



Port Towns Community

Bladensburg, Cottage City,

Development Corporation

Colmar Manor, and Edmonston

March 14, 2013

To whom it may concern:

The Port Towns Community Development Corporation (PT CDC) is soliciting a "Port Towns Strategic Marketing Plan" proposal for the Port Towns of Bladensburg, Colmar Manor, Cottage City and Edmonston, Maryland. These Towns share borders with Washington, DC to the south, Hyattsville/Riverdale, Maryland to the west, and Cheverly, Maryland to the north. The Anacostia River travels through each Towns and is the source of the Brand Name "Port Towns".

The PT CDC, as a part of developing the Port Towns Community Legacy Plan for the State of Maryland, will produce a Strategic Marketing Plan for the Port Towns in order to assist the Towns and Port Towns' Partners in attracting tourist, desirable businesses, new residents, and new partners to the area.

The Port Towns' is a "Wellness Opportunity Zone," was the site of the Battle of Bladensburg during the National War of 1812, and has significant focus on environmental stewardship due to its proximity to the Anacostia River.

The Plan created by the awarded contractor will inform, organize, and direct the Towns and Port Towns' Partners to take specific action towards promotion and marketing of the Port Towns to achieve the community's goals stated above.

The attached document contains the details required for submission. For additional information, please go to www.porttowns.org. Please register your "Interest in Submitting". You may also submit questions through the "Request for Proposal" page.

Thank you for your consideration; we look forward to working with you.

Sadara Barrow
Executive Director
Port Towns CDC

The Port Towns "Discover the History --- Experience the Revival"

4930A Annapolis Road, Bladensburg MD 20710, phone 301-864-1093

www.porttowns.org

The Port Towns Community Development Corporation

Serving Bladensburg, Cottage City, Colmar Manor, and Edmonston



Request for Proposal

“Strategic Marketing Plan”

For the Port Towns Community

The Port Towns "Discover the History --- Experience the Revival"

4930A Annapolis Road, Bladensburg MD 20710, phone 301-864-1093
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1. Schedule of Events

Event	Date
RFP Release Date	03/14/2013
Last Day for Pre-Bid Questions	4/05/2013
Proposal Due Date	4/17/2013
Anticipated Contract Award	4/22 – 4/29/13

2. General Information

- 2.1. Purpose or Intent: The purpose of this RFP is to solicit competitive, sealed, proposals to establish a contract for the development of a “Strategic Marketing Plan” for the Port Towns of Bladensburg, Colmar Manor, Cottage City, and Edmonston, Maryland.
- 2.2. Background: The Port Towns emerged from a revitalization initiative, launched in 1994 by the county in response to local concerns to provide a focus on neighborhood and commercial revitalization in the older inner-beltway communities. The process began with a series of workshops attended by hundreds of residents and business owners.

This earlier effort resulted in the Towns of Bladensburg, Colmar Manor, and Cottage City forging a partnership based on the notion: *A rising tide raises all ships*; and in 2006 the Town of Edmonston joined the partnership. Leaders established the Port Towns Action Plan that later became the blueprint for tackling projects and issues to improve quality of life. The Port Towns Action Committee emerged as a strong, community-driven group. From 1994 to 1999, the Port Towns were provided capacity from the Neighborhood Division of the Maryland National Capital Parks and Planning Commission – the North Team. The North Team provided support and direction for the Port Towns Action Committee. From the Action Committee a nonprofit organization, the Port Towns Community Development Corporation (PT CDC), was created in 1996 to continue the revitalization efforts. The towns’ officials, the PT CDC, and other partner organizations currently convene quarterly to achieve the Port Towns vision. The Community has raised over \$200 million dollars in community and infrastructure improvements.

- 2.3. Method of Payment: The Port Towns CDC operates within a multi agency and government funding structure. Invoices must be approved by the PT CDC and submitted for payment. Contractors must submit invoices upon delivery of deliverables. The PT CDC will submit the invoices for funding and payment will be made immediately upon receipt of payment from

fundes.

- 2.4. Contract Term: The contract resulting from this RFP will commence upon the PT CDC's execution of the contract and will end when the work product is delivered.

3. Technical Specifications

- 3.1.1. Scope of Work: The product you provide, if awarded for your specific services, will be used to inform, organize, direct the Towns and Port Towns Partners to take specific action to promote and market the Port Towns to achieve the following goals for the Community:

3.1.1.1. Community Goals:

- 3.1.1.1.1. Attract Consumers to Port Towns businesses
- 3.1.1.1.2. Attract Tourist to Port Towns Assets
- 3.1.1.1.3. Attract and Retain Desirable business to the Port Towns
- 3.1.1.1.4. Attract new Partners that promote or serve (for and not-for profit) to the Port Towns

3.1.2. Plan Goals:

- 3.1.2.1. Identify key mediums and tactics that promote
 - 3.1.2.1.1. Shop Local Campaign
 - 3.1.2.1.2. Port Towns as a tourist destination, both in and out of market
- 3.1.2.2. Offer programs that support Port Towns businesses and maximize their advertising budgets while promoting the “Shop Port Towns” message.
- 3.1.2.3. Use technology and social media to promote Port Towns and encourage tourism, shopping, dining, and event attendance.
- 3.1.2.4. Refine methods of communicating with residents and the media on important Port Towns’ news, events, and programs.
- 3.1.2.5. Develop strategic plan for Port Towns Partners to maximize and leverage marketing budgets.

