

**FIVE POINTS BUSINESS IMPROVEMENT DISTRICT (FPBID)
REQUEST FOR PROPOSAL FOR
MARKETING, COMMUNICATIONS, BRANDING AND ACTIVATION SERVICES**

Introduction

The Five Points Business Improvement District (FPBID) is a public organization funded by commercial property and business owners. Through annual assessments paid to this quasi-governmental entity, FPBID property and business owners fund a series of district-wide programs including cleaning and maintenance efforts, marketing and communication to promote business development and cultural promotion, capital investment, and holiday programs. The FPBID is a ten-block corridor positioned along Welton Street on the northeast edge of downtown Denver from 20th Street to Downing Street. The FPBID strengthens and enhances the efforts of business and property owners who live, work in, or contribute to the Historic Five Points neighborhood of Denver, holding true to the best values of the past, embracing inclusive opportunities of the present, and looking forward to a vibrant future.

Background Information

The FPBID was created in 2016 and quickly began to implement programs that would help identify the District by branding the corridor and connecting the ten blocks that make up the FPBID. To date new custom-made bike racks and trash receptacles have been installed, the trees in the 2600 and 2700 blocks of Welton have been lit for the holidays the last three years and this December the BID held its first coordinated event, the Five Points Holiday Stroll. Additionally, the FPBID has developed and maintains a website, multiple social media pages and coordinates a monthly newsletter and regular email outreach to stakeholders.

The FPBID is now seeking a Colorado based individual or firm, in the role as a Contractor, to provide professional marketing communications services, including branding, placemaking and activation efforts designed to promote the district as a prime cultural and entertainment destination. Minority owned and local businesses are strongly encouraged to apply.

Performance Standards & Quality Control

The Contractor is expected to perform 15 – 20 hours of services per week

Compliance will be monitored on a regular basis by the FPBID staff. Contractor will meet with the staff designee to monitor and discuss contract compliance and performance at least quarterly.

In the case of deficient work, the FPBID reserves the right to hire external contractors to complete said deficient work and charge back the Contractor.

It is expected that the Contractor will be customer service oriented, independent, trustworthy, friendly, and willing and able to interact and converse with those who work, live, and visit the Welton Corridor. The Contractor may subcontract out as they see fit to meet contract needs.

Proposal Requirements

The FPBID is asking respondents to this RFP to provide responses in three sections: Opening Narrative, Execution Plan, and Budget. A summary Cover Letter, maximum 2-pages, is encouraged with the final proposal. Respondents must acknowledge:

- This is a one-year contract
- The insurance requirements

- Understanding that payment for services is based on a monthly billing cycle and a 30-day payment period for contracted Scope of Work services.
- Understanding that this will be a 1099 contractor role, payroll taxes will not be withheld, and that if selected a w-9 will be needed annually.

All acknowledgements can be made in either the Cover Letter or opening narrative of their proposal.

Table 1 below, provides respondents examples of topics to address in each of the sections of their proposal. Respondents are encouraged to provide firm marketing materials, samples of relevant work, client quotes from recommendations and hyperlinks to online reviews for services to similar contracts as attachments.

Table 2 outlines the Scope of Work of this contract broken down by general categories of duties. Respondents are encouraged to use the information as each develops their execution plan, and discusses their ability to meet the requirements of the contract’s scope.

Important Dates:

Event	Date
RFP Issued	February 15, 2021
Last Date for Questions	March 1, 2021
Response to Questions Due	March 3, 2021
Proposals Due	March 10, 2021
Finalists Interviews	March 17 - 24, 2021
Contractor Selection	April 14, 2021
Start Services	April 15, 2021

The contractor may familiarize themselves with our organization and work at wemww.fivepointsbid.com.

To ensure equal access to all respondents’ questions, all questions must be submitted by email by deadline date above to:

Vincent Martinez, FPBID Contract Administrator. vmartinez@downtowndenver.com

The BID will make responses to all questions available by the above deadline date as an attachment to the original RFP on the FPBID Web page.

