



Uptown Grand Rapids

REQUEST FOR PROPOSAL

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Introduction to Uptown GR, Inc

Uptown GR brings people, partnerships and possibilities together to sustain a strong and vibrant urban district. Through intentional strategic design and four thematic areas of focus, Uptown supports the growth of the local economy while preserving the distinct character of each of four business districts (**Eastown, East Fulton, East Hills and Wealthy Street**), attracting visitors through place making and activities and supporting people-first mobility to and through the area.

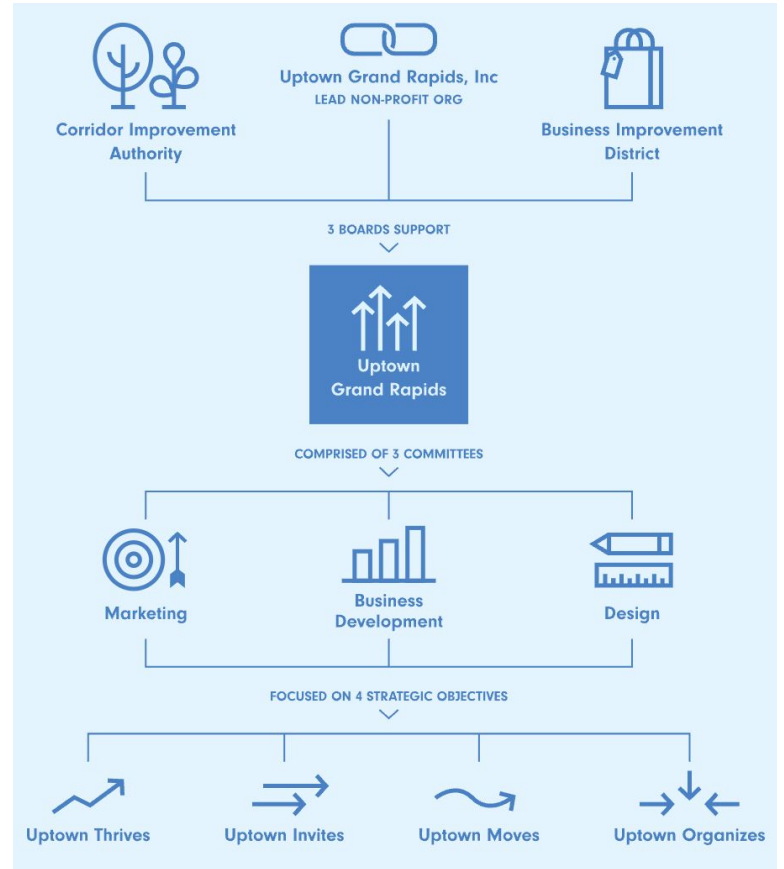
Uptown provides financial and volunteer support for strategic projects that promote local businesses in the district, enhancing public spaces, attracting and retaining new investments and engaging business and property owners in local decision-making.

Discover the history: <https://uptowngr.com/discover/>

Uptown is comprised of a non-profit, three volunteer-run committees and three staff, including Ingrid Miller, Executive Director.

This RFP is recommended by Uptown GR Inc, funded by the CIA, overseen by the volunteer-run Uptown Marketing Committee, and managed by the Uptown ED.

To maintain equal opportunity for all submissions, correspondence will be formally limited to the QA window, and communication dates regarding bid status per timeline outlined. All correspondence will be managed through [rfp@uptowngr.com].



Uptown Strategic Objectives

Uptown drives growth of the local economy through four central ideas.

Uptown Thrives

Grow the local economy while preserving the distinct character of each district.

Uptown Invites

Attract people to Uptown through placemaking and activities.

Uptown Moves

Support a people-first mobility plan that advocates for public transit, safety and wayfinding.

Uptown Organizes

Plan, manage and fundraise collaboratively for Uptown, its business districts and neighborhoods.

