



Peoria Park District

Marketing, Media and Branding Consultant 24-07-RFP

Addendum 1

August 30, 2024

Q1. You mentioned having worked with a marketing agency since 2017. What is driving you to seek out a new marketing partner for strategic planning and implementation?

A1. The current contract has exhausted all extension options. It is the District's policy to provide contracting opportunities to all company's interested in working with the District through competitive solicitations.

Q2. If you could choose three (3) things you'd like to improve in future marketing plans, what would those be and why?

A2. 1) Enhanced data-driven decision making 2) More direct/intentional marketing to specific groups 3) Creative and authentic content

Q3. The RFP mentions enhancing the District's branding and reaching/engaging multiple channels and audiences. Do you have any specific marketing goals or measurable KPIs you can share with us at this time?

A3. Not at this time. This is a goal/requirement of the contract.

Q4. Company ABC is not a registered vendor in your system. Will this work against us in your selection process?

A4. Companies do not need to be registered with the Peoria Park District. This is not part of the selection process.

Q5. Are you looking for a partner that is located in Illinois?

A5. It is the intent of the District to partner with a firm that is highly skilled in the scope of work as outlined in the RFP document. While the partner is not required to be in Illinois, they should be aware of the meeting requirements as outlined in the RFP documents as well as the requirement to present to our Board of Trustees as needed. A thorough knowledge of the Peoria area, the residents and the Peoria Park District is needed for this project.

Q6. Are you looking for a partner that has worked with Peoria Park District or other park districts or government entities before?

A6. It is the intent of the District to partner with a firm that is highly skilled in the scope of work as outlined in the RFP document. Based on the experience, type of work, etc., additional

points may be awarded to those firms who have worked with other park districts or government entities.

Q7. In the "Required Documents" section of the RFP it states that 5 references are required, but on the "References" page it states 3. Can you confirm if 5 or 3 references are required?

A7. Please provide five references.

Q8. Can you confirm that bids are only to be received via a sealed envelope mailed to the address provided and electronic submissions are not accepted?

A8. Please refer to the Instructions to Bidders. Proposals shall only be accepted via sealed envelope to the address provided:

**Secretary of the Board
Peoria Park District
1125 W Lake Ave.
Peoria, IL 61614**

Q9. Based on sample contracts, we can see the approximate level of external media spend that is taking place. However, there is no way to determine how much overall budget is in place for all agency services.

A9. The budget for agency services will come from the RFP process as determined and submitted by each proponent.

A copy of the contract that was included in the recommendation to the Board of Trustees that was approved for the 2024 Media Management Agreement has been provided as Attachment A. **Please note the scope of work in the Marketing, Media and Branding Consultant 16-13-RFQ project does differ from the scope of work listed in this RFP. This should be used as reference material only.**

Q10. The 20% media planning and placement fee is pretty straightforward but what about budget to cover creative production of ads, videos, management of e-mail campaigns, public relations, website strategy and maintenance?

- **It would be helpful to see an overall budget breakdown of the following:**
- **Media spend \$**
- **Agency placement fees: \$**
- **Agency creative production fees: \$**
- **Agency consulting, PR and other management services: \$**

A10. The Board of Trustees for the Peoria Park District will not approve a 2025 operational budget until November. Staff is currently working on the budget that will be presented to the Board for approval. The marketing fees are allocated two ways within the budget. The first is for specific marketing campaigns and outreach. The media spend, production/creative costs, placement fees, etc. would be represented within those specific budget lines. The second is for agency consulting fees, public relations fees and other management service fees. These are a separate budget that will be defined with this RFP process.

Q11. The last form requires a stated yearly cost for marketing, media and brand consulting. Please confirm that number is to be agency fees only for all services required in this RFP.

A11. This is confirmed. The number to be provided as a yearly cost on the last form for "Marketing, Media and Branding Consultant" is the agency consulting, public relations and other management services as defined in the RFP. This does not include media placement, marketing, etc.

Q12. Could you let us know what the budget is for this work?

A12. We do not provide budgets.

Q13. Could we request an extension to the submission deadline?

A13. An extension cannot be allowed as the District has a timeline in place for the project.

Q14. Do you have an incumbent and would they be participating in this RFP?

