

The Euclid South Community Improvement District

4512 Manchester Avenue, Suite 100

St. Louis, MO 63110

Phone: 314-535-5311

**REQUEST FOR PROPOSAL (RFP)
Digital Platform Streamlining Services**

Proposals **(2 Copies) must be Submitted** by no later than **5:00 P.M. Monday, January 8th, 2024.**

Proposals must include all requested materials to be considered (bid, previous experience, references, etc.). Proposals must be mailed, or hand delivered to the following address:

The Euclid South Community Improvement District
c/o Brian James
4512 Manchester Avenue, Suite 100
St. Louis, MO 63110

If you have any questions, please contact Brian James at 314-678-7762

Section I: INTRODUCTION

The Euclid South Community Improvement District (CID) is seeking proposals from a social media agency or professional to streamline and execute a comprehensive digital plan that will drive District awareness, economic and visitation growth. In addition, to deliver a measurable return on investment.

Bidders may bid on any, or all, of the services listed below. The RFP establishes minimum requirements a bidder must meet to be eligible for consideration as well as information to be included in the bidders bid response. The selection of the successful agency or individual will be made based on evaluation and determination of the relative ability of each agency or individual to deliver quality service in a cost-effective manner.

The following specific criteria will be evaluated and must be addressed in the proposal:

1. Company History and Organization
2. Management Approach
3. Personnel Selection Process
4. Communication and Reporting
5. Cost Proposal and Invoicing
6. Value Added Features

The Euclid South CID's Board of Directors is not obligated to accept the lowest bid and reserves the right to reject any and all bids or amend the scope of the project. All of the Bidders must be duly licensed or otherwise have the ability to perform work in accordance with all governing local authorities and to the satisfaction of those authorities.

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Section II: SCOPE OF SERVICES

1. Planning – design a comprehensive, holistic annual social media plan that meets the overall marketing objectives.
2. Creative – write, design, capture, and produce all social content
3. Reporting – deliver monthly reports to review campaign performance
4. Streamline social media across all platforms
5. One Photography shoot of entire district per month, focusing on all aspects of the District and lifestyle (business, development, residential)
6. Produce communication plans and materials to drive district initiatives aligned with the Euclid South CID’s marketing and communications strategy. This includes maintaining the media outreach calendar, identifying objectives, strategies, messaging, tactics, and metrics. Write, proofread, and edit internal posts, business bios, announcements, news briefs, webcast scripts, and articles to drive external alignment.
7. Develop content and graphics for website, online newsletters, and other e-marketing/social media efforts.
8. Produce one (1) video reel of sixty (60) seconds per month aligned with the annual social media plan.

Existing Digital Platform

- Twitter
 - twitter.com/cweuclidsouth
- Instagram
 - instagram.com/cweuclidsouth
- Website
 - Euclidsouthcid.org

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Section III: INSTRUCTIONS TO BIDDERS

Bidder is to address the following subjects in the response. Reference any attachments in the text and include printed copies of attachments at the back of your submitted document.

1. Company History and Organization

Provide a brief history. Explain ownership and include name and title of the personnel who would be directly responsible for the management and local supervision of this project.

2. Management Approach

Describe in detail how you will be organized to manage this project. Indicate by position or title the person who will have the overall responsibility for the supervision of account.

3. Personnel Selection Process

Describe how recruitment and selection of employees is accomplished.

4. Cost Proposal and Invoicing

Provide billing rates per instance. Propose invoicing frequency, procedures, and applicable discounts.

5. Value Added Features

Indicate features or programs not covered elsewhere in the response which are offered to enhance your ability to effectively carry out this project.

6. References

Provide at least three (3) client references whose areas/districts are comparable in size, profile and service hours to the Grove Community Improvement District. Include reference name, address, and contact number.

7. Proposal Evaluation

Evaluation Procedure. The Euclid South CID's Administrator will review proposals and make recommendations to the Board of Directors for final approval. The Administrator and/or Board of Directors may request a meeting with some qualified Offerors prior to final selection.