Through this RFP, we serve to:

Invite. Uptown seeks to invite the broader public into our welcoming community – lifting our mission of drawing people, partnerships and possibility together for all who live, work and play here and make Uptown the strong, vibrant and sustainable urban district it is today.

The Ask: Proposing a Brand Campaign

Uptown seeks a partner in the development of a brand campaign to lift Uptown within the community. The selected will be responsible for the following efforts as contributing partner to Uptown Marketing Committee within an allocated budget of \$20,000 serving FY2023.

Research

Survey or interview business owners and residents as identified by Uptown.

Campaign Concept Development

Create a campaign in support of all that Uptown is to the community, that can be adapted over a year for continued engagement.

Launch Strategy + Fiscal Plan

Identify platforms that support the campaign concept, and rationale for why.

Experiential marketing or launch events considered.

Note: Media buying and event costs - if necessary - are separate from the scope of this proposal.

Measure and Evolve

It is intended that this campaign will be rolled out iteratively, adapted to build upon gained metrics for maximum engagement and returns throughout the fiscal year.

Campaign Goals

- **Placemaking.** Attracting and celebrating Uptown for all that it is and means to those who live, work and play here
- **Sharing the Uptown feeling.** Increasing awareness of Uptown as a connected community, experientially
- **Extending an open invite.** Inviting you to experience Uptown for all that it is - residential streets, one of a kind shopping and eclectic dining atmosphere
- **Honoring the neighbors.** Build upon the community that lives here and has made Uptown what it is today.

Contract Timeline

- (Week of) July 11: Target kickoff
- August 2022: Target campaign readiness date
- September 2022: Anticipated first round of performance metrics
- October 1 (*and bi-monthly thereafter as needed*): Anticipated campaign adaptation based on metrics
- June 20, 2023: Anticipated partnership and data collection through-date

A Successful Partner Will...

Develop a brand campaign that:

- Creates authentic community among residents and visitors
- Has scale and longevity. A campaign that can be built upon throughout this fiscal year
- Celebrates Uptown and the strategic values as highlighted
- Increases site traffic via Google Analytics for duration of campaign run times and considers Google Ads biweekly report (can be automated) as necessary for any suggested campaign buy
- Sees an increase in search traffic, surrounding ownable keywords related to Uptown Grand Rapids

Positively influence Uptown metrics, including:

- Placera pedestrian traffic during campaign run times
- Increase parking meter data
- Word of mouth relationships with business owners and residents, elevating Uptown as a community together

What we're not doing

- Driving discounts or coupon books
- Talking about street boundaries
- Relaunching website

Submission Requirements

Question and answer window, please include:

- PDF document with outstanding questions not covered through this RFP
- Location and Timing: QA to be submitted to [rfp@uptowngr.com] by 5PM on Friday, June 10 for collection and response. Responses from Uptown will be posted anonymously and as a collection to website Tuesday, June 14

RFP response, please include:

- Background of entity (firm/agency/studio/talent)
- Core team biographies
- Narrative outlining firm strengths and distinguishing skills or capabilities as they may relate to supporting Uptown in this work
- DE&I statement
- Representative portfolio assets, including but not limited to social media advertising, organic social media content, and traditional campaign efforts
- Location and Timing: Please submit all proposal elements by PDF document to [rfp@uptowngr.com] by June 17. Confirmation of receipt will be provided.

Submission Evaluation and Scoring

Response
Completion

Portfolio
Relevancy

Values
Alignment

= Total Score

Submission Timeline

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		June 1, 2022 Request for RFP opens	2	3	4	5
6	7	8	9	June 10 QA deadline to submit: 5PM	11	12
13	June 14 Uptown QA response by 12PM, to website	15	16	June 17 RFP closes	18	19
20	June 21 Selection of top bidders / notification to unsuccessful bidders	June 22 Video interview if/as needed begins	23	June 24 Video interviews complete	25	26
27	June 28 Negotiation with top selection begins	29	June 30 Contract award	July 1	2	3