



# **TOWN OF CANTON**

## **Request for Proposals**

### **Consultant Marketing Services**

#### **Background**

The Town of Canton seeks a professional firm or individual to provide ongoing marketing services to support the Town's new Marketing/Tourism website. The Town is in the process of creating a new digital marketing initiative through the development of a website to support local business and tourism along with recruiting new businesses. A vendor has been selected to develop the website. The purpose of this request for proposal is to seek a marketing professional to develop content for the website on an ongoing basis.

Canton, Connecticut is a town of approximately 10,300 people located on the Farmington River in the North Central region of Connecticut. Following its early days of being known internationally for the production of axes and machetes, Canton has evolved into an attractive location for a broad range of professionals who work in the region's advanced manufacturing, finance, sports entertainment and health sciences sectors. The town hosts hundreds of in-home businesses and is now known as a destination for dining, entertainment, outdoor recreation and the arts.

#### **Scope of Services**

The selected marketing professional will be responsible for providing content for the new marketing/tourism website. The goals of this website will be to:

- Increase traffic to Canton's stores and restaurants
- Build awareness of Canton as a destination
- Increase visitation to Canton's arts, cultural and tourism assets
- Build synergy between local and regional marketing agencies, such as CTVisit
- Measure and benchmark the success of the marketing, public relations and communication initiatives
- Promote Canton as a location to start a business or bring an existing business

This will be accomplished by providing the following services:

- Create and manage content for the marketing website
- Provide marketing support for special events which will include a variety of promotional and advertising initiatives
- Manage social media postings related to marketing efforts
- Monitor and evaluate impact of marketing program on a routine basis

Responsibility surrounding the content for the marketing/tourism website shall include:

- At least one blog post weekly highlighting a relevant topic such as a new business or special event
- Numerous high quality photograph monthly emphasizing local attractions or events
- Managing a calendar of events
- Drafting brief articles about businesses or events which will build awareness of the region
- Providing marketing messaging and topics that will enhance web browser capabilities and search optimization
- Working with community stakeholders and the website vendor to maintain an active, current and vibrant website that will highlight the economic, recreational and cultural benefits that Canton has for the region

### Proposal Requirements

The submitted proposal must include the following:

- 1) Firm or individual description, including basic contact information such as office address, phone, website and email plus the primary and secondary points of contact. Also include information on the size of the firm and the various capabilities offered and biographical information on the principals and personnel who will be assigned to this account. Please specify who in your firm will be assigned to this project.
- 2) Describe the professional qualifications of the person or personnel who will be involved in the project.
- 3) Provide information on your approach to this project. Please be specific in describing your methods of keeping website content fresh and relevant on an ongoing sustainable basis.
- 4) Provide and describe specific examples of similar work products to enhance economic and tourism growth and provide links to where these products can be viewed.
- 5) Provide the names with contact information for other government agencies you have worked with in the past three years or are working with now.
- 6) Describe your specific methods and ability to gather and effectively utilize content for the marketing website.
- 7) Provide a proposed fee schedule described as a monthly lump sum inclusive of hourly rate and expense schedule along with an explanation of how fees are established. Also provide a listing of services available and potential costs, if any, that are related but outside the scope of work described in this RFP.
- 8) Any additional information that will assist in evaluating the qualifications of the consultant.

- 9) Provide three professional references for similar work that has been performed by your firm including the names, addresses, titles, email addresses and telephone numbers of the person most familiar with the work

### **General Conditions And Instructions**

Disclaimer: This Request for Proposals (hereinafter, “RFP”) is not a contract offer.

Proposal Submittals: Proposals must be submitted no later than 12:00pm, on September 25, 2020. Proposals may be hand delivered (Town Hall hours are limited due to COVID-19, check Town website for hours) or mailed to:

Office of the Chief Administrative Officer  
Town of Canton  
4 Market Street  
PO Box 168  
Collinsville, CT 06022

Proposal Package Form: All proposals shall be typed. Mistakes must be crossed out and corrections made in ink adjacent thereto, and initialed in ink by the party signing the proposal, or their authorized representative.

