



TOWN OF BOONSBORO

21 NORTH MAIN STREET ♦ BOONSBORO, MARYLAND 21713

WWW.TOWN.BOONSBORO.MD.US ♦ 301-432-5141

REQUEST FOR PROPOSALS

Marketing & Communications Services

The Town of Boonsboro (the Town), in accordance with its Charter, Article VII Section 719 - Purchasing and Contracts, is inviting potential contractors to submit proposals to the Town. A firm will be selected for negotiation based on the demonstrated competence and qualification for the required work. Proposals will be received at the Town of Boonsboro, 21 N. Main St. Boonsboro, MD 21713 until _____, 2019. Award of the contract(s) is subject to approval of the Mayor and Council of the Town of Boonsboro.

The Town of Boonsboro is an equal opportunity employer. Discrimination based on age, race, sex, handicap, national origin, or any unlawful basis is expressly prohibited. The Town of Boonsboro reserves the right to accept or reject any and all proposals based on the best interests of the Town.

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

To be eligible for award of contract, firms must be licensed and insured in the State of Maryland and must have at least 2-years of experience in the tourism and social media industries.

The Town Manager will consider the following factors in deciding which contractor will be selected to negotiate an order:

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

The purpose and intent of this Request for Proposal (RFP) is to establish a contract with a qualified firm to develop, design, and manage a Tourism Website. The Town is seeking a firm able to develop a strategic approach to creating/organizing content that inspires, informs, and drives tourism. 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, travel agents, 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, and promote site traffic. The Town wants a website that is adaptable in an ever-evolving industry and uses cutting-edge technology to compete in a mobile-first culture.



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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.

Scope of Services includes, but is it not limited to, the following orders:

1. Development of a project plan and timeline for the entire scope of work with regular EDC-oversight.
2. Development of strategic plan for organizing content according to target audiences.
3. 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.
 - 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.
4. Development & Implementation must follow all EDC-guidelines, include user-testing, and provide content management training for all EDC members.

Applicant firms must submit three references for web development work including: company name, primary client name, contact details, and a brief explanation of services provided.

Firms must also submit a schedule of hourly rates and charges for services. Each position, title, or standard task must list a corresponding hourly rate or 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.

The Town of Boonsboro reserves the right to reject any, or all, submissions due to any defects, or waive informalities and accept any submissions that in their judgment will be in the best interest of the Town. The Town will award contract(s) no later than 60 days from _____, 2019, the date of public notice.