



**Request for Proposals for Social Media Support Services for
Municipal Liquor Stores**

Introduction

The City of Elk River is seeking an independent contractor to provide social media support for the City of Elk River Municipal Liquor Stores. The eventual contract, if any, will be for a three-year term and will be between the City of Elk River (The “City”) and the selected proposer.

The City of Elk River operates two municipal liquor stores Northbound and Westbound Liquors as authorized by Minnesota state law and the Elk River City Council. Profits from the City of Elk River Liquor operations go back into community projects which would otherwise have to be paid for with increased property taxes.

Currently each store has a Facebook page, shared Twitter account, one Instagram account, and Constant Contact account. The City has a very active social media presence and wants to have continued growth.

Contract Administration

All correspondence regarding the Request for Proposal (RFP) must be direct to:

RaeAnn Gardner
Communications Coordinator
City of Elk River
13065 Orono Parkway
Elk River, MN 55330
rgardner@ElkRiverMN.gov

All questions must be received before 4:00 p.m. on Monday, February 12, 2016. Questions received after that time will not receive a response.

Proposals will be accepted until 4:00 p.m. on Tuesday, February 16, 2016.

Please submit five (5) hard copies and (1) PDF copy of your firm’s proposal.

All persons or companies whom download this RFP are requested to register their name and email address by sending an email to rgardner@ElkRiverMN.gov. Any revisions to our corrections on this RFP, after it has been advertised, will be communicated to those registered RFP holders. Failure to register your contact information as described is at your own risk. A proposal will not be considered if it fails to include all requested information as detailed in this original RFP and any subsequent modifications.

Acceptance of Proposal Contents

The contents of this RFP and attached information provided to the proposer will be included as part of the contractual obligations if a contract ensues. All information in the proposal is subject to disclosure under the provision of Minnesota Statutes Chapter 13 – Minnesota Government Data Practices Act.

Proposal Timeline

Submission of proposals
Consultant considered by City Council

February 16, 2016 by 4:00 p.m.
March 7, 2016

Marketing Objectives

The City is soliciting proposals for a social media agency or professional to design and execute a comprehensive social media campaign that will drive awareness, engagement, and channel growth and deliver a measurable return on investment to each store location for years 2016-2018.

The social media campaign will play an integral role in the city marketing efforts for the liquor stores which consist of television and display advertising, sponsored content and media partnerships, as well as social media, email marketing, and public relations.

Goals and Objectives

- Continue to grow and foster the communication between the stores to ensure information is timely and accurate.
- Incorporate in creative ways the “our story” and the benefits to the community of municipal liquor stores into social media messages and pages.
- Continue to increase the users and interaction of our social media pages via likes and followers etc.

Proposals should take into account the current marketing efforts using existing social media programs and make recommendations to consistently improve performance over the course of 2016-2018.

Services Required

- Planning-design a comprehensive social media plan that meets the overall marketing objectives for the liquor stores using Facebook, Twitter, Instagram, and Constant Contact including ideas of coupons, specials, and promotions.
- Creative – write, design, capture, and produce all social content, including frequent and updated photos directly from both stores.
- Optimization – consistent, result-focused testing and calibration of all social media messaging and advertising.
- Reporting – agency will deliver quarterly reports to the City of Elk River to review performance to date and initiatives that were used that month.
- Provide a social media environment that would welcome the liquor store managers to respond to criticism with professionalism and facts not only on our pages but local pages that mention the liquor stores.

Existing Social Media Assets

- Facebook – [Facebook.com/Northboundliquor](https://www.facebook.com/Northboundliquor)
[Facebook.com/Westboundliquor](https://www.facebook.com/Westboundliquor)
- Twitter – [Twitter.com/ElkRiverLiquor](https://twitter.com/ElkRiverLiquor)
- Instagram – [Instagram/ElkRiverLiquor](https://www.instagram.com/ElkRiverLiquor)

Contractor Requirements

- Excellent customer service, writing, proofreading, grammar, and spelling skills.
- Understanding and comfort with social media platforms including, but not limited to, Facebook, Twitter, Instagram, and Constant Contact.
- Ability to handle multiple projects.
- Attention to detail.
- Smart phone with social media plug-ins or apps.
- Personal Facebook in order to administrate our Facebook pages.
- Contractor will be familiar with best practices for social media in a business capacity and integrate those concepts with social media campaigns.

