



REQUEST FOR PROPOSALS  
Middlebury Business Development Fund  
Digital Marketing Tool / Video  
Middlebury, VT  
Date of Issue May 9, 2014

**SUMMARY**

The Town of Middlebury, Vermont, seeks the services of a qualified consultant to produce a digital marketing tool/video representing the advantages of launching a business, relocating a business and generally living, working, and playing (recreation) in Middlebury. All proposals are due May 30, 2014 no later than 1:00PM.

**PROJECT SUMMARY**

The creation of a more robust and refined digital presence for the community of Middlebury, Vermont, has been identified as a priority by the Middlebury Business Development Fund (MBDF) – an economic development focused public-private partnership between Middlebury College, the Town of Middlebury and the surrounding business community in Addison County. Building from the successful launch of [www.experiencemiddlebury.com](http://www.experiencemiddlebury.com) and with an eye toward engaging an external audience, the digital marketing tool/ video will serve the following purposes:

- Deliver appropriate messaging around current economic development efforts in Middlebury to both regional and international audiences;
- Incorporate aspects of the “Vermont” brand and value as defined by unique Middlebury-based attributes;
- Provide the opportunity for an emotional connection between appropriate target audiences and the larger Middlebury community;
- Act as standalone/independent marketing collateral while simultaneously complementing and being incorporated into the aforementioned [www.experiencemiddlebury.com](http://www.experiencemiddlebury.com) site;
- Represent Middlebury as the social, educational and economic hub of central Vermont.

This Project will help to reframe Middlebury as a place where entrepreneurs can be successful; where families and children can thrive; where small and mid-sized business can flourish and where the balance between small town quality and international access is achievable – modern rural.

## **PROJECT MANAGEMENT**

The Middlebury Business Development Fund will assemble a committee to review proposals, provide responsive guidance, make a recommendation to the Middlebury Selectboard with regard to a successful bidder and manage the day-to-day aspects of the Project. As such there will be one primary point of contact during the Project's timeline. All questions and responses to this Request for Proposals should be directed to Mr. Jamie Gaucher via electronic mail at [jgaucher@townofmiddlebury.org](mailto:jgaucher@townofmiddlebury.org).

## **AVAILABLE RESOURCES**

The costs associated with this Project will be addressed by the Middlebury Business Development Fund. The MBDF's budget comprises resources from Middlebury College, the Town of Middlebury and financial contributions from the surrounding business community and is managed via conventional municipal oversight within the Town of Middlebury. It is expected that costs associated with production and delivery of a digital marketing tool/video will not exceed \$20,000. Additionally, the Project anticipates access to existing resources at Middlebury College via their Communications group – pre-existing video and images that may be incorporated into the Project.

## **SCOPE OF SERVICES**

The Consultant will conduct the following minimum tasks. Bidders are encouraged to expand on these tasks, to provide detail on how they are to be accomplished, to recommend which tasks require greater emphasis, and to suggest additional tasks that may be necessary or beneficial, but were not identified in this RFP.

**Task 1 – Project Meetings:** The Consultant will work closely with the MBDF throughout the Project to discuss progress and direction – weekly check-ins. Meeting formats may include video conferences, conference calls and in-person conversations.

**Task 2 – Project Plan:** The Consultant will work with the MBDF to collaboratively design and gain approval of a production schedule and overall Project timeline.

**Task 3 – Development of Original Content:** The Consultant will secure any and all original video and audio resources that will become incorporated into the final marketing tool/video.

**Task 4 – Incorporation of Pre-existing Content:** The Consultant will work with the MBDF to identify applicable pre-existing content that may be included in the Project. The securing of rights associated with any pre-existing video or audio resources that may be incorporated in the final tool/video will be the responsibility of the Consultant.

**Task 5 – Editing and Post Production:** The Consultant will work independently to produce a minimum of two (2) draft-versions of the digital marketing tool/video for review and comment by the Project's committee.

**Task 6 – Delivery of a Marketing Tool/ Video:** The Consultant will produce a marketing tool/video that can be incorporated into [www.experiencemiddlebury.com](http://www.experiencemiddlebury.com) and be independently distributed to various audiences via the web or other media. The resulting tool/video will help to reframe Middlebury as a place where entrepreneurs can be successful; where families and children can thrive; where small and mid-sized business can flourish and where the balance between small town quality and international access is achievable – modern rural.

