

Request for Quote (RFQ)
Social Media and Content Creation Services for Downtown Grimsby
Issued By: Grimsby Downtown Business Improvement Area (GDBIA)
Date Issued: November 7th 2024
Response Deadline: November 21 2024

The Grimsby Downtown Business Improvement Area (GDBIA) is seeking qualified vendors to provide comprehensive social media and content creation services to enhance the visibility and reputation of Downtown Grimsby as a vibrant, welcoming destination for residents and tourists. The GDBIA represents downtown businesses that contribute to the BIA through levy taxes, and its primary goal is to promote the downtown area as a whole rather than individual businesses, fostering community engagement and economic growth.

The focus of this project is to grow social media presence, increase brand awareness, and position Downtown Grimsby as a must-visit location for shopping, dining, events, and cultural experiences. The vendor will be responsible for creating and managing content across various social media platforms to represent Downtown Grimsby in a consistent, engaging, and professional manner.

1. Project Scope

- The GDBIA is seeking proposals from vendors to:
 - Develop and implement a social media strategy that promotes Downtown Grimsby as a whole.
 - Create high-quality, engaging content (images, videos, copywriting) that showcases the vibrancy of the downtown area.
 - Manage and regularly update social media accounts across platforms (Instagram, Facebook, and others as recommended).
 - Increase followers and engagement while focusing on long-term community growth and brand awareness.
 - Report on key metrics to demonstrate the success and growth of the campaign.

2. Requirements

- Social Media Platforms: Vendors must provide a strategy and pricing for managing content on the following platforms:
 - i. Instagram (primary platform): Visual storytelling, Reels, and grid posts.
 - ii. Facebook: Event promotion, business highlights, and community engagement.
 - iii. Other Platforms: Suggestions from the vendor are welcome based on past experience and current social media trends.
- Content Creation
 - i. Types of Content: The proposal should include a mix of content types, such as:

- ii. Static Posts: Images or text-based graphics promoting events, downtown features, or general community awareness.
 - iii. Reels/Short Videos: For Instagram and Facebook, featuring highlights of downtown events, interviews, business highlights, or special occasions.
 - iv. Stories: Instagram and Facebook Stories to create real-time engagement with followers.
 - v. Blogs/Articles: Periodic blog posts on topics such as upcoming events, seasonal activities, or historical information about Grimsby (optional).
 - vi. Event Promotion: Content related to special downtown events or festivals.
- Posting Frequency
 - i. Vendors should provide quotes based on the number of posts per week/month for each platform. Proposals must include pricing for different posting frequencies, such as:
 - ii. Basic Plan: 3–4 posts per week across all platforms.
 - iii. Standard Plan: 5–6 posts per week across all platforms.
 - iv. Premium Plan: 7+ posts per week, including daily stories and regular Reels
 - v. Additional quotes for monthly blog posts, video production, or other long-form content, if applicable.
- Engagement and Community Building: The vendor will be responsible for engaging with followers by responding to comments, messages, and mentions in a timely manner.
 - i. Proposals should include strategies for:
 - ii. Building an engaged online community.
 - iii. Responding to reviews or inquiries on social media.
 - iv. Promoting user-generated content and collaborations with local influencers (if applicable).
 - v. Engaging local businesses without promoting any one entity over others.
- Scheduling and Reporting
 - i. Vendors must include details on the use of scheduling tools for social media management (e.g., Hootsuite, Later, Buffer).
- Analytics Reporting: Provide monthly reports on key performance metrics, including:
 - i. Follower growth
 - ii. Engagement rates (likes, shares, comments)
 - iii. Reach and impressions
 - iv. Most successful content
 - v. Recommendations for adjustments or improvements

3. Pricing Structure

Vendors are required to provide quotes for the following:

- Social Media Management:
 - Pricing based on the number of posts per week/month.
 - Additional costs for stories, Reels, and videos.
 - Pricing for optional blog writing or extended content creation.
- Content Creation:
 - Cost per post type (e.g., image post, video post, story, etc.).
 - Pricing for video production (e.g., short videos for Reels)
- Community Engagement:
 - Include costs for time spent engaging with the community on social media (e.g., responding to comments, direct messages, etc.).
- Optional Services:
 - Strategy sessions for campaign planning and brainstorming.
 - Professional photography or videography.
 - Influencer partnerships or collaborations.
- Discounts:
 - Discounts based on long-term contracts (e.g., 6-month or 12-month agreements).
 - Discounts for bundled services (e.g., social media management and blog content creation).
- HST:
 - Please quote HST separately in all pricing.

4. Fulfillment and Deadlines

- Vendors must outline their timeline for content creation and approval cycles.
- Provide expected turnaround times for content, including lead times for seasonal campaigns (e.g., Christmas, summer festivals, etc.).
- Indicate how far in advance posts will be scheduled and approved by the GDBIA team.

5. Contact Information

- For any questions or clarifications, please contact:
 - Contact Name: Amanda MacDonald
 - Phone: 289-251-9574
 - Email: amanda@grimsbydowntown.com

6. Submission Requirements

Interested vendors are requested to submit the following:

- Company Overview: Brief introduction to your company, relevant experience, and a list of clients you have worked with in the past.
- Portfolio: Samples of previous social media content, including posts, graphics, videos, and strategies used for other clients.

- **Social Media Strategy:** A proposed strategy for Downtown Grimsby, including content types, post frequency, and community engagement plans.
- **Pricing Breakdown:** An itemized pricing structure based on the requirements outlined above, including different service levels and any additional costs.
- **References:** At least two references from previous clients for whom you have provided similar social media management services.
- **Timeline:** Proposed timeline for project implementation and completion, including onboarding and strategy sessions.

Contract Terms and Submission Details

This is a competitive process open to any qualified vendor. A paper copy of this RFQ is available upon request. Proposals must be submitted as a PDF document via email to:

Amanda MacDonald

Email: Amanda@grimsbydowntown.com

The deadline for submissions is November 21 at 5 PM.

An electronic copy of the proposal in PDF format must be submitted prior to the deadline to: Amanda@grimsbydowntown.com. The subject line of the electronic submission must read: "Grimsby Downtown Social Media RFQ".

If a vendor has questions regarding the proposal, please submit them via email to Amanda@grimsbydowntown.com. All questions and answers will be provided to all vendors who have expressed interest in the RFQ within two days of the proposal deadline.

The price you quote should be all-inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of their nature. Please quote HST separately.

Interested parties are advised that this project will be awarded to the vendor who offers the best overall proposal, not necessarily to the proposal with the lowest price. The BIA will negotiate contract terms upon selecting the successful vendor. All contracts are subject to review by the BIA and approval by the Board of Directors. The project will be awarded upon signing an agreement or contract outlining terms, scope, budget, penalties for non-performance (including, but not limited to, failure to meet deadlines), and other necessary items.

The BIA reserves the right to add, modify, or delete proposal requirements or terminate the competitive process without awarding this project to a vendor. The decision of the BIA is final and cannot be appealed.