guide

Color Palette and Fonts

Most of the time, Downtown Bastrop uses City branding guidelines for colors and fonts. However, they do have their own for creative endeavors.



EVELETHW01-REGULAR - for main titles

Brandon Grotesque - for secondary titles

Arial - for body texts

More info, including City colors and fonts: page [5-6](#)

Brand Voice

Always capitalize "Downtown Bastrop" and "Main Street District."

Grammar FAQ

Use the Oxford comma (the final comma in a list of items).

One space (not two) after a period, question mark, or exclamation mark.

Spell out "and" instead of using an ampersand (&).

When you are referring to the City of Bastrop as an entity or organization, then "city" should be capitalized.

Be sure to elaborate *which* employees are being mentioned to avoid "naked staff." For example, say "City staff" or "the Public Works crew" instead of just "staff" or "crew."

More info: pages 17-19 of City branding guide