

## **REQUEST FOR PROPOSALS**

### **PROFESSIONAL CONSULTING SERVICES**

**to prepare a**

### **MARKETING PLAN FOR DOWNTOWN WINDSOR**

**January 18, 2012**

#### **TABLE OF CONTENTS**

A. Introduction	Page 1
B. Project Location	Page 1
C. Historical References	Page 1
D. Scope of Project	Page 2
E. Submittal Requirements	Page 3
F. Criteria for Selection	Page 3
G. Disclaimers	Page 4
H. Tentative Project Schedule	Page 4
I. Contact Information	Page 4
Map of DDA Boundaries	Page 5

Windsor Downtown Development Authority  
P.O. Box 381, Windsor, CO 80550  
[www.windsordda.com](http://www.windsordda.com)

**Windsor Downtown Development Authority  
January 18, 2012**

**REQUEST FOR PROPOSALS**

**PROFESSIONAL CONSULTING SERVICES  
to prepare a  
MARKETING PLAN FOR DOWNTOWN WINDSOR**

**SUBMITTAL DEADLINE: 5:00 p.m., Friday, February 17, 2012**

**A. Introduction:**

The Windsor, Colorado Downtown Development Authority (the "DDA") is circulating this Request for Proposals (RFP) in order to receive proposals from consulting firms which are qualified to provide professional consulting services for the preparation of a Marketing Plan for Downtown Windsor (the "Project").

This RFP is also posted on the Town of Windsor's website, [www.windsorgov.com](http://www.windsorgov.com), and is also available at the Windsor Town Hall, 301 Walnut Street, Windsor, Colorado, 80550.

**B. Project Location:**

The Town of Windsor is located approximately fifty miles north of Denver and is situated in both Weld and Larimer Counties. Downtown Windsor is located on Main Street, approximately five miles east of Interstate I-25. As it may be seen on Page 5, the DDA boundary, which includes Downtown Windsor, is approximately six (6) blocks and is bounded on the west by Seventh Street; on the south by the east/west alley between Main Street and Walnut Street; on the east by Second Street; and on the north by Windsor Lake and the Great Western Railroad right-of-way.

**C. Historical References:**

The Town was founded in 1882, incorporated in 1890, and became a home-rule municipality in 2003. The following documents also provide an historical perspective on the evolution of the Downtown district and the Windsor DDA.

**1. Formation of the DDA**

In May, 2009 the Town hired Britina Design Group and Progressive Urban Management Associates to create a Downtown Master Plan for Windsor. The Plan was intended to identify both urban design recommendations to improve Downtown and the appropriate financing solutions to implement those recommendations. The Plan recommended that the downtown business community create a Business Improvement District (BID) to provide additional financial resources for investment in the Downtown district. Additional information on the Downtown Master Plan can be found here: <http://windsorgov.com/index.aspx?nid=557>

Since the adoption of the Downtown Master Plan, the downtown business community chose to pursue a Downtown Development Authority (DDA) in place of the proposed Business Improvement District. In January, 2011, the downtown business and property owners voted to approve the creation of a DDA. Since their creation a Board of Directors has been appointed and they have adopted bylaws and their Plan of Development and have successfully executed an Intergovernmental Agreement with the Town of Windsor. The Plan of Development may be found here: <http://windsorgov.com/DocumentView.aspx?DID=3493>.

## **2. DDA Strategic Action Plan**

In July, 2011 the Windsor DDA Board engaged the Department of Local Affairs (DOLA) to aid in the creation of a Strategic Plan. That process has resulted in the development of a Windsor DDA mission statement and an Action Plan to implement the vision and goals of the Windsor DDA. The Action Plan provides five categories wherein objectives, projects, action items, measurements of success, potential partners and a timeline are identified. The entire Action Plan may be found here: <http://windsorgov.com/DocumentView.aspx?DID=3495>.

## **3. 2012 Work Plan**

The Windsor DDA Board created their 2012 Work Plan from the objectives and projects identified in the Action Plan. The work plan may be found here: <http://windsorgov.com/DocumentView.aspx?DID=3494>.

