



## Village of Marvin

### Request for Proposals (RFP)

Date of Issue: May 22, 2023

Proposals Due: June 15, 2023

## Marketing and Social Media Consulting for the Public Education for General Obligation Bonds for Roads and Recreation

### A. Purpose for RFQ & Project Background

The Village of Marvin is seeking a marketing/advertising firm with relevant experience in voter outreach/education to create, publish, and mail public education materials in a variety of physical and electronic mediums relating to the Village's 2024 General Obligation Bond Referendum. The Village of Marvin is seeking General Obligation Bonds in order to assume maintenance and repair roads currently maintained by NCDOT within the Village's municipal limits, as well as to construct walking paths and recreational trails to promote walkability and recreation.

This RFP provides complete information of the services being sought, the submittal requirements, and the timeline. Proposals and questions should be emailed to Austin Yow, Village Clerk & Assistant to the Manager, at [clerk@marvinnc.gov](mailto:clerk@marvinnc.gov). Proposals must be received by 12pm on June 15, 2023.

Austin W. Yow  
Village Clerk & Assistant to the Manager  
Phone: (704) 627-2018  
Email: [clerk@marvinnc.gov](mailto:clerk@marvinnc.gov)

Please note that this RFP does not obligate the Village to pay any costs incurred by respondents in the preparation and submission of a response, nor does it obligate the Village to accept or contract for any expressed or implied services. The Village reserves the right to reject any and all submittals.

### B. Scope of Services

The following is a preliminary scope of services that may be modified during contract negotiations with the selected consultant/firm.

#### • **Pre-Referendum Deliverables\***

- Physical Materials could include but are not limited to: flyers, postcards, handouts, banners, signage, voter guides, etc.
- Some physical materials would need to be mailed to Marvin residents.
- Digital Materials could include but are not limited to:
  - Social media content, including paid ads (the Village currently has a presence on Facebook, Instagram, Nextdoor, Twitter, and YouTube).
  - Production of videos (including interviews with public officials).
- Messages will focus on the projects included in the scope of the bond proposals, the tax burden, as well as voting information (methods, locations, and times).
- These messages are for educational purposes and shall not encourage an affirmative vote.



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- **Post-Referendum Deliverables\***

- Same marketing mediums as pre-referendum, but on a smaller scale.
- Messages will focus on thanking the residents for voting, and (if approved) the next steps for the projects in the bond scope.

**\*Please note that all content will need to be reviewed by the Village Attorney for compliance with the North Carolina General Statutes and relevant case law.**

**C. Schedule**

<b>Preliminary Project Schedule:</b>	<b>Date</b>
Proposals Due	June 15, 2023
Contract Awarded	June 29, 2023
Public Education Begins	August 1, 2023
Referendum Date	March 5, 2024
Public Education Ends	April 1, 2024

**D. Submittal Response Requirements**

Provide an electronic copy in PDF format of your submittal. Submittals must contain the following:

**Section 1 – Letter of Interest:**

Provide a Letter of Interest including a synopsis of the firm, the team’s qualifications, the project manager and primary contact, the project principal representing the contractual authority of the firm (if applicable).

**Section 2 – Project Organization:**

Provide a project organization chart identifying the team composition. Define key staff members who will be working on the project and explain their roles.

**Section 3 – Project Approach and Schedule:**

Provide a description of the proposed marketing strategy for the project. Identify key challenges you anticipate and how you plan to address them. Provide a proposed project schedule, showing tasks, milestones, and deliverables, including review meetings with Village Staff.

**Section 4 – Reference Projects/Portfolio – Experience and Expertise:** Please identify recent, representative projects of a similar scope performed by the proposed team. For each project provide references (name, email, and phone number), estimated and completed project budget, year(s) the project was performed. Please include samples of marketing materials used in previous projects. Experience with public education, voter outreach, and public referenda is preferred.

**Section 5 – Estimated Cost of Project:** Please provide an estimated cost of project from beginning to completion, including social media advertising costs.

**E. Selection Criteria**

Proposals will be reviewed on a competitive basis. The most qualified firm will be selected.