#### Posting

An electronic copy of this request for proposals, along with any changes, will be posted on the Town web site at [www.townofcantonct.org](http://www.townofcantonct.org).

Addendum(s) to this RFP may be issued by the Town. When issued, addendum(s) will be posted on the Town’s website under the “Request for Proposals” link. It is the respondent’s responsibility to check to see if RFP addendum(s) have been issued by the Town and to ensure that its proposal addresses all addendum(s).

Late Proposals: Proposals received after the deadline for submission shall not be considered.

Acceptance and Rejection of Proposals: The Town reserves the right to accept and reject any or all proposals, to waive any or all informalities, technical defects and clerical errors in proposals, and to accept an item or groups of items in the proposal, as may be in the best interest of the Town. The Town reserves the right to negotiate with one or more respondents as they see fit.

Lack of Fund Clause: If, during the term of the contract to be derived from this RFP, funds are not appropriated for such (services/material/equipment), The Town reserves the right to cancel said contract with thirty (30) days written notice. No expenses shall accrue to the Town of Canton for such cancellation. The Town shall cease immediately, if in any fiscal year during the term of the agreement, the Town fails to appropriate funds for the services that are the subject of this RFP.

Exceptions to RFP: Any and all exceptions of the Respondent to the terms and specifications of this RFP shall be made in writing and submitted in full with the proposal. For all other terms and specifications, submission of a proposal constitutes acceptance by the Respondent. The Town reserves the sole right to reject proposals which contain exceptions that are unacceptable.

Proposal Costs: All costs incurred in the preparation of the statement of qualifications will be borne entirely by the individual/ firm submitter. Anything submitted to the Town for consideration becomes the property of the Town and becomes public record.

Ownership of Proposals: All proposals submitted become property of the Town and shall not be returned.

Freedom of Information: Respondents to this RFP are hereby notified that all proposals submitted and information contained therein and attached thereto shall be subject to disclosure under the Freedom of Information Act.

Period Commitment: Proposals shall be final and binding on the Respondent for acceptance by the Town for 60 days from the RFP closing date and time.

Irrevocability of Proposals: Respondents may amend or withdraw their Proposal prior to this RFP's closing date and time by submitting a clear and detailed written notice to the Town. Subject to the Period Commitment provision detailed herein, all Proposals become irrevocable after this RFP's closing date and time.

Conflict of Interest: A Respondent filing a proposal thereby certifies that no officer, agent or employee of the Town who has a pecuniary interest in this request for proposal neither has nor shall participate in the contract negotiations on the part of the Town, that the proposal is made in good faith without fraud, collusion or connection of any kind with any other Respondent of the same call for proposals, and that the Respondent is competing solely in its own behalf without connection with or obligation to, any undisclosed person or firm. Respondents must fully disclose, in writing to the Town on or before the closing date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Respondent were to become a contracting party pursuant to this RFP. The Town shall review any submissions by Respondents under this provision and may reject any Proposals where, in the opinion of the Town, the Respondent could be in a conflict of interest or could be perceived to be in a possible conflict of interest position if the Respondent were to become a contracting party pursuant to this RFP.

Collusion: Any act or acts of misrepresentation or collusion shall be a basis for disqualification of any proposal or proposals submitted by such person guilty of said misrepresentation or collusion. In the event that the Town enters into a contract with any Respondent who is guilty of misrepresentation or collusion and such conduct is discovered after the execution of said contract, the Town may cancel said contract without incurring liability, penalty, or damages.

Assignment and Subcontractors: Assignment by successful Respondent(s) to third party of any contract based on the Request for Proposal or any monies due is prohibited and shall not be recognized by the Town unless approved by the Town in writing.

Investigation: Respondent shall make all investigations necessary to gather information regarding the service(s) to be performed under this request for proposal. Respondents with questions may contact Neil Pade the Director of Planning and Community Development **via email only** at:

Neil Pade  
Director of Planning and Community Development  
Town of Canton  
[npade@townofcantonct.org](mailto:npade@townofcantonct.org)