Request for Proposal

Project Name: Tourism Marketing Digital Specialist

Proposal Submission Deadline: 3/23/21

Project Start Date: 4/5/21

Project Timeframe: 1 year; Optional renewal annually

Point Persons: Deb Morris, Chair Town of Johnsburg Marketing Committee & Andrea Hogan, Town of Johnsburg Supervisor

Award Requirements: All or partial award may be granted.

Contact Information:
Deb Morris: dmorris@barkeaterchocolates.com 518-369-2078
Andrea Hogan: Supervisor@johnsburgny.com 518-251-2421

About the Town of Johnsburg & the Gore Mountain Region

About

Scope of Services Requested

Overview

The Town of Johnsburg has a tourism website (www.visitgoreregion.com) and a Marketing Plan developed in 2018 by Website Development Shop.

The Town of Johnsburg Marketing Committee meets regularly to discuss tourism and promotion with the town. In addition, the town has the beginnings of an asset inventory described in the Marketing Plan, which currently contains primarily summer and autumn video and images of local businesses. It should be noted that the Warren County Planning Department has already created an inventory of any trails and other recreational resources for the Town of Johnsburg and the First Wilderness Heritage Corridor, which can be found here: www.warrencountyny.gov/recmapper.

This intent of this project is to promote the Town of Johnsburg as a tourist destination, generate social media and website content for one year (increasing reach and engagement), to design and implement an events calendar on the website and help to build a list for email marketing. Working with the Town of Johnsburg Marketing Committee, the consultant(s) will complete the following:

1. **Develop Social Media Content for One Year**

   The Town of Johnsburg currently maintains an Instagram presence here: https://www.instagram.com/p/B9R6ZmAJPHS/ and a Facebook page here: https://www.facebook.com/visitgoreregion/.

   The goal is to rapidly grow social media (Facebook and Instagram) reach and engagement using various strategies including contests and promoted content.

   During **Month 1,** the consultant should meet with the Town of Johnsburg Marketing Committee to gain an understanding of the Town's guidelines and make sure that the Town's unique tourism goals are understood.

During **Months 2-12,** the consultant should create between 4 and 8 Facebook and Instagram posts per month, based on monthly editorial guidelines provided by the Marketing Committee. Content should focus on recreation, culture, history, shopping, events, things to do with families, etc, and should be seasonally appropriate. Posts should focus on experiences unique to the Town of Johnsburg, and tie in to broader regional marketing and awareness campaigns such as the relationship to the First Wilderness Heritage Corridor. Existing photos from the Asset Inventory or supplied by the Marketing Committee may be used, but the consultant will be responsible for creating new content as well.

Deliverables: A brief plan outlining the social media strategy and an editorial calendar for the year. Between 4 and 8 Facebook posts and between 4 and 8 Instagram posts per month for 11 months. Produce and coordinate two contests per year to encourage likes and sign ups for email newsletters. Marketing Committee will procure prizes for contests. Provide monthly reports showing the reach and engagement on social media platforms.

2. **Maintain and Update <u>visitgoreregion.com</u> For One Year**

The consultant will be responsible for updating content on the Visit Gore Region website. Updates will include adding and/or deleting assets and changing photos seasonally. Updates will be supplied by the Marketing Committee.

Deliverables: Monthly updates to <u>visitgoreregion.com</u> for one year.

3. **Develop Bi-weekly Blog Posts on <u>visitgoreregion.com</u> for One Year**

The Town of Johnsburg has a blog feature on its tourism website. The consultant will be responsible for developing bi-weekly blog posts for one year, based on monthly editorial guidelines provided by the Marketing Committee. Blog posts will focus on recreation, culture, history, local businesses, events, etc. The consultant may use photos contained in the Asset Inventory or supplied by the Marketing Committee, but will also be responsible for supplying additional media as necessary.

Deliverables: 26 bi-weekly blog posts on <u>visitgoreregion.com</u> to be approved by the Chair of the Marketing Committee or their designee.

