



**CITY OF GARDINER, ME
REQUEST FOR PROPOSALS
Professional Marketing Services**

The City of Gardiner, Maine is seeking bid proposals for professional marketing services for its Libby Hill Business Park. Development and implementation of aggressive marketing program will be based on tasks identified in the City's '08 Marketing and Business Plans for the current Business Park Expansion Project. Marketing program will focus on significant and measurable results. Key marketing services for the Business Park include: commercial real estate listing services; updating or creating a new Libby Hill Business Park website, updating marketing collateral information, and other services. The City also seeks to streamline and coordinate marketing efforts, where possible, with marketing plans for the City's historic downtown business district. The City will negotiate a final set of marketing services. Gardiner encourages a creative marketing approach, to deliver the most impact/results, and will accept multi-consultant "team" proposals.

Sealed Proposals must be clearly marked: "**Gardiner Marketing Services**". **Completed proposals must be delivered by 4:00 PM on Tuesday, May 5th, 2009 to:**

**Jason Simcock
City of Gardiner
6 Church St.
Gardiner, ME 04345**

For a complete copy of this RFP, please visit the City's website, at: www.gardinermaine.com, or contact Gardiner's Planning & Development Director, Jason Simcock, for more information at jsimcock@gardinermaine.com or 207-582-6888.

City of Gardiner

Professional Marketing Services

Scope of Services

Purpose

The City of Gardiner, Maine is requesting bid proposals from qualified consultants for delivering marketing services for the Libby Hill Business Park. The City seeks to implement marketing tasks identified in the 2008 Libby Hill Business Park Marketing Plan. As part of the overall project, Gardiner also seeks to coordinate and implement efforts with marketing plans for the city's historic downtown district.

Background

Libby Hill Business Park

Building on the success in phase I of the City's business park, the City began construction of 12 new pre-permitted lots for future development in 2008. Including the phase II expansion area, the Libby Hill Business Park now totals over 260 acres and 28 lots. Libby Hill is a significant-sized business park for the State of Maine. According to an October, 2007 issue of MaineBiz, the City's business park ranked 8th in total acreage among the entire State of Maine, up five spots from the previous year.

Gardiner is pro-active in economic development and has a number of incentive programs to help attract new businesses, from tax increment financing, revolving loan fund assistance, to utilizing the Pine Tree Zone program. All available lots at Libby Hill Business Park are pre-permitted to allow for a more streamlined development process and (as of April, 2009) are included in an Area-Wide TIF District. The city's planning & development office is ready to assist prospective businesses and guide them through the entire development process.

In addition to having incentive programs, the park's location, just off exit 49 on I-295 in Gardiner, and highway route 201 (and being only 2 miles from the I-95 Maine Turnpike) creates a real advantage for those businesses seeking statewide highway access. The western border of the Libby Hill Business Park literally runs parallel to I-295 and has tremendous visibility for those travelling northbound. Gardiner is also in close proximity to Portland (just 49 miles on I-295) and benefits from being located within a region of over 55% of the state's population within a 50 mile radius. Having a great location with all the necessary public infrastructure and incentive programs available, creates a winning combination for new park businesses and the City.

New lots in phase II will range in size, from 2 to 14 developable acres. Building sizes can range from an estimated 10,000 square feet to over 120,000 square feet, depending on the number of floors required and other factors, such as parking needs. Lots can be also combined to accommodate a prospective business.

Phase I of the Libby Hill Business Park has been a major boost to the local and regional economy. Close to 500 jobs have been created or saved among the new business development at the park. In addition, phase I has generated over \$25 million in investment thus far. Since the first business park lot sale in 1999, only 4 of the original 16 lots remain available for sale. Phase I lots range in size, from 2.5 to 3.5 developable acres. Some of the businesses already located in Libby Hill Business Park include, Pine State Trading Company, EJ Prescott, and a multi-tenant office building owned by Harper's Development. Dennison Lubricants purchased two (phase I) lots in December of 2007 and completed construction of a 20,000 square foot facility in 2008.

For Phase I of the Business Park project, the City developed a set of marketing collaterals, including full color brochures, as well as a logo. The City has also maintained a website which hosts information about the business park. It is recommended to review these existing collaterals before proceeding with updating the marketing material.

Downtown Gardiner

Gardiner was designated a Main Street Community in 2001 by the Maine Downtown Center, a program of Maine Development Foundation. Gardiner Main Street (GMS) received certification as a National Main Street program for the past 5 years. The mission of GMS is to “encourage its downtown’s economic and cultural vitality through concentrated efforts of organization, design, and economic restructuring, while protecting Gardiner’s unique historic character”. GMS has collaborated with the City on numerous projects.

In 2008, the City was funded a Preserve American grant, in part, to fund a marketing program for downtown. According to the application, “the City of Gardiner will hire a specialized marketing consultant to develop a comprehensive, long-term campaign to promote Gardiner’s historic downtown commercial district, surrounding historic neighborhoods, and waterfront, emphasizing the City’s “Where History and Progress Meet” theme. The plan will recommend specific actions to ensure that all marketing materials and Preserve America partners in Gardiner promote and embrace the theme in a coordinated, comprehensive way. Products of the plan include an image campaign with streetlight banners, brochures/rack cards, media ads and enhancements to Gardiner Main Street’s and the City’s websites.”