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3.1.2.6. Prioritize Port Towns assets for “best to promote” as Marketing tools

3.1.2.7. Prioritize Port Towns challenges for “key to correct” for Marketing purposes.

3.1.2.8. Develop Timeline of Proposed Marketing Opportunities and Tactics (include target market, partners, cost, and benefit)

3.1.2.9. Develop Financial Plan for Three to Five years

3.2. Project Management: Oversight and project management will be performed by the PT CDC. Previous marketing studies will be made available to the vendor.

4. Vendor Requirements (Technical Proposal)

4.1. Mandatory Requirements: The offeror must provide the following mandatory information:

4.1.1. Have you ever provided service to a multi-jurisdictional area? Describe.

4.1.2. Has your firm or anyone on your staff done any professional work with any of the PT CDC Directors? (a list of Directors can be found at <http://porttowns.org/boardmembers.html>)

4.1.3. Include signature page to your proposal by a principle of your organization.

4.1.4. Failure to provide this information may be cause for the proposal to be rejected.

4.2. Vendor Organization: Describe your organizational history, mission, vision, and structure and explain how your organization qualifies to be responsive to the requirements of this RFP. Include your company size, distribution system, and customer service structure, number of employees, technical licenses or certificates relative to the product or service being offered.

4.2.1. How do you bill for services and what are your standard terms?

4.3. Vendor Qualifications and Experience: Describe your (or your company’s staff) qualifications and experience providing similar services as required in this RFP. Include any work within Prince George’s County, Maryland.

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- 4.4. Statement of Work Proposal: Clearly, state how the proposal will satisfy the Statement of Work (SOW) requirements, and explain the approach used to satisfy the requirements.
- 4.5. Schedule: Please provide the expected time to complete the project “Port Towns Strategic Marketing Plan”, and provide three interim bench marks and dates in the process.
- 4.6. References: Provide a minimum of three (3) trade references including names of persons who may be contacted, position of person, addresses, and phone numbers where similar products or services similar in scope to the requirements of this RFP have been provided. Include Towns/Cities, non-profit groups, and services provided in Prince George’s County.
- 4.7. Resumes: The offeror shall provide resumes for each staff member responsible for design, implementation, project management, or other positions identified in the requirements of the RFP. Resumes shall include education, experience, license, and/or certifications of each individual.
- 4.8. Other: Please feel free to tell us anything else that would help us to learn more about you.

5. Cost Proposal

- 5.1. The offeror shall submit a cost proposal in a separate **sealed** envelope marked Confidential Cost Proposal and must be received by 4:00pm April 19, 2013.
- 5.2. The Cost Proposal shall be opened only after the technical portion of the proposal has been evaluated.

6. Method of Evaluation and Award

- 6.1. Evaluation Criteria: An evaluation team composed of representatives of the PT CDC and/or Partners will review the proposals. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

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Evaluation Criteria	Points
Mandatory Requirements	Pass/Fail
Optional – Pre-Bid Registration: Intent to Submit	2
Firm's Similar project experience	30
Firm's Personnel background	20
Firm's prior track record with multi-jurisdictional areas and community based non-profits	10
Minority/women owned business	10
Small (Micro Enterprise) Business (15 or less employees)	10
Local county business	10
Technical Proposal Total Points	92
Fee proposal Points	40

6.2. Best and final offers: The Port Towns CDC may, at its sole option, either accept an initial proposal by award of a contract or enter into discussions with offeror whose proposals are deemed to be reasonably susceptible of being considered for award. After discussion are concluded an offeror may be allowed to submit a “Best and Final Offer” for consideration.

6.2.1. Negotiations The Port Towns CDC may, in its best interests, elect to enter into negotiations with the apparent low responsive and responsible bidder.

7. Pre-Bid Action

7.1. Register: Please go to www.porttowns.org/plan to register your intent to place a Bid by March 28, 2013. This is not required for a bid, but provides additional evaluation points.

7.2. Pre-Bid Questions - can be submitted via www.porttowns.org/plan. Questions can be entered up to April 5, 2013. Answers will be posted within 24 hours of the questions. April 5, 2013 is the final day for pre-bid questions. Questions should be entered anonymously. When you register for the Questions Forum use an anonymous screen name.

8. Proposal Response Format

8.1. The proposal must be submitted via email with 5 hard-copies in the following fashion: The proposal shall be submitted under the same cover at the same time, in two (2) distinct sections: “Port Towns Strategic Marketing Plan” and a Cost Proposal.

8.2. **IMPORTANT:** All responses to the requirements in Sections 4 in this RFP must clearly state whether the proposal will satisfy the referenced Statement of Work (SOW), and the manner in which the SOW will be satisfied.

8.3. Figures and tables must be numbered and referenced in the text by that number.

8.4. Submit proposals by 4:00pm **April 17, 2013** via Email to ptcdc@porttowns.org AND

8.4.1. Five (5) hard copies should be received in our office by 4:00pm April 19, 2013.