



THE COMMISSIONERS OF ST. MICHAELS

300 MILL STREET
P.O. BOX 206
ST. MICHAELS, MD 21663

SETTLED 1670-1680

TELEPHONE: 410.745.9535

INCORPORATED 1804

FACSIMILE: 410.745.3467

REQUEST FOR PROPOSALS (RFP) FOR MARKETING SERVICES

A. INTRODUCTION

The Town of St. Michaels, located in beautiful Talbot County, Maryland, is seeking proposals from qualified marketing agencies to provide comprehensive marketing services to promote the Town across all channels of communication. St. Michaels is a historic waterfront community renowned for its charming streets, picturesque harbor, and vibrant arts and cultural scene. The selected company/agency will play a critical role in enhancing the Town's visibility, attracting visitors, and supporting local businesses.

B. SCOPE OF SERVICES

The selected marketing agency will be responsible for the following:

- a) Developing and implementing a strategic marketing plan to promote St. Michaels as a premier destination for tourists, day-trippers, and potential residents.
- b) Creating compelling and engaging content for various marketing channels, including but not limited to, websites, social media platforms, email newsletters, print materials, and advertising campaigns.
- c) Working with Town officials to ensure consistent branding and messaging on the Town's website and social media accounts.
- d) Conducting market research and analysis to identify target audiences, market trends, and opportunities for growth.
- e) Coordinating with local businesses, attractions, and community organizations to leverage collaborative marketing initiatives and partnerships.
- f) Providing regular reports and analytics to evaluate the effectiveness of marketing efforts and adjust strategies as needed.
- g) Assisting with special events, promotions, and tourism initiatives to drive visitor traffic and economic development.

C. PROPOSAL SUBMISSION REQUIREMENTS:

Interested marketing companies/agencies are requested to submit the following information:

- a) **Company Profile:** Provide an overview of your company/agency, including years of experience, areas of expertise, and relevant client portfolio.
- b) **Proposed Approach:** Outline your proposed strategy and approach to marketing St. Michaels, including target audience identification, key messaging, and marketing tactics.
- c) **Team Qualifications:** Describe the qualifications and experience of the team members who will be directly involved in executing the proposed marketing plan.
- d) **Case Studies:** Provide examples of past projects or campaigns that demonstrate your company's/agency's ability to successfully market destinations or similar tourism-related entities.
- e) **Budget and Timeline:** Detail your proposed budget, including any fees or expenses associated with the scope of services outlined in this RFP for one year. Also, provide a timeline for project execution and deliverables.
- f) **References:** Include references from past clients or partners who can attest to the quality of your company's/agency's work and professionalism.

D. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- a) **Experience and Expertise:** Demonstrated experience in destination marketing, tourism promotion, and/or related fields.
- b) **Creativity and Innovation:** Innovative ideas and creative approaches to effectively market St. Michaels and differentiate it from other destinations.
- c) **Team Qualifications:** Qualifications and expertise of the proposed project team members.
- d) **Strategic Approach:** Sound strategic approach and alignment with the Town's goals and objectives.
- e) **Budget and Cost-Effectiveness:** Reasonable and cost-effective proposed budget in relation to the scope of services.
- f) **References:** Favorable references and testimonials from past clients or partners.

E. ANTICIPATED SELECTION SCHEDULE

The Town anticipates the following general timeline for its selection process. The Town reserves the right to change this schedule.

- RFP Advertised April 21 and 28, 2024
- Proposal Due Date May 13, 2024 by 2:00pm
- Opening (with Town Clerk) May 13, 2024 2:00 pm
- Interviews (if needed) TBD
- Town Commission Discussion May 22, 2024
- Town Commission Bid Award TBD
- Commencement of Contract TBD

F. PROPOSAL SUBMITTAL AND DUE DATE

Proposers shall provide six hard copies of their proposals in a sealed envelope clearly marked: “Confidential: Town of St. Michaels Marketing and Communications Services Proposal”. Proposals shall be submitted by 2:00 p.m. on May 13, 2024, to:

Rob Straebel
Town Administrator
Commissioners of St. Michaels
P.O. Box 206
300 Mill Street
St. Michaels, MD 21663

The Town of St. Michaels assumes no responsibility for delayed or undelivered mail or express packages. Proposals which are not received by the Town by the above specified time and date will not be considered. Faxed or electronically transmitted proposals will be rejected as nonresponsive.

Proposals will be opened on May 13, 2024 at 2:00 p.m. at St. Michaels Town Office. Copies of this RFP are available for review at the St. Michaels Town Office.

G. INQUIRIES

Questions concerning this RFP should be submitted to:

Rob Straebel
Town Administrator
Commissioners of St. Michaels
P.O. Box 206
300 Mill Street
St. Michaels, MD 21663

Email: <mailto:rstraebel@stmichaelsmd.gov>

H. INFORMATION RELEASE

Proposers are hereby advised that the Town may solicit background information based upon all information, including references, provided in response to this RFP. By submission of a proposal, Proposer agrees to such activity and releases the Town from all claims arising from such activity.

I. PUBLIC RECORDS

All proposals submitted are the property of the Town of St. Michaels and are thus subject to disclosure pursuant to the public records law.

Accordingly, proposals received and opened shall not be available for public inspection until after the Town has scheduled a public discussion at a Commissioners of St. Michaels Town meeting.

Proposers responding to this RFP do so solely at their own expense.

J. CONTRACT

The Town desires to enter into a professional services agreement, which includes all necessary marketing services, whether or not the services are specifically outlined in this RFP.

The selected Proposer will be expected to enter into a written agreement, which will incorporate this RFP and the awardee's proposal. Negotiations shall be limited to terms the Town chooses to negotiate, in the Town's sole discretion.

The Town reserves the right to negotiate a contract price that is fair and reasonable to the Town, as determined solely by the Town.

The agreement requires that the awardee comply with all applicable federal and state laws, rules, and regulations.

The Town of St. Michaels is an Equal Opportunity/Affirmative Action Employer. Women, Minorities, and Disabled Persons are encouraged to apply.

THIS SOLICITATION IS NOT AN IMPLIED CONTRACT AND MAY BE MODIFIED OR REVOKED WITHOUT NOTICE.