

**CITY OF FRUITA  
REQUEST FOR PROPOSALS (RFPs)  
SPECIAL PROJECT – MARKETING**

**INTRODUCTION**

The City of Fruita is pleased to invite you to submit a response to this Request for Proposal (RFP) seeking professional advertising and marketing services to enhance the visibility of this gateway community and to provide comprehensive, strategic and innovative marketing services. The City of Fruita is committed to implementing a marketing plan that will energize the city's economy. The successful consultant must demonstrate extensive knowledge and understanding of how to create and implement a comprehensive marketing program strategy to fulfill the objectives of the city. **The City is encouraging consultants to bid on the RFP as a whole or to bid on specific parts of the RFP where the consultant may have specialized expertise. The City will entertain all proposals for the entire RFP or for specific projects.**

**Marketing Objective:** To implement a marketing program that identifies target market(s), informs and promotes responsible tourism for identified target markets, promotes outdoor recreation activities, the area's numerous and diverse natural resources, Fruita's unique festivals, retail opportunities, and historic downtown, and develops promotional materials, including but not limited to videos, photos, maps, blogs, social media (organic exposure, ads, content) brochures, etc..

**Marketing Strategy:** To increase year-round regional and national tourism for the City of Fruita.

**Marketing Time Frame:** Approximately January 2017 to December 2017

**Due Date:** Proposals must be received by the close of business November 1, 2016

**SCOPE OF WORK**

The successful consultant will be expected to complete the following scope of work:

- ❖ Develop a strategic consumer marketing plan in coordination with other economic development efforts that includes identification of target markets; specific strategies with measurable objectives for each target market; and tactics to achieve those objectives.
- ❖ Analyze and recommend specific marketing mediums to include but not limited to, print design, website content, billboards, videos, photos, etc. Monitor placement to ensure accuracy and completion of all media schedules.

- ❖ Develop strategies that maximize funds to establish an on-going marketing program. Program should identify potential marketing and advertising partners to develop tactics for generating new funding opportunities and leverage City of Fruita funds to extend a comprehensive marketing program.
- ❖ Develop a comprehensive reporting strategy that will inform the City of Fruita, in a timely manner, of the successes and failures of the marketing program and corrective action measures to address failures or intensify successes.

The consultant will provide all services necessary to successfully complete the project described above. Activities should include, but may not be limited to:

- ❖ Develop a marketing plan to promote recreation and sporting activities. The marketing plan will promote, but may not be limited to:
  - Natural resources for mountain biking, hiking, rafting, backpacking, 4-wheeling, rodeo, hunting, fishing, horseback riding, and wildlife viewing.
  - Fruita's festivals, specifically "Fruita Fat Tire Festival," "Mike the Headless Chicken Festival," "Dinosaur Days/Fine Arts Festival," and "Fruita Fall Festival." Festivals will be promoted collectively and individually.
  - World-renowned paleontology sites within the Fruita area, specifically: Dinosaur Hill, Rabbit Valley, Riggs Hill and the Fruita Paleo Area. The plan will include the nationally designated Dinosaur Diamond Prehistoric Byway.
  - Federal lands with abundant outdoor recreational activities including Colorado National Monument, a unit of the National Park Service with over 23,000 acres and over 40 miles of biking trails; and McInnis Canyons National Conservation Area with 123,400 high-desert acres including Rattlesnake Canyon, which includes the second largest concentration of natural arches in North America.
  - Family-friendly destinations including Dinosaur Journey, a unit of the Museum of Western Colorado, and the Riverfront Trail.
  - The myriad activities available in the Fruita area, and should encourage visitors to plan a multi-day stay in the area in order to experience all that Fruita has to offer.
- ❖ The marketing plan will specify the following issues and provide a cost estimate where appropriate:
  - Where marketing efforts will occur
  - What will be marketed
  - Identified target market(s)
  - Timing strategies
  - Available resources
- ❖ Develop a strategy to utilize free advertising, sponsorships, and media partnerships. Leverage local talent.

## **OTHER PROPOSAL CONSIDERATIONS**

1. Prepare a marketing plan for the City of Fruita as outlined that can be implemented with a budget of up to \$60,000 annually.
2. The marketing plan will address short and long term strategies.
3. Completion and submission of the marketing plan in a written report which identifies problems and issues and recommended strategies and implementation schedule.
4. Presentation of a verbal report to the City of Fruita summarizing the plan.

## **SELECTION PROCESS**

1. Company Qualifications:
  - a. References – please provide list of clients of similar size, budget, and situation. Rank those by size, dates they were acquired, and if possible, budget ranges for each.
  - b. Experience with similar projects – provide list of clients.
  - c. Agency background: Provide a description of your agency’s history and key executives that will directly work on the account and have day-to-day contact with the City. Provide a resume for each.
  - d. Agency philosophy/environment
  - e. Proximity to the City of Fruita - or how will the firm provide timely contact with the client
  - f. Familiarity with Fruita and surrounding area is desirable. List area projects related to the above proposal.
2. Marketing Campaigns:
  - a. Creativity of past campaigns
  - b. Proposed preliminary campaign ideas presented for the City of Fruita
  - c. Effectiveness of message
  - d. How the consultant proposes to measure the results of the campaign during marketing period
  - e. How the consultant proposes to respond to possible needed changes of marketing campaign
3. Cost of Services:
  - a. Billable rates, including travel
  - b. Non-billable services
  - c. Commission rate for media
  - d. Ability to leverage and extend funding opportunities
  - e. Total anticipated cost of marketing campaign, including all firm fees and media cost

Request for Proposals are submitted to the City of Fruita, Odette Brach, Human Resource Director, 325 E. Aspen, Fruita, CO 81521.