## **SELECTION SCHEDULE**

|                   |  |
|-------------------|--|
| May 9, 2014:      | Release of RFP   |
| May 19, 2014:     | Last day for written questions*                          |
| May 23, 2014:     | Project will post responses to written questions         |
| May 30, 2014:     | Deadline for submission of proposals                     |
| June 23-26, 2014: | Interviews with selected consultant candidates           |
| July 8, 2014:     | Selection Committee makes recommendation to Select Board |
| July 9, 2014:     | Approximate date of award announcement                   |
| July 14, 2014:    | Approximate date of contract signing                     |
| July 15, 2014:    | Approximate start date for consultant                    |

\*Please see the PROPOSAL INQUIRIES section for information on this process.

## **SUBMISSION REQUIREMENTS**

### 1. Project Approach

A description of the proposed approach to accomplish the Scope of Services and the manner in which the Consultant will work with the Project Team in coordinating the Project. Creative approaches to completing the work are encouraged.

### 2. Qualifications

A description of the Consultant's qualifications, capabilities, and organizational structure. Identify the Project team including qualifications, experience, and specific responsibilities of the Project manager and staff that will be assigned to the Project - include a resume for each member of the proposed project team.

### 3. Relevant Work Experience and References

Examples of Projects similar in scope and scale completed by the Consultant (by the staff that would be assigned to this Project, if possible). Provide a brief description including completion date, budget, type and scope of Project, and contact person with telephone number for reference.

### 4. Work Schedule

A detailed schedule indicating how the Project tasks will be organized to complete the work product outlined above with the target end date of September 2014. Please address the Consultant's current workload and availability to start the Project within four weeks of stated Contract Award date of July 9, 2013.

### 5. Insurances

All contractors are required to carry Workers' Compensation Insurance as per Vermont State Statute. Sole proprietors may sign a waiver of workers compensation insurance. All contractors are required to carry Public Liability Insurance for Bodily Injury and Property Damage at a combined single limit of One Million Dollars (\$1,000,000) per occurrence. All contractors are required to carry Professional Liability Insurance. The Contractor will be asked to provide the Named Member with such Certificates of Insurance, prior to the commencement of a signed contract.

#### 6. Cost Proposal & Fee Schedule

The Consultant's proposed budget and cost for completing the study must include a task breakdown of Project cost by each staff/team member and hours assigned to each staff/team member. As part of the cost proposal, the Consultant shall also provide hourly rates, by personnel, for additional services. Please include a fee schedule.

#### **SELECTION PROCESS**

A Consultant Selection Committee will be responsible for the review of Project proposals and the selection of a recommended qualified Project Consultant. All proposals will be opened after the deadline for submitting proposals.

Proposals will be evaluated based on the following criteria:

1. Demonstrated understanding of the Project and of Middlebury's unique context (25 points)
2. Thoroughness and comprehensiveness of services Consultant proposes to provide (25 points)
3. Project concept that is thoughtful and creative (20 points)
4. Overall experience and quality of work on similar Projects (20 points)
5. Adequately assigned resources and staffing to do the work (5 points)
6. Ability to achieve tasks within a reasonable budget (5 points)

All Proposals must respond to all submission requirements as stated in this RFP.

#### **CONDITIONS OF SUBMISSION**

All proposals submitted in response to this RFP become the property of the Project Partners. The cost of preparing, submitting and presenting is the sole expense of the applicant. The Town reserves the right to reject or modify any and all proposals received as a result of this solicitation, to waive any formality and any technicalities, to negotiate with any and all consultants or to cancel this RFP in part or in its entirety if it is in the best interest of the Town. This request in no way obligates the Town to award a contract.

The Project Partners have the right to disclose information contained in the proposals after an award has been made unless the Consultant requests certain portions remain confidential. All work products developed for this Project shall be considered public information and shall be co-owned by the Project Partners and the Consultant. All work products, both paper and digital, and borrowed materials shall be delivered to the Project Partners prior to final payment.

The Town reserves the right to amend the RFP and bidders are encouraged to regularly check the following website for updates: <http://www.experiencemiddlebury.com>

**PROPOSAL SUBMISSION**

All proposals are due by 1:00PM Eastern on May 30, 2014. Proposals should be submitted electronically as a single PDF. Please submit them to:

Jamie Gaucher

Director of Business Development & Innovation

Middlebury Business Development Fund

[jgaucher@TownOfMiddlebury.org](mailto:jgaucher@TownOfMiddlebury.org)

**PROPOSAL INQUIRIES**

All inquiries should be submitted in writing via email by 5:00PM on May 19, 2014. The MBDF will post written responses to the Project website page by May 23, 2014 and email them to any who submit questions and/or request to be emailed with this information. Please email your questions to:

Jamie Gaucher

Director of Business Development & Innovation

Middlebury Business Development Fund

[jgaucher@TownOfMiddlebury.org](mailto:jgaucher@TownOfMiddlebury.org)

No questions will be answered outside of this inquiry process.