The final proposal package should be submitted electronically by email. The 5 –page proposal should can be submitted as a PDF, a PDF for each attachment should be labels and separate from the primary proposal. **Proposal package is due by 4:00 PM MDT, March 10, 2021.** Proposal packages can be submitted by email or in person to*:

Vincent Martinez, Senior Manager, Downtown Operations
 Downtown Denver Partnership
 1515 Arapahoe Street, Tower 3, Suite 100
 Denver, CO 80202

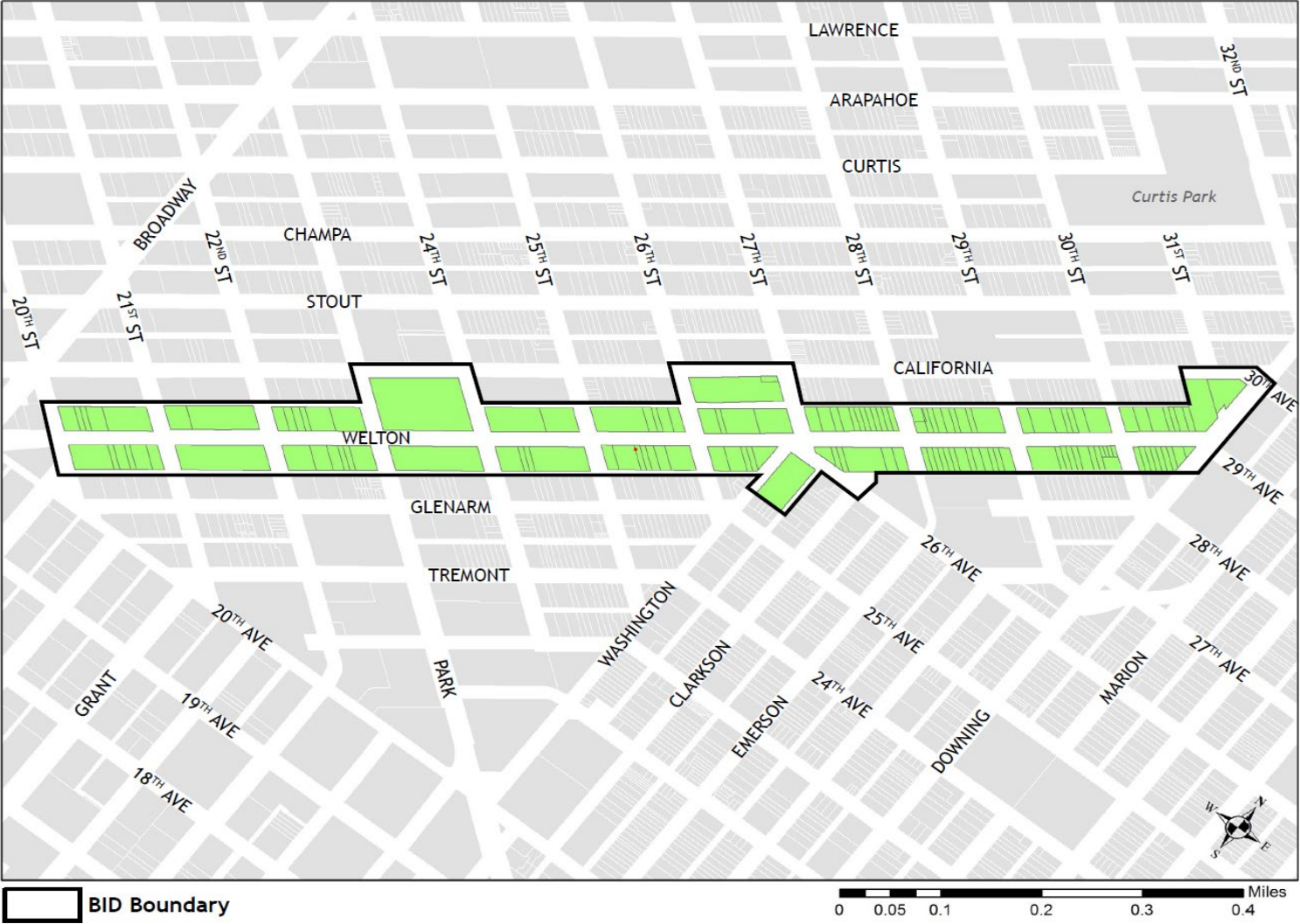
State and City COVID-19 restrictions may prevent an in-person drop off option. If you plan to drop off, please contact Vince Martinez prior to doing so.

