

Request for Bids



Project Name: Discover Buchanan
Project Location: City of Buchanan – Central Business District
Issue Date: TBD
Bid Due Date: TBD

GENERAL OVERVIEW

The Buchanan Downtown Development Authority (“DDA”) is seeking proposals from qualified firms or consultants to provide market analysis, marketing strategy and media services that will include, but not be limited to, driving targeted foot traffic to Buchanan’s Central Business District (“CBD”). This initiative is part of a broader effort to enhance the visibility, vibrancy, and economic vitality of downtown Buchanan.

Buchanan is located in a region that sees substantial tourism, particularly during the spring, summer, and fall months. Despite being within close proximity to popular destinations in the area, the community is not currently capturing a proportionate share of visitor spending. The DDA’s goal is to close this gap by leveraging targeted marketing and strategic forms of engagement to draw highly targeted visitors to the CBD.

SCOPE OF WORK

The selected firm or consultant will work collaboratively with the DDA to:

- Conduct a Market Analysis to understand regional tourism patterns, consumer behavior, and business mix opportunities in the CBD.
- Develop a Comprehensive Marketing Strategy designed to:
 - Promote Buchanan’s downtown businesses and events;
 - Target both local residents and regional visitors;
 - Identify and build a differentiated brand identity.
- Execute a Marketing and Promotional Campaign, which
 - Engages potential visitors designing, developing, constructing, and operating a dedicated promotional website: “DiscoverBuchanan.com” including content developed specific to businesses located within the CBD;
 - Identify and negotiate internet, print, radio, television and outdoor media campaign opportunities that vector targeted visitors to information available at Discover Buchanan website;
 - Utilize social media platforms as appropriate, including posting, monitoring, and responding to interactions; in connection with messaging

- available on the Discover Buchanan website, as well as ongoing media promotions;
- Develop and deploy brand messaging,
- Track Key Performance Indicators (KPIs) such as reach, engagement, website clicks, and actual business impact feedback to evaluate success and adapt strategies accordingly utilizing available analytical tools

PROPOSAL REQUIREMENTS

Proposals must include:

1. Firm Background & Qualifications

- Overview of the firm or consultant, including history, team, and core competencies.
- Experience with marketing, media purchases, promotions, website development and general business experience;.
- Relevant examples of similar work.

2. Approach & Methodology

- Description of your approach to market analysis, content strategy, platform use, and advertising.
- How your strategy will capture and convert regional tourism into local visits and spending.
- Tools and metrics you'll use to evaluate effectiveness.

3. Tiered Budget Options

Proposals may outline deliverables and level of service provided at any of the following tiers:

- Tier 1: \$1,500 per month
- Tier 2: \$3,000 per month
- Tier 3: \$5,000 per month

Each budget tier should specify:

- Scope of work
- Frequency of social media content and engagement
- Extent of advertising or boosted content
- Reporting expectations
- Additional services included

REFERENCES

At least two references from previous clients for whom similar work has been completed.

TERM OF CONTRACT

The initial contract term is one (1) year, with the option to renew for up to two (2) additional one-year terms based on performance and mutual agreement.

EVALUATION CRITERIA

Proposals will be evaluated on:

- Demonstrated experience and qualifications
- Creativity and effectiveness of proposed strategies
- Understanding of Buchanan's market and tourism potential
- Scope and value at each price tier
- Clarity and completeness of proposal
- References and past performance

SUBMISSION REQUIREMENTS

- **Deadline for submission:** [Insert Date]
- **Submit via email to:** [Insert Contact Email]
- **Subject line:** "DDA Discover Buchanan Proposal – [Firm Name]"

Please submit your sealed bid by to:

Kalla Langston-Weiss, City Clerk
302 North Red Bud Trail
Buchanan, MI 49107

For any questions regarding the project, please contact:

Tony McGhee, City Manager
tmcghee@cityofbuchanan

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL SUBMISSION

PROPOSAL SUBMITTED BY: (PLEASE PRINT)

Request for Proposals

Company Name

Phone Number

Address

City, State Zip code

Contact Person/Person Submitting Proposal

Email

Signature of Person Submitting Proposal

Date