



**CITY OF ST. ALBANS, VT
REQUEST FOR PROPOSALS
FOR SOCIAL MEDIA CONSULTING AND SERVICES**

Background

The City of St. Albans has partnered with St. Albans For the Future, Inc. (SAFF) to oversee an active downtown program, which includes events, programming and marketing activities. The City Downtown Board is appointed by the City Council and also acts as the board of directors for SAFF, which is a nonprofit organization dedicated to the continued vibrancy of Downtown St. Albans.

Online media outlets for the St. Albans downtown program include a website at www.downtownsaintalbans.com, a Facebook page at www.facebook.com/DowntownSt.Albans, and a new Instagram account at www.instagram.com/downtownstalbansvt.

It is a goal of the downtown program to have an active social media presence that augments programming and attracts economic and cultural activity to Downtown St. Albans and its businesses.

The downtown program would like to adopt a hybrid model for staffing social media, where City staff and volunteers will provide some content as appropriate, e.g. sharing business posts, and a professional consultant will be sought for the following scope:

Scope of Consultant Services

Facebook/website outputs:

1. At least 1 website blog post (shared on Facebook) or unique content post per week.
2. At least 2 links to related content per week (not shares).
3. Two hours monthly for consultation and check-ins with boards.
4. Two hours per year for training of social media volunteers.
5. Four quarterly reports to the Downtown Board.
6. Up to 12 meetings (monthly) with the Downtown Promotion/Marketing Cmte. Estimated at 1 hour each.
7. Up to 6 meetings (every other month) with the Merchants Cmte. Estimated at 1 hour each.
8. Consultation as needed on other website, social media, marketing issues on a fee basis.

Optional Proposal for Instagram Services

The City will also consider an additional proposal to fully deploy the new Instagram account for Downtown with output metrics similar to the Facebook outputs above.

Contents of Consultant Proposal

1. Your qualifications and portfolio of similar work.
2. Any comments on the proposed scope of outputs.
3. Estimated hours and fees to produce the proposed outputs.
 - a. Differentiate between Facebook and Instagram if also responding to the optional proposal.
4. Any other suggestions you would like us to consider.

Questions and Updates

This RFP and any supporting and supplemental materials shall be posted to a webpage at www.StAlbansVT.com/RFPs.

Please submit any questions concerning this RFP to the contact below at your earliest convenience. Any proposals submitted will be considered as soon as possible. The City reserves the right to adjust and negotiate the scope of these services in collaboration with the Consultant.

RFP Contact:

Chip Sawyer
Director of Planning & Development
City of St. Albans
PO Box 867, 100 No. Main St.
St. Albans, VT 05478
Email: c.sawyer@stalbansvt.com
Phone: 802-524-1500 *259

PROPOSAL DEADLINE: October 7th, 2020. Email to c.sawyer@stalbansvt.com by 11:59 PM.

Consultant Selection

The City will follow up with submitting consultants once proposals are received. A selection will be made as soon as possible. It is possible that more than one consultant may be selected. The City will negotiate a contract with the selected consultant(s) based on the final proposal and any other provisions required.

The selected consultant(s) will need to provide a valid W9 and evidence of any existing liability/workers compensation insurance coverage.

The City of St. Albans, Vermont, is an Equal Opportunity Employer. Proposals from Minority, Disadvantaged and/or Women-Owned Business Enterprises are encouraged.