CITY OF MANCHESTER
Department of Public Works
Parks, Recreation & Cemetery Division

Request for Proposals
Advertising and Marketing Professional Services (FY19-650-65)

Overview

The City of Manchester Department of Public Works/Parks, Recreation & Cemetery Division is soliciting proposals from established Advertising and Marketing Professionals to provide assistance with identifying and developing advertising potential, and developing a marketing strategy. The intention of the City is to create a long-term strategic partnership with a qualified firm to achieve the following specific goals:

- Enhance visibility profile of recreation programs and facilities
- Identify opportunities for increasing revenues within various existing facilities
- Increase activity and usage at existing facilities through creative marketing
- Capitalize on advertising opportunities by marketing space within existing facilities
- Solicit sponsors for existing facilities

Experience

The desired firm must have experience and a proven track record of success in a variety of marketing and advertising activities, including but not limited to:

- Maximizing advertising potential within a municipality (or similar)
- Establishing and servicing advertisement accounts
- Marketing material development
- Advertising campaigns
- Creative revenue generation activities
- Publicity campaigns
- Media relations
**Scope of Services**

The Consultant shall:

1. Conduct an inventory and analysis to identify potential for revenue generating opportunities including but not limited to:
   - Derryfield Country Club
   - JFK Coliseum
   - Gill Stadium
   - West Side Ice Arena

2. Establish a value for areas identified as marketable.
3. Develop a comprehensive marketing plan.
4. Actively solicit advertisers and sponsorships.
5. Develop, service and maintain accounts with clients.
6. Provide the City with pertinent financial records.
7. Periodically review accounts with the City and make recommendations for improvements.

The City shall:

1. Designate a staff representative to assist in the prompt review of RFI’s and submittals.
2. Provide general information including present customers, attendance records and schedules.
3. Assist in obtaining information from other City agencies.

**Site Inspection**

There will be a voluntary tour of all facilities conducted on **Thursday, June 6, 2019**. Parties will meet at the DPW building 475 Valley Street in Manchester at **9:00 AM** where questions may be asked of staff members. From there all facilities will be visited. Personal transportation must be provided. **All interested parties are urged to attend.**

For further information contact Janet Horvath at (603) 624-6444.

**Proposal**

Proposal shall include:

- A detailed description of relevant experience of company and staff members that would be involved, including consultants
- A list of references and similar projects (minimum of three)
- Examples of marketing material
- An overview of proposed advertising/ marketing plan with corresponding budget
- An outline and narrative identifying implementation strategy including recommended modifications to existing operation, staffing, fee structures and facilities
- An implementation timeline depicting critical events
- A detailed estimate of anticipated revenue, expenses and net income to the City
- A detailed fee structure for professional services provided by firm and hourly fee schedule for additional professional services
• Any additional information deemed pertinent to successfully conduct this project
• Five (5) copies of proposal

**Submittal**

Interested firms shall deliver five (5) copies of proposals to:

Janet Horvath, Recreation & Enterprise Manager  
City of Manchester  
DPW/Parks, Recreation & Cemetery Division  
475 Valley Street  
Manchester, NH 03103

All proposals shall be clearly marked “ADVERTISING AND MARKETINGPROFESSIONAL SERVICES”.

An electronic copy of your proposal can be emailed to: Jhorvath@manchesternh.gov on **June 19, 2019 after 2:00 PM**. No electronic submission will be accepted in lieu of the required hard copies.

Proposals should be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP.

Each copy of the proposal should be bound or contained in a single volume.

All costs associated with preparing and delivering a response to the RFP shall be borne by the proposer.

Ownership of all data, materials and documentation originated and prepared for this RFP shall belong exclusively to the City of Manchester and shall be subject to public inspection after the award has been made.

**Deadline for proposal submittal is 2:00 PM on Wednesday, June 19, 2019.**

**Evaluation and Award**

Subsequent to review of proposals by the City, the top candidates will be afforded an opportunity to make a presentation to the selection committee.

Proposals will be evaluated according to the City Code of Ordinances Chapter 39: Procurement Code.

The City of Manchester reserves the right to reject any and all proposals submitted.

**Duration**

Initial contract period will be for two (2) years from date of contract execution. Fee/revenue structure shall remain firm for the initial period. At the City’s option, the contract may be renewed for an additional two (2) year period.

**Don Pinard**  
Chief of Parks, Recreation & Cemeteries