A14. The District has an incumbent who will be allowed to participate in the RFP. If they choose to submit a proposal they will receive the same fair and equitable treatment as other proponents.

Q15. Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?

A15. Please refer to the answer for Question 8

Q16. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A16. Please refer to Question 5

Q17. We recognize that this proposal has a page limit. Could you please clarify if pages such as cover pages, table of contents, section dividers, and appendixes count within the page limit. Will the proposal be deemed unresponsive if the page limit is exceeded if not what are the repercussions of exceeding the limit?

A17. The page limit includes all pages with the exception of the proponent's contract. Section dividers and cover pages will not be counted towards the total. Tables of contents, appendixes, etc. will be counted towards the total. Anything in excess of the 80-page limit will not be reviewed.

Q18. References -do you request a listing of our references with the associated information or are you requesting letters of reference from these individuals?

A18. Please refer to the References section of the Proposal Submission Requirements. A written letter of reference is required from each of the individuals included on the reference form.



MANAGED SERVICES: STRATEGIC PLANNING AND IMPLEMENTATION OF MARKETING STRATEGY

February 1, 2024 – January 31, 2025

Every plan must have measurable objectives to determine the best strategy and implementation practices. Below are the deliverables covered under this managed services agreement that will be provided to Peoria Park District monthly. Our managed service fees take into consideration unique working hours, a fluid partnership, constant research, and a dedicated project management approach.

Monthly Managed Services: \$6,250/month

Regular price for these services is \$8,125. Price quoted is a non-profit rate and reflects a donation of services in the amount of \$1,875 per month.

- Strategic Planning for Peoria Park District programing and initiatives in concert with Executive Director and Marketing Manager
- Development of overarching branding and communication strategies including annual media plan & budget
- Bi-weekly meetings with Executive Management team
- PR consulting & strategy
- Graphic Design for print, event marketing, digital and social media, out-of-home, Peoria Park District internal communication devices, and select projects*
- CSM to provide base designs (social and website slider) for PPD creative asset series. Remaining assets to be designed by PPD.
- Monthly reporting for digital and social media tactics, quarterly reporting of all earned media inclusive of full strategic media plan
- Print quotation and production management
- Vendor management
- CSM will present to Peoria Park District all additional costs for any media placement (spend), audio/video production, list generation, printing, etc... prior to entering into any agreements on behalf of Peoria Park District.
- Term of agreement – 1 year

**Does not include large scale design projects such as:*

- *Peoria PlayHouse Impact Report*
- *Peoria Park District Annual Appeal*
- *Vehicle Branding Design*
- *Facility/Building Re-branding*
- *Playbook/Activity Guide or similar style and size booklets*
- *Others as agreed to by CSM and PPD*



MANAGED SERVICES: STRATEGIC PLANNING AND IMPLEMENTATION OF MARKETING STRATEGY

February 1, 2024 – January 31, 2025

Estimated monthly time commitments: 65 hours/month

- Project Management inclusive of meetings, strategic planning, strategic communications, and monthly reporting: **20 hours**
- Graphic design (forward facing marketing materials): **45 hours**

Additional Services

- Integrated Media Buying:
Inclusive of research, media negotiations and assessment of additional media opportunities, development and placement of schedules, traffic, creative submission, and reconciliation of invoices. Additionally, Central States Media shall receive commissions as is standard and customary as follows:
 - Traditional Media – 15%
 - including broadcast and cable television, terrestrial radio, and out-of-home
 - CSM shall bill PPD at published or negotiated rates
 - Digital Media – 20%
 - including search, display advertising, geofencing, social media, YouTube/Over-The-Top, Snap Chat and other digital media resources that may be applicable.
 - CSM shall bill PPD at published or negotiated rates
- Email: \$450 per month
2 emails per month: creative design, coding, testing, deployment, and reporting
- Graphic Design: \$95 per hour (regularly \$125/hour)
CSM will quote out graphic design services for any project-based work falling outside of the established scope of work
- Website Design and Development: \$115 per hour (regularly \$150/hour)
CSM will quote out website design and development on a project basis based on the hourly rate
- Production for TV, and Radio: \$115 per hour (regularly \$150/hour)
CSM will quote out audio and video production and development on a project basis based on the hourly rate