



TOWN OF BOONSBORO, MARYLAND REQUEST FOR PROPOSAL ECONOMIC DEVELOPMENT COMMISSION WEBSITE & MARKETING

I. PROJECT OVERVIEW

The Mayor and Council of Boonsboro, Maryland, is seeking proposals from firms with qualifications and experience to develop, design, and assist with annual maintenance of a mobile friendly website. The Town is seeking a firm able to develop a strategic approach to creating/organizing content that inspires, informs, and drives tourism and economic development. Firms should be knowledgeable and experienced with multiple marketing and communications tactics, including public relations, advertising, social media, public engagement, and sales outreach. The Town's target audiences are prospective and previous visitors, Town residents, tour operators, current and potential businesses, and industry partners.

Key objectives are to create a positive user experience making it simple for site visitors to find and share information, elevate both outside and local interest in the Town, increase repeat visits, drive signups for e-newsletters, promote site traffic and provide an easy payment platform for financial transactions. The Town wants a mobile-friendly website that is adaptable to an ever-evolving industry and uses cutting-edge technology to compete in a mobile-first culture.

Firms will be expected to work in collaboration with the Town of Boonsboro's Economic Development Commission (EDC), who will provide guidance/support on all marketing and communications strategies.

To be eligible for award of contract, firms must be licensed and insured in the State of Maryland and must have at least 5-years of experience in the tourism and social media industries.

II. SCOPE OF WORK/SERVICES

- Development of a project plan and timeline for the entire scope of work with regular EDC-oversight.
- Development of strategic plan for organizing content according to target audiences.
- The website must have the following features, elements, and functionality:
 - Intuitive & Attractive Design.
 - Content Management Strategy w/ Admin Portal.
 - Social Media Strategy: Link to Town Facebook, Instagram, Twitter, etc. Shareable content and hashtag strategy.
 - [Town of Boonsboro Website](#)
 - [Town of Boonsboro Facebook](#)
 - [Town of Boonsboro EDC Facebook \(Discover Boonsboro\)](#)
 - [Town of Boonsboro EDC Instagram](#)
 - Provide an SEO and Analytics strategy.
 - Travel & Tourism Tools: Digital Itinerary, Third-Party Vendor Feeds, Interactive Destination Maps, Local Events Calendar, etc.
 - Customer Engagement Strategy: E-newsletter & Advertisements signup. Local News Hub.

- Key Requirements: Mobile & PC browser compatible. ADA-compliant.
- Payment processing: Donations, Sponsorship Payments, Registration Fees (provide recommendations on third-party processing companies for non-profit organizations).
- Creation/Registration of domain name/URL.
- Suggested maintenance schedule and fees (backups, software updates, hosting).
- Use and functionality training with the Boonsboro Economic Development Commission.
- Insight/recommendations of additional features and amenities that can be incorporated into the website.

III. PROPOSAL SUBMISSION REQUIREMENTS

The following items must be included in the proposal:

- Three references for related web development work including company name, primary contact name and contact details, and a brief explanation of services provided.
- Schedule of hourly rates and charges for services. Each position, title, or standard task must list a corresponding rate or hourly charge. The rates and charges listed will be included in any future contracts and any changes in amounts must be approved by the Town Manager, in advance.

IV. TERM

The contract type for this procurement is a Firm-Fixed-Price, Indefinite Delivery Contract. The contract period is not to exceed two (2) years, which will consist of one (1) base year and one (1) optional year at the discretion of the Boonsboro Mayor and Council.

V. PAYMENT SCHEDULE

Fees shall be charged on an hourly basis for all design and marketing services rendered. The firm will be paid based on work performed during the preceding month. The firm should forward a copy of all invoices for work performed and associated expenses by the 15th day of the month.

VI. PROPOSAL EVALUATION AND SELECTION

The Mayor and Council, Town Manager, and Economic Development Commission will evaluate the proposals. Applicants may be contacted and asked for further information, if necessary, and may be asked to appear for an interview. Evaluation criteria will include the following considerations:

- Past performance on like/similar needs the Town requires.
- Current capacity to accomplish expected functions.
- Uniquely specialized experience.

VII. INQUIRIES AND RECEIPT OF PROPOSALS

Proposals must be received by the Town of Boonsboro, either by mail or hand delivery, no later than [redacted] local time on [redacted] in a Sealed Envelope marked “**Website & Marketing**” at the following address:

Town of Boonsboro
21 North Main Street
Boonsboro, Maryland 21713

Any proposals received after the above time will not be accepted under any circumstances. Any uncertainty regarding the time a Bid is received will be resolved against the Bidder.

Any inquiries regarding this Request for Proposal should be made to:
Town Clerk, Bryan Wachtel at 301-432-5141 or by email at townclerk@townofboonsboro.com

Award, Waiver and Rejection of Bids:

Proposals will be presented to the Mayor and Council of Boonsboro for final review and approval. The Town reserves the right to:

- Reject any or all Bids.
- Waive any informality or irregularity in any Bid received.
- Accept the Bid deemed by the Town of Boonsboro to be the most advantageous to its interests.