4. **Design, Embed and Manage an Events Calendar on <u>visitgoreregion.com</u>**

The consultant will develop and embed an online events calendar on the website. The calendar must be attractive and user-friendly for both prospective visitors and representatives of local businesses and organizations. It must include a method for event submission and approval. The

consultant will approve events submitted based on guidelines provided by the Marketing Committee.

During **Month 1,** the consultant should meet with the Town of Johnsburg Marketing Committee to understand the functional goals of the calendar and the guidelines. The consultant will provide detailed instructions for the submission of events to the Marketing Committee (to be shared with businesses and organizations located within the Town of Johnsburg).

During **Months 2-12,** the consultant will update the calendar's functionality as necessary. The consultant will approve events submitted and request additional information as needed.

Deliverables: Design and embed an events calendar on visitgoreregion.com. Provide detailed instructions to submit events. Manage and approve submitted events for 11 months. Coordinate with area businesses and organizations to compile list of events.

5. **Create a Form on visitgoreregion.com to Grow List for Email Marketing**

The consultant will design and embed a form to collect email addresses of those who visit visitgoreregion.com and want to receive news and updates.

Deliverables: Design and embed a form on visitgoreregion.com to collect email addresses.

6. **Design and Add a "Contact Us" Form to the visitgoreregion.com Website**

The consultant will be responsible for designing and embedding a user-friendly and secure form on the website that allows individuals to request more information about visiting the Gore Region.

Deliverables: Create a secure "Contact Us" form on visitgoreregion.com.

7. **Design and Execute monthly email blasts to email subscribers**

The consultant will be responsible for designing a monthly email newsletter that features that month's blog post(s) and events. This email will be sent to email subscribers.

Deliverables: Design and sent out monthly email newsletter.

Schedule for Completion

Those interested in submitting proposals will be expected to complete the project within twelve (12) months from execution of the contract.

Submission Instructions

Please email submissions to: Supervisor@johnsburgny.com or mail to:
Andrea Hogan, Supervisor
Town of Johnsburg
219 Main Street
North Creek, NY 12853

Questions

If there are any questions concerning this RFP, please contact Andrea Hogan or Deb Morris

General Terms and Conditions

The Town of Johnsburg reserves the right to terminate the contract early in the event of unsatisfactory performance.

Proposal

Proposal must include

1. Background information on the person, group or company submitting the proposal. Specifically a resume or sell-sheet.
2. Please use the form to submit bids in each of the 7 blocks and subsets. A partial award may be possible; it is important to quote each item accordingly.
3. References, including past employers, customers or clients.
4. Cover letter.
5. Samples of work.

Task	Deliverable	Expected delivery from start of project	Cost
	Project Initiation Meeting		$
1	**Develop Social Media Content for One Year**		
	Brief report outlining the social media strategy and an editorial calendar for the year.		$
	Social media content (Facebook and Instagram) for one year.		$
	Provide monthly reports showing the reach and engagement on social media platforms.		$
2	**Maintain and Update visitgoreregion.com For One Year**		
	Monthly updates to visitgoreregion.com for one year.		$
3	**Develop Bi-weekly Blog Posts on visitgoreregion.com for One Year**		
	26 bi-weekly blog posts on the website.		$
4	**Design, Embed and Manage an Events Calendar on visitgoreregion.com**		
	Design and embed an events calendar on visitgoreregion.com. Provide instructions.		$
	Manage and approve submitted events for 11 months.		$
5	**Create a Form on visitgoreregion.com to Grow List for Email Marketing**		
	Design and embed a form on the website to collect email addresses.		$
6	**Design and Add a "Contact Us" Form to the visitgoreregion.com Website**		
	Create a secure "Contact Us" form on visitgoreregion.com.		$

Task	Deliverable	Expected delivery from start of project	Cost
7	**Design and Execute a Monthly Email to subscribers**		
	Design and Execute a Monthly Email to subscribers		$