



REQUEST FOR PROPOSALS Request for Qualifications (RFQ) for Social Media and Marketing Services for the Delmar Loop

East Loop Community Improvement District
6150A Delmar Blvd
Ste 210
St. Louis, MO 63112

DATE: May 22, 2024
DUE: June 14th, 2024

OVERVIEW:


The Delmar Loop, located in St. Louis, Missouri, is a vibrant, historic business district known for its diverse culture, unique shops, delicious dining options, and thriving arts scene. As a premier destination for locals and tourists alike, the Delmar Loop is seeking qualified marketing companies to provide comprehensive marketing services including: marketing strategies, press relations, social media management, content creation, event planning, and advertising services.

SCOPE OF SERVICES:

The selected marketing company will be responsible for developing and implementing marketing strategies and initiatives with the goals of increasing the number of visitors to the district, boost online presence and traffic, increase national exposure, highlight the Loop as a destination, and support local businesses. The marketing services will include, but not be limited to, the following:

- **Marketing Strategies:** The marketing company will create and execute comprehensive marketing strategies that align with the goals and objectives of the Delmar Loop. This may include market research, competitive analysis, target audience identification, and strategic planning to drive traffic and increase exposure.
- **Press Relations:** The marketing company will establish and maintain positive relationships with local and national media outlets to generate press coverage for the Delmar Loop. This may include press releases, media pitches, media events, and media relations to highlight the Loop's unique businesses, offerings, and events.
- **Social Media Management:** The marketing company will manage the Delmar Loop's social media accounts, including but not limited to Facebook, Instagram, Twitter. This may include content creation, posting,

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community management, and social media advertising to engage with the audience and promote the Loop as a must-visit destination.


- **Content Creation:** The marketing company will create engaging and compelling content to showcase the Delmar Loop's offerings, events, and local businesses. This may include graphics for events and promotions, website content, videos, and other forms of content that will be used across various marketing channels.
- **Event Planning:** The marketing company will assist in planning and executing events in the Delmar Loop to attract visitors and promote local businesses. This may include coordinating event logistics, securing sponsors, creating event marketing materials, and managing event promotions to ensure successful event outcomes.
- **Advertising:** The marketing company will develop and implement advertising campaigns to promote the Delmar Loop across various channels, such as print, digital, and other advertising. This may include creating ad creatives, managing ad placements, and monitoring ad performance to optimize results.

QUALIFICATIONS:

The Delmar Loop is seeking marketing companies with a proven track record of success in the following areas:

- Experience in marketing and promoting destinations, neighborhoods, or similar cultural hubs.
- Strong expertise in press relations, social media management, content creation, event planning, and advertising.
- Proven ability to develop and execute comprehensive marketing strategies that have resulted in increased traffic, exposure, and business growth using metrics and KPI's.
- Demonstrated success in working with local businesses and promoting their products or services.
- Creative and innovative approach to marketing, with a deep understanding of the target audience and the ability to tailor marketing efforts accordingly.
- Strong communication skills, including excellent writing and editing abilities, as well as the ability to effectively engage with media outlets and local businesses.

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SUBMISSION REQUIREMENTS:

Interested marketing companies should submit the following information in response to this RFQ:

- **Company Overview:** Provide a brief overview of your company, including its history, mission, and relevant experience in marketing destinations or cultural hubs.
- **Qualifications:** Detail your company's qualifications and expertise in providing one or all of the services listed in the Scope of Services. Companies are encouraged to apply for the services that they are best suited for. The scope may be broken up and awarded to multiple consultants. Applicants are welcome to apply with other firms as a team.
- **Case Studies:** Provide 2-4 case studies that showcase experience in similar projects.
- **Consultant WBE/MBE status**
- **Identification of individual as the primary contact.**
- **Provide references.**
- **Provide a flat fee monthly retainer for each of the proposed the proposed services in the scope of work that your firm is applying for. Provide a schedule of hourly rate(s) for each of the proposed services. Note that this is a not a full-time position or contract. Applicants should expect to spend 10-15 hours a month based on client need and deliverables.**

The CID Board will make its decision based on consultant experience and qualifications. The work may be broken up and awarded to various consultants.


DEADLINE FOR SUBMITTING:

Bid forms must be submitted VIA EMAIL to Samantha Smugala, Executive Director, East Loop Community Improvement District, 6150A Delmar Blvd, St. Louis, MO 63112 VIA Email: director@thedelmarloop.com.

CLARIFICATIONS, CORRECTIONS, AND ADDENDA:

Contact the Executive Director, Samantha Smugala at 314-379-3370 or Email: director@thedelmarloop.com. If necessary, an addendum will be issued.

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