### **D. Scope of Project:**

The project shall consist of a contracted position developing an initial comprehensive marketing plan for Downtown Windsor which includes recommendations and implementation strategies for the following topics:

- Marketing plan and branding strategy; including creation of a Message Strategy and positioning Statements
- Public Relations
- Signage, including wayfinding signage to and within downtown
- Review of current downtown events and recommendations on how to incorporate the DDA and downtown businesses in those events
- Promotional materials
- Contact with members and the public – newsletters, newspaper articles, radio ads, and/or sponsorships
- New events and activities to promote the district
- Schedule of events and/or calendar of activities
- Website information and social media recommendations and strategies
- Other related marketing recommendations and strategies

The implementation strategies should include a prioritization and/or phasing plan that covers the next three years. In addition recommendations on the best method of implementation shall be provided (for example, would specific items best be implemented by the DDA Board, contractual marketing personnel, or

others). We are looking for a planned multimedia approach implemented in several phases to accommodate current budgetary considerations.

**E. Submittal Requirements:**

Interested consulting firms shall submit four (4) hard copies and one (1) electronic copy of their proposal. All submittals shall become the property of the DDA. The proposals are not intended to be disseminated to the general public.

The submittal packages shall include all of the following documents:

- A brief history of the participating consulting firms, including the year the firms were established and where their various offices are located.
- The proposed team members for this particular project, resumes and/or biographical information for all team members, their proposed roles, and their relevant experience.
- The team’s project experience as it relates specifically to this particular project, i.e., downtown marketing and event promotions.
- A narrative as to why your firm is best suited to perform this project.
- A list of projects that team members have completed within the last three (3) years, which shall include, at a minimum, the names of the projects, their locations, and the names, titles, phone numbers, and e-mail addresses of the persons which the DDA may contact for references.
- The team’s proposed process including timeline.
- A detailed cost proposal.

**F. Criteria for Selection:**

After February 17<sup>th</sup>, a committee will review all submittals. In turn the committee will select the firms that will be invited for interviews. In its review of the proposals, the committee will evaluate the following criteria:

- The team’s specific experience in working with the marketing and promotion of downtowns.
- The team’s qualifications.
- Project success relative to similar projects.
- Project personnel.
- The cost proposal submitted for the project.

During the interview phase of the selection process, the committee will be further assessing the qualifications of the firms relative to the following criteria:

- Project management skills.
- Accessibility of project personnel.
- Specific marketing techniques relative to developing downtown marketing plans.

The final determination for the award of the project will be based upon:

- The committee’s evaluation of all of the bullet points outlined in this Section F; and
- References.

**G. Disclaimers:**

Please note all of the following important information pertaining to this RFP process:

- Submission of a proposal does not constitute any type of obligation, agreement or contract between any firm and the DDA.
- Any and all costs incurred by firms submitting proposals are the sole obligation of the firms and shall not be subject to reimbursement by the DDA.
- The accuracy of any proposal is the sole responsibility of the firm submitting the proposal.
- Firms are advised to monitor the DDA’s website should there be any updated information released after the initial advertising and distribution of this RFP.
- Solely at its discretion, the DDA reserves the right to cancel or modify this solicitation for proposals at any time if it deems such measures are in the Town’s best interests.
- Submittals received after the submittal deadline will not be considered.

