

City of Carlton
Tourism Committee



Request for Proposals
Social Media Support Services

April 1, 2024

REQUEST FOR PROPOSALS

The City of Carlton seeks Proposals for contracted social media support services from qualified individuals and/or firms to assist the City's Tourism Committee manage its Tourism social media program.

PROJECT SCOPE

The City of Carlton, Oregon invites proposals from qualified individuals or firms to provide marketing support services to manage the City's Tourism social media program. Appointment of the individual or firm will be determined by the respondent's experience, services provided and the cost for such services. The City's objective is to select the individual or firm best qualified to:

1. Assist the City to maintain a social media presence to promote tourism (including Facebook and Instagram) through timely, engaging and relevant posts, management of header material, keeping up with changes within both platforms and eliciting information from the community and target brand recognition for the City.
2. Consistently stream daily, weekly and monthly content to bring awareness about Carlton to promote visitors to our community.
3. Use Facebook, Instagram and possibly other social sites to create new relationships and target new and existing audiences to encourage Carlton tourism.
4. Assist the City in building brand awareness and drive traffic to its website and events.
5. Assist the City in maintaining a tourism social media program strategy.

JOB REQUIREMENTS

Facebook

1. At least 2 posts per week, with no more than 50% being reposts of material that is given to contractor by individual parties.
2. To post on optimal days, and optimal times of day, to reach the highest number of viewers.
3. Reach out regularly to community and businesses for their events and points of interest - email twice per month to stay top of mind.
4. Check in monthly to the City for details on local events.
5. Conduct frequent monitoring of all platforms to seek out engagement opportunities.
6. Spend funds allocated by the City to boost posts.
7. Every post must have a photo or logo (preferably a photo) and/or link to specific business (event page) or visitcarlton.com
8. Do not use copyright photos.
9. Must check all facts and spelling before posting.
10. Contractor must be available to meet quarterly in Carlton with the Carlton Tourism committee to provide city staff with a monthly statistical report of that month's social media activities. Frequency of meetings may be subject to change in the future.

Instagram Requirements

1. At least 1 post and 1 story per week - can be linked to FB page and share the same post.
2. All posts should have visitcarlton.com
3. To post on optimal days, and optimal times of day, to reach the highest number of fans.
4. Reach out regularly to community and businesses for their events and points of interest - email twice per month to stay top of mind.
5. Respond to post inquiries and comments.
6. Do not use copyright photos.
7. Must check all facts and spelling before posting.

Bidding Additional Service Options

Any bidding firm with additional services to offer or include above and beyond the base bid requirement is encouraged to do so. Please break-out such services as “Alternative 1,” “Alternative 2,” and so on with separate additional pricing (if required).

A. SUBMISSION REQUIREMENTS AND FORMAT

Proposals are due by 2:00 p.m. on Wednesday, May 1, 2024, and returned to Shannon Beaucaire, City Manager (sbeaucaire@ci.carlton.or.us) or at the Temporary City Hall, 945 West Grant Street, Carlton 97111. Questions may be directed to the City Manager at 503.852.7575. One signed submittal may be made via email, mail or hand delivered but must be received by the date and time specified above. The City prefers the format be a pdf copy of the proposal. Submittals post marked after May 1, 2024, will not be accepted. Consultants mailing proposals should allow for normal delivery time to ensure timely receipt.

Proposal Format

Proposals must include the items listed below.

1. Identify office location, availability to perform the work, size of the organization, year the firm began doing business and the availability of personnel to work with the City’s account.
2. A list of clients your firm has worked with during the past five years.
3. Address each of the evaluation criteria set forth in Section E.
4. Any other information considered relevant by your firm.
5. Proposals must be signed by a principal member of the company capable of binding the company.

The proposal must be clearly marked “Request for Proposal Response – Carlton Social Media Support Services” and either emailed, hand delivered or mailed in a sealed envelope, addressed to Shannon Beaucaire, City Manager, and must be received by 2:00 p.m. May 1, 2024.

Proposal Information

Please respond to the items listed below:

1. Provide a detailed description of your social media marketing support approach and work product delivered on similar engagements.
2. Describe your familiarity with social media systems.
3. Describe your experience regarding advice and recommendations of social media marketing to your clients. Describe your experience with municipal or governmental agencies?

4. Describe your firm's training and development to stay current with social media programs and systems.
5. Describe procedures, reports and/or metrics utilized to monitor the work you do for periodic evaluation and communication to the City.
6. Identify the key staff members who will be assigned to the City for this contract. Describe their roles and provide a brief description of their professional experience.

