



CITY OF LAWRENCE REQUEST FOR PROPOSAL (RFP)

RFP Number: R1211

Purpose of RFP: The City of Lawrence is seeking proposals from qualified marketing firms to provide assistance in developing and implementing a marketing plan related to attracting retirees to Lawrence and Douglas County.

RFP Description: Development of a marketing plan and campaign, along with collateral marketing materials to target retirees in relocating to Lawrence and Douglas County. Estimated price and terms for services should be provided listing breakdown of scope of services.

Department: City Manager's Office

Contact: Cynthia Wagner
Assistant City Manager
(785) 832-3400
cwagner@lawrenceks.org

Site Visit Requirements: none

Copy Requirements: Submit five (5) copies of proposal and one electronic copy in PDF format.

Due Date & Time: Friday, August 25, 2012; 5:00 p.m.

Deliver Proposals To:

City Of Lawrence, Kansas
City Manager's Office
Cynthia Wagner, Assistant City Manager
6 East 6th Street
Lawrence, Ks. 66044

Project Background:

In recognition of the importance of retaining and attracting retirees as an economic development tool, the Lawrence City Commission and Douglas County Commission established the Retiree Attraction and Retention Task Force in July 2011. These Commissions charged the task force with developing recommendations that will assist the City and the County in retaining and attracting retirees to our community.

The 12-member task force began meeting in October 2011 and identified four broad areas that subcommittees should study:

- Medical services, social services, healthy lifestyles, and volunteer opportunities
- Financial, legal, transportation, and employment opportunities
- University of Kansas, educational services and cultural entertainment activities
- Housing

The subcommittees evaluated the Lawrence/Douglas County community in terms of strengths, weaknesses, opportunities and threats in each area. Based on this analysis, the task force developed three immediate Action Steps for the City and County to take in 2012 and five near-term Recommendations for the City and County to consider in 2012 in an effort to retain and attract Boomers to Lawrence. One of the immediate action steps was development and implementation of a marketing plan and campaign. All recommendations and findings are outlined in the Retiree Attraction and Retention Final Report, found at:

http://www.lawrenceks.org/assets/boards/ratf/ss_retiree_attraction_task_force_final_report.pdf

Scope of Services

The marketing plan and campaign should capitalize on the strengths of the Lawrence and Douglas County community as outlined in the Retiree Attraction and Retention Task Force Final Report. This marketing plan should carefully identify the target market niche and create marketing materials for distribution.

All work outlined in firm's role should include creative and photographic material in print and electronic media.

Firm's Role

1. Review work of the Task Force in identification of marketing information.
2. Identify/target the most effective marketing audiences.
3. Develop retiree relocation sales kit to be mailed to prospects.
4. Develop a website promoting Lawrence as a retirement destination. Website should serve as basis for development of repository of all senior information in Lawrence as outlined in task force recommendations.
5. Produce initial inventory of 1,000 marketing kits, which could be easily updated for additional print runs.

Firm Qualifications

The selected marketing firm is expected to have experience in development and implementation of a large scale marketing plan. Management and facilitation of similar projects of this scope will be evaluated.

Proposals should include

1. Name(s) of principal(s) of firm assigned to this project along with resume(s) of experience with all appropriate contact information.

2. Names and information of other key personnel to be involved in the project team – please include resumes of all key personnel.
3. A list of similar work experiences within the past five years, along with a client list we can contact for references.
4. Pricing relating to creating a marketing and advertising campaign online, in print and in periodicals.
5. What makes you the best fit for us? Why should we select your firm over another?
6. Provide information on experience you have working with government agencies

Evaluation Criteria

1. The ability to meet or exceed all requirements outlined in the scope of services and firm's role.
2. Staff qualifications and experience.
3. Cost effectiveness.
4. References

During the evaluation process, the City of Lawrence reserves the right, where it may serve the City's best interests:

- a. To request additional information or clarifications from proposers, or to allow corrections of errors or omissions.
- b. At the discretion of the City, firms may be requested to make oral presentations as part of the evaluation process.
- c. To retain all proposals submitted and to retain any ideas in a proposal regardless of whether a proposal is selected.
- d. To reject any and all proposals submitted.

Submissions of a proposal indicates acceptance by the firm of the conditions contained in the Request for Proposal.