Helpful (but not required)

- Comfort with basic photo editing software such as Photoshop or Paint.
- Familiarity with Facebook public pages including Facebook, Insights, Facebook events, Facebook advertising, and boosting posts.

Proposals

The proposal shall contain the type of information summarized below. Additional information is allowable, providing it is directly relevant to the proposed project.

Proposal Format

The submittal should follow the Table of Contents listed below:

1. General Firm Introduction (include your firms expertise on the subject of this project)
2. Project Understanding
3. Project Approach
4. Proposed Project Team and Experience
5. Schedule
6. Any Additional Information as Needed
7. Consultant Cost
8. Insurance Certificate

A brief description of each section is as follows:

1. General Information

Give general information and a brief history of the consulting firm. Include similar information on key sub consultants, if any, proposed for the project.

2. Project Understanding

Include a summary of the Consultant's understanding of this project.

3. Project Approach

Provide specific approaches, methods, and assumptions that will be utilized to accomplish each work item.

4. Proposed Project Team and Experience

- Identify the key project team members and describe their specific roles on the project. Include key team members from sub consultant firms, if any.
- Describe relevant experience and provide information on at least three (3) reference projects completed in the last three (3) years. Provide references and contact information.
- Include on-page resumes **only** for key members of the project team.

5. Schedule

The project will begin as soon as a Consultant is approved.

6. Statement Explaining why Your Firm Should be Selected to Perform Services for this Project

Several firms have been asked to respond to this Request for Proposal. Explain why your firm is the best qualified for this project.

7. Additional Information

Include any other information that is believed to be pertinent, but not specifically requested elsewhere in this RFP.

8. Total Consultant Cost

The Consultant cost should be separated as follows:

- a. Not to exceed cost on a monthly basis.
- b. Hourly rates for all Consultant employees expected to work on this project.
These rates shall be the agreed upon costs for any additional serviced requested by the City, above what has been detailed in the RFP.
- c. Reimbursable costs including detail of service or item and applicable charge per unit.

9. Insurance Certificate

Indicate ability to provide all necessary insurance certificates.

Consultant Selection

Proposals will be reviewed and evaluated by City staff and based on the following criteria:

1. Consulting firm and key project staff experience.
2. Proven track record in successfully completing similar projects on time and within budget (Successful experience of both the firm and the team members will be considered).
3. Proposed approach to completing the project.
4. Consultant's familiarity with social media services.
5. Proposed project schedule.
6. Proposed Consultant cost on a monthly basis.

Following review of the proposals by the City, only selected Consultant may be asked to make oral presentations of their proposal to City representatives. Upon conclusion of the presentations, staff will select a Consultant to negotiate a contract as follows:

1. If for any reason, a firm is not able to commence the services in that firm's proposal within 30 days of the award, the City reserves the right to contract with another qualified firm.
2. The City shall not be liable for any expenses incurred by the Consultant prior to the signing of a contract including, but not limited to, the Proposal preparation, attendance at interviews, and/or final contract negotiations.
3. The Proposal must be signed in ink by an official authorized to bind the Consultant to its provisions that will be included as part of an eventual contract. The Proposal must include a statement as to the period during which the proposal remains valid. This period must be at least 90 days from the date of the submittal.
4. The City reserves the right to reject any and all proposals or to request additional information from any or all of the proposing firms.

Contract Terms and Conditions

Upon selection of a Consultant, an Agreement or Contract for Services shall be entered into by City and the Consultant. It is expected that the contract will provide for compensation for actual work completed on a not to exceed basis, with the following conditions.

1. The Consultant shall relinquish their access to these platforms as an administrator, shall return all administrative rights, passwords and other access to all social media sites, and shall return all other materials provided by Client immediately upon termination of this agreement.
2. The City reserves the right to terminate the contract for any reason upon written notice to Consultant. In this event, the Consultant shall be entitled to just and equitable compensation for any satisfactory work completed to the point of termination, at the discretion of the Liquor Store Manager.
3. The Consultant shall not assign or transfer any interest in the contract without prior written consent of the City.
4. The Consultant shall maintain comprehensive general liability insurance in accordance with Section 466.04 of the Minnesota Statutes.
5. The Consultant contract shall be governed by the laws of the State of Minnesota.

6. Project summaries shall be submitted with each invoice during the course of the project. Each summary shall detail the amount billed to date, outstanding work items with costs to completion, and timelines. Invoices submitted to the City shall include a detailed breakdown of all chargeable items for that period.