The City plans to coordinate the development of any downtown marketing materials, such as brochures, logo/image campaign, or website improvements with those proposed for the business park.

Scope of Services

The scope of services includes the following:

- 1) Develop and implement an aggressive marketing plan for the Libby Hill Business Park, which refers to the city’s 2008 Marketing and Business Plan. Identify approach to each task listed in proposal, and include cost for each, as listed in the following table:

Function/Task	Timing	Responsibility/Coordination
Identify Contact Companies within target sectors	On-going	Outside consultant
Create Cover Letter to be used	At outset	Outside consultant
Update Marketing Collaterals	At outset	City with outside consultant
Generate each month’s cover letters to target companies (approximately 40 per month or about 500 per year) and mail out with marketing collaterals	On-going	City
Make follow-up phone calls to targeted recipients	On-going	City
Shepherd interested parties	On-going	City

Create press announcements and interface with the media	On-going	Outside consultant with City
List Libby Hill Business Park available lots info on regional and/or national commercial real estate websites, such as Loopnet.	At outset	Outside Consultant/Commercial Real Estate Broker
Assess how process is working and adjust as necessary	Periodically	Outside Consultant with City
Interact/Interface with Real Estate Community	Periodically	Outside Consultant with City
Update/Modify Libby Hill website	At outset	Outside consultant with City and website designer
Update/Modify Signage at Libby Hill Business Park	At outset	Outside consultant with City and sign maker

Although an extensive set of tasks have already been identified in the 2008 Marketing Plan, consultants are encouraged to propose new and innovative approaches to marketing Libby Hill Business Park which may not be included in this table.

2. The Marketing Plan for Downtown will include professional research & strategic planning, along with the development of a “tool kit” providing the basic elements necessary to make an ongoing campaign possible. Elements of the tool kit could include:

- Development of a campaign name, logo and tag line
- Development of key messages and a theme to be consistently used in all communications
- Design of banners, signs and a few other things that make the campaign brand visible
- Development of a branded PowerPoint presentation (or other outreach method) to “rally the troops” and communicate what the campaign is all about
- Design of some basic collateral pieces — informational flyer, press kit, etc.
- Development of a plan outline that defines specific, immediate tactics that will make the campaign visible and “real”

Proposal Content

Proposals will contain a clear and concise list of marketing program services being proposed along with associated cost for each service. It is desired to coordinate marketing program efforts between Libby Hill Business Park and downtown Gardiner, where possible. The City will review proposals based on the following content:

General Approach: The bidder’s approach to planning, organizing, coordinating and managing the project including problem solving, data gathering and communications.

Work Plan: A methodology, schedule of activities and time lines.

Marketing Plan: A detailed plan for marketing activities, materials, media, and methods.

Qualifications and Experience: General qualifications and project-specific experience of the bidder.

Capacity: The capacity of the bidder to successfully perform the work should be addressed.

Project Personnel: A listing of personnel proposed to work on the project with resumes of relevant experience.

Compensation: A statement of proposed method and rate of compensation.

Proposal Review

The Proposal will be reviewed by a selection committee and City staff using these criteria:

Project Personnel, Qualifications, Experience and Capacity - 30%

General Approach and Work Plan - 10%

Marketing Plan – 30%

Compensation - 20%

Intuition - 10%

Required Deliverables

1. Development and implementation of aggressive marketing program which will be based on tasks identified in the City's '08 Marketing and Business Plans focused on significant and measurable results. Although an extensive set of tasks have been identified in the '08 Marketing Plan, consultants are encouraged to propose new and innovative approaches to marketing the Libby Hill Business Park which may not be currently listed. The marketing program will include at a minimum:
 - a. Update to marketing collaterals for Libby Hill Business Park, such as brochures and other materials
 - b. Commercial real estate listing of city-owned Libby Hill Business Park lots available for development on national commercial real estate websites, such as Loopnet.
 - c. Website design services for city's economic development program website
 - d. Direct marketing to prospects
2. Identified marketing program services to be coordinated between Libby Hill Business Park and Downtown.

Contract and Fee

Consultant(s) shall provide a fee schedule based on a hourly rates. Consultant(s) shall also detail other fees, such as commission based fees for commercial real estate listing services, where necessary. The City will negotiate a final list of marketing program services with the consultant, based on available funds.

Proposal Submission

Sealed Proposals must be clearly marked: "Gardiner Marketing Services". **Completed proposals must be delivered by 4:00 PM on Tuesday, May 5th, 2009 to:**

**Jason Simcock
City of Gardiner
6 Church St.
Gardiner, ME 04345**

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Bidders should provide twelve copies for review or one master copy that the City will then reproduce and distribute. The successful bidder will be chosen within one month of the proposal due date. Final selection of a proposal and award of a contract is subject to approval by the Gardiner City Council. Proposals should specify the contract length desired, if deemed necessary. The project will be administered by the Gardiner Planning and Development Department.