



## TOWN OF OLD SAYBROOK Economic Development Commission

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302 Main Street • Old Saybrook, Connecticut 06475  
Telephone (860) 395-3139 • FAX (860) 395-3125

David Prendergast, Chair  
Vacant, Vice Chair  
Sandra Roberts, Secretary/Treasurer

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Judy Ganswindt  
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Norman "Nick" Prevost  
Elizabeth Swenson  
Susan Quish  
Erica Cosenza, Alternate  
Michael Bender, Alternate

### REQUEST FOR PROPOSAL FOR MARKETING SERVICES

#### **Project Overview**

The Town of Old Saybrook Economic Development Commission (EDC) is accepting proposals to provide marketing services in support of its activities and interests. The EDC seeks to have ongoing promotion throughout the four seasons to keep people interested in visiting the Town of Old Saybrook and patronizing its businesses year-round and to promote Old Saybrook as a desirable location to live, work and play for businesses and young families in particular. Old Saybrook has been proactive in trying to extend the tourist season, attract new businesses to diversify the economy and recruit businesses with employment opportunities to attract workers with a wide range of skills, ages and income needs. The challenges of the pandemic have reinforced the Town's need to continue these efforts to create a strong year-round economy.

#### **Organization Overview**

The EDC is made up of seven members and two alternate members and is supported by a part-time staff person. The EDC is tasked with: 1) attracting new businesses and providing resources to existing and new businesses, including publicizing economic and other resources; 2) partnering with the Old Saybrook Chamber of Commerce and other businesses and organizations to draw people to town to support businesses and special events; 3) supporting and promoting sound, intelligent economic development initiatives that are consistent with the Town Plan of Conservation & Development.

Old Saybrook's population is 10,481 residents and has remained relatively unchanged since 2000 while its population has continued to age. Key demographics:

- Median age 51.8 years;
- Median income \$83,132;
- Poverty Rate 3.9%;
- Affordable Housing Stock 155 (2.77%).

Old Saybrook is centrally located between New York and Boston at the mouth of the Connecticut River and Long Island Sound which makes it a destination by boat, car and train. It has a train station that supports rail transportation through Shoreline East and Amtrak. Old Saybrook is the commercial hub for the region and especially flourishes in the summer months when visitors flock to the shoreline. Retail, restaurants, recreation, services and attractions rely on summer tourism to offset the population and workforce decline during the offseason. The town is home to The Kate (a performing arts center and concert venue offering live music, concerts, comedy shows, theater, musicals and children's programs), eight marinas, Saybrook Point Resort & Marina, Tantor Media, From You Flowers, Iterum Therapeutics, and Sound Manufacturing as well as a variety of unique and distinct shops and dining options.

The EDC currently has two electronic newsletter lists, one for events and one for business as well as a Facebook following of 831 and an Instagram following of 711. The electronic newsletters are maintained by the EDC staff person and the Facebook and Instagram posts are maintained by a marketing vendor. Our social media can be found at [@saybrookbiz](https://www.facebook.com/saybrookbiz) and our webpages can be found at <https://www.oldsaybrookct.gov/economic-development>. In the past, the vendor has also provided targeted digital advertising campaigns using videos and Facebook postings. Vendor has also coordinated video footage of special events in town to use for future promotions.

## **Scope of Work**

The EDC seeks proposals that include the following services to use as appropriate to promote the aspects highlighted in the project overview:

- Marketing strategy development with annual calendars;
- Digital advertising services including content creation, media purchase, media placement and reporting on social media, streaming audio, streaming video, and display platforms;
- Social Media management for Facebook, Instagram and additional platforms as may be advantageous;
- Print media content creation and media purchase/placement;
- Content creation options: graphic design, photography, video production, copywriting.
- Potential creation of a website designed for outside visitors that is targeted and focused in a way that our town-sponsored site is not, or help with improving our town-sponsored site to meet our goals and objectives more effectively.
- Potential branding of our downtown and/or shopping areas.

## **Budget**

The EDC has up to \$17,500 to spend on marketing services in the current fiscal year. In addition, we recently received a grant through the American Rescue Plan Act funds allocated to our town to help with business revitalization that could add up to \$25,000 annually to this budget for the next four years.

## **Selection Criteria**

Proposals will be judged on:

- Vendor's ability to provide the services requested;
- Experience of staff members servicing our account; experience working with municipalities a plus.

The EDC reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of the Town of Old Saybrook, including:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered

## **Project Timetable**

Date	Action
January 17, 2023	RFP Posted
February 7, 2023	Requests for interpretation or clarification due
February 13, 2023	Addendum with answers to interpretations and clarifications posted
February 27, 2023 – 4:30 pm	RFPs due
February 27 – March 27, 2023	EDC reviews RFP submittals and interviews select consultants
April 14, 2023	Contract awarded

Inquiries for Clarification: The EDC will not respond to individual requests for oral or written interpretation and/or clarification of the RFP specifications for any reason. The EDC will respond to a respondent's written request(s) for interpretation and/or clarification by an addendum to the RFP documents made available to all respondents. Every request for such information shall be made in writing via email to: [Jennifer.donahue@oldsaybrookct.gov](mailto:Jennifer.donahue@oldsaybrookct.gov) .

## **Proposal Requirements**

All proposals must be submitted in sealed envelopes or packages addressed to:

Office of the First Selectman  
ATT: Jennifer Donahue  
302 Main Street Old Saybrook, CT 06475  
RFP 2023 – Economic Development Marketing

Proposals transmitted by fax or email will not be accepted or reviewed.

Proposals must contain the following items:

- List of employees who will provide services and their qualifications.
- List of services provided by your company.
- List of additional services that your company can provide through subcontracting with alternate vendors.
- Two professional references.

Proposals must be received no later than February 27, 2023 at 4:30 p.m. The contractor agrees this proposal will remain valid for a period of 90 days after the deadline for submission and may be extended beyond that time by mutual agreement.

OLD SAYBROOK IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER. MBE'S, WBE'S AND SBE'S ARE ENCOURAGED TO SUBMIT BIDS. REQUEST FOR PROPOSAL CONDITIONS:

- All submittals in response to this RFP are to be the sole property of the Town of Old Saybrook. Proposers are encouraged not to include in their submittals any information that is proprietary. All materials associated with this process are subject to the terms of state laws defining freedom of information and privacy and all rules, regulations and interpretations resulting from those laws.
- Any product, whether acceptable or unacceptable, developed as a result of this RFP is to be the sole property of the Town of Old Saybrook.
- Any costs and expenses incurred by Proposers in preparing or submitting submittals are the sole responsibility of the Proposer.
- In some cases, Proposers may be asked to give demonstrations, interviews, presentations or further explanation to the RFP Committee.