Table 1: Proposal Layout Guide	
Section	Description
Table of Contents	After the cover page, please include a table of contents to help us navigate your proposal more efficiently.
Opening Narrative	<ul style="list-style-type: none"> • Firm/Individual Name and History • Company headquarters location • Contact person for proposal and contact information at local office level. • Ownership and proposed Management Team introductions • Subcontractor Name and History, if any • Brief summary of understanding of proposal. • Description and history of similar work experience in the Denver/Front Range region, including experience with BIDs and/or other special districts, cultural districts and destination promotion. • Please list three most recent contracts and manager of the contract and contact information. Or relevant work history.
Execution Plan for Scope of Work Matrix (Table 2)	<ul style="list-style-type: none"> • Team structure (i.e. management team, division of field duties) and qualifications/certifications related to proposal scope of work. Individual, solo practitioners, will also be considered for this contract. • List of staff that will be assigned to contract and qualifications/certifications/licenses, including any subcontractor staff. • Understanding of the various facets of the Scope of Work and how the respondent will manage time to achieve FPBID goals. • Describe your general approach to successful marketing communications campaigns. • Description of experience in community outreach business promotions.
Budget**	<p>Acknowledgement that:</p> <ul style="list-style-type: none"> • The scope of work can be accomplished within our annual budget with a range of \$35,000 and 45,000 for professional services. • The contractor will have a \$5000 out of pocket reimbursable budget. <p>What is your proposed amount to perform the services identified in the scope of work?</p> <p><i>**FPBID may call on the Contractor to provide documentation of prevailing wage to City auditor</i></p>
Attachments	<ol style="list-style-type: none"> 1. Testimonial promotional material or up to three letters of reference. 2. Single page resumes of anticipated Key team members to be assigned. Highlighting their marketing and community engagement experience, area of specialization that would benefit the FPBID. 3. Samples of past community marketing or business improvement marketing experience. 4. Sample of your agreement for professional services 5. Rate sheet of hourly rates for key staff members of your company

Table 2: Marketing, Communications, Branding and Activation Services Contract Scope of Work	
Service Category	Description and Expectations
Social Media, Electronic Outreach and Database Management	<ul style="list-style-type: none"> • Email outreach includes: Monthly newsletter, committee and Board meeting announcements, and area event announcements as needed, but likely every other week. • Curate content for regular postings on social channels and management of those accounts to keep them active and subscribers engaged, at least every other week. • Constant recruitment of new members to social channels and database of businesses, property owners and general public. • Develop and implement social media paid advertising strategy around events or activities within the BID. • Maintain a social media dashboard of online activity, and changes in number of followers and levels of engagement or impressions to report to FPBID Board monthly.
Website Design and Management	<ul style="list-style-type: none"> • Standard updates (Using Wix) • Regular monthly updates to meetings and committees' pages • Monthly updates to online walking tour and business information
Graphic Design	<ul style="list-style-type: none"> • Digital and online media of Monthly newsletter • Print Media i.e. Outdoor Banners on Light poles, at least quarterly and collateral material design for FPBID events and programs • Development of FPBID branded educational and informational signage as needed
Public Relations and Community Outreach	<ul style="list-style-type: none"> • Field media calls and inquiries and forward to appropriate board member, as promptly as possible. • Develop cooperative relationships with property and businesses owners to have an active read of the district • Attend events in the corridor, capture activities with photographs • Collaboration with neighboring Registered Neighborhood Organization and community organizations • Walk corridor on a regular basis, but at least monthly – to visit with businesses and maintain visibility on the BID marketing activities • Work with community to active Sonny Lawson Plaza • Respond to emails received on FPBID Gmail account, and through the online web form. • Conduct and distribute an online community survey of marketing and promotional activities conducted by the FPBID to solicit feedback from the Welton Corridor businesses and property owners.

General Project Management	<ul style="list-style-type: none">● Work with BID and committees to develop programs and projects.● Facilitate Monthly FPBID Marketing Committee meetings. Preparing the agenda and meeting minutes of action items and decisions. Distributing meeting minutes to all relevant committee members.● Coordinate with Administrative Contractor to implement projects and oversee outside contractors related to marketing and communication efforts.● Liaison with a variety of public sector agencies
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EXHIBIT A: Map of FPBID



Attachment A

Responses to Applicants' Questions

No questions were received by the deadline date. Attachment A is blank but included for clarity.