Provide any other information that supports the scope of services to be provided in this RFP.

B. QUALIFICATIONS AND EXPERIENCE

Information on the member(s) proposed for the Carlton account should be described in terms of (1) position within the firm, (2) role with the similar accounts, and (3) extent of responsibilities. Respondents must provide information on the qualifications of team member(s) as well as recent related experiences. Of particular interest is experience with municipal accounts, public agencies and public projects.

Summaries of related experience should be brief, emphasizing relevance to the Carlton account and should identify references with a contact person, giving name, phone number and address, as well as describing the involvement in the project.

C. PRICE

Include your proposed fee schedule including: 1) managed services rates, and 2) hourly rates.

D. SELECTION PROCESS

The Carlton Tourism Committee, with guidance from the City Manager, will serve as the Selection Committee considering a combination of bidder qualifications and cost proposals with the task of selecting the best bid proposal. The Committee will use a three-step process:

Step 1: The proposals will be reviewed by the Committee. The Committee may outright select a candidate based on their proposal or may select finalists to interview for selection.

Step 2: The Committee will make a recommendation to the Carlton City Council for approval.

Step 3: Upon Council approval, the City will enter into a Personal Services Agreement (PSA) with the selected bidder.

E. EVALUATION CRITERIA

Proposals will be evaluated based on the submission requirements listed above to determine which proposal best meets the needs of the City. After meeting the requirements listed above, proposals will be evaluated on the following factors:

1. Specialized experience in the type of work to be performed.
2. Capacity and capability to perform the work, including any specialized services within the limitations for the work.
3. Educational and professional record, including past record of performance with governmental agencies and private parties with respect to quality of work and ability to meet schedules including quality of consulting approach.

4. Availability to perform the assignment.
5. Qualifications and experience of the assigned to perform the work.
6. Any other factors relevant to this contract.

At the discretion of the Selection Committee, finalists may be invited to an oral interview.

F. CONTACT PERSON

Respondents can contact Shannon Beaucaire for further information regarding this process. She can be reached by email at sbeaucaire@ci.carlton.or.us or by phone at (503) 852-7575. If proposers have any questions regarding this RFP or the selection process, the questions shall be submitted in writing to the City Manager. All responses will be issued by email.

G. QUESTIONS

Questions may be sent via email to all known proposers. The firm posing the question will not be identified in the notification/response.

H. LATE PROPOSALS NOT CONSIDERED

Proposals must be received by the time specified at the address listed above. Any proposals received after the deadline will not be considered. Please note: the physical address of city hall differs from the mailing address.

Physical address for hand deliveries: 945 West Grant Street, Carlton, OR 97111

Mailing address: 191 East Main Street, Carlton, OR 97111

I. ADDENDA

In the event that it is necessary to amend, revise, or supplement any part of the RFP, addenda will be provided to all proposers. Any addenda issued are to be considered part of the specifications of the RFP. The City is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by written addenda issued by City.

J. PROPOSAL OWNERSHIP

All material submitted by the proposers shall be considered property of City, and the City shall not be required to return same to any proposer. The material submitted by proposers will be treated in the same manner as City's own records. After proposal opening, all proposals become part of the public record unless exempt under Oregon Public Records Law.

K. EXCEPTIONS TO RFP

If, for any reason, a proposer should find fault with the structure of this RFP or with the evaluation process, concerns may be submitted in writing and mailed to: Shannon Beaucaire, City Manager, 191 E. Main Street, Carlton, OR 97111. The City will make every effort to answer questions and, if warranted, to amend the RFP. Proposers who are unable or unwilling to meet any of the requirements of this RFP should include, as part of their response, written exceptions to those requirements.

L. INCURRING COSTS

The City of Carlton is not liable for any cost incurred by respondents prior to issuance of a contract.

M. RIGHT TO REJECT ALL PROPOSALS

The City reserves the right to reject any and all proposals, to waive any irregularities, and to accept the proposal deemed in the best interests of City. The City may reject any proposal not in compliance with all prescribed public proposal procedures and requirements and may reject for good cause any or all proposals upon a finding of the City it is in the public interest to do so.

N. PERSONAL SERVICES AGREEMENT (PSA)

The selected consultant will be required to sign a personal services agreement acceptable to the City including all applicable required clauses for public contracts relating to consulting services.