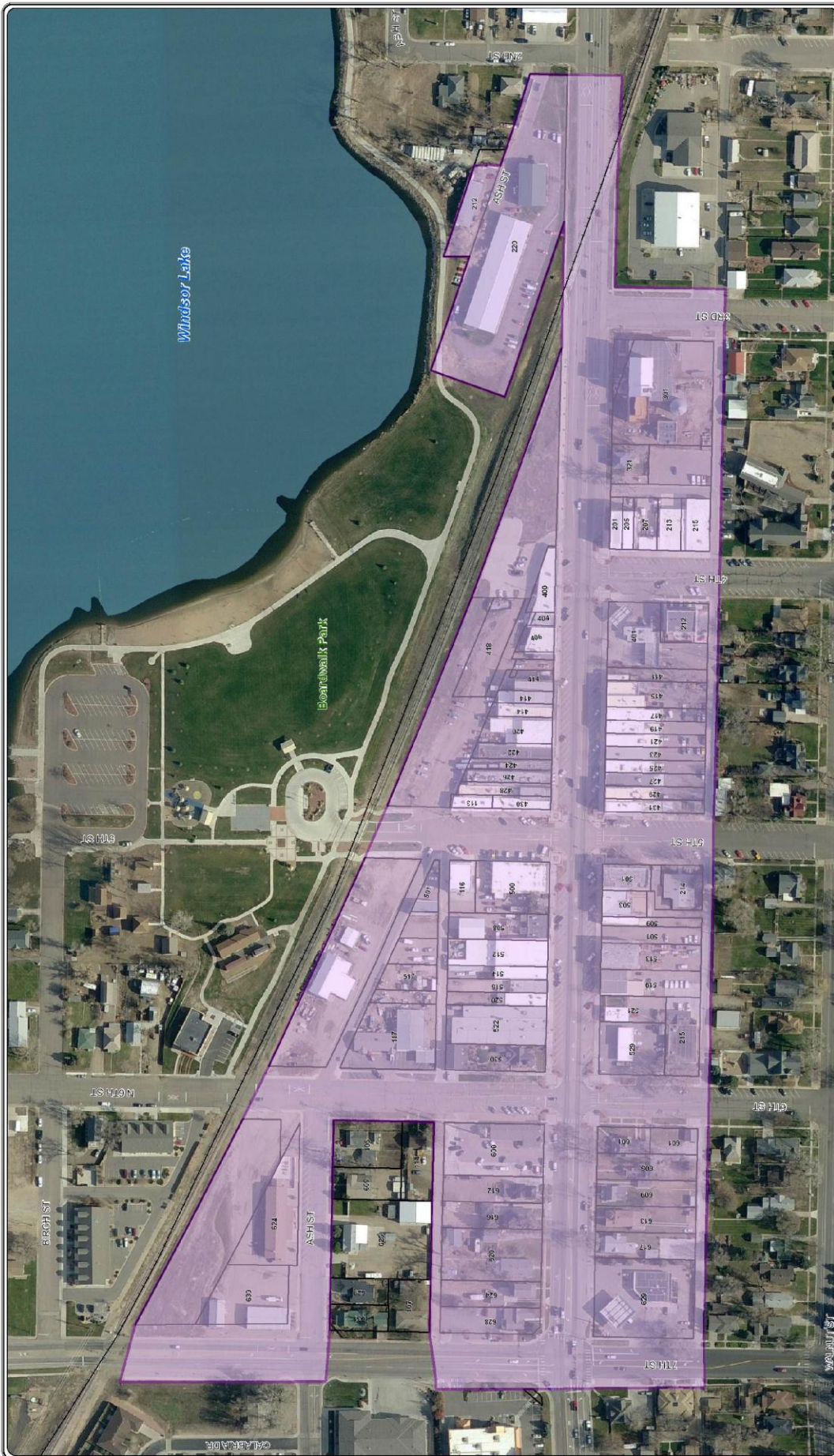
**H. Tentative Project Schedule:**

- RFP Submittal Deadline ----- February 17, 2012
- Interviews Scheduled ----- February 27, 2012
- Proposal Approved/Services Agreement Executed ----- March 21, 2012
- Adoption of Marketing Plan ----- July 1, 2012

**I. Contact Information:**

Questions and requests for clarifications should be directed to:

Elizabeth Fields, AICP  
 Associate Planner  
 Town of Windsor  
 301 Walnut Street  
 Windsor, CO 80550  
 Ph: (970) 674-2409  
 Fax: (970) 674-2456  
 E-mail: [efields@windsorgov.com](mailto:efields@windsorgov.com)



The information on this map is derived from the most current available data. The information is not guaranteed to be accurate, complete, or up-to-date. The information is provided "as is" and without warranty of any kind. The user assumes all responsibility for the use of this information.



0 125 250 500 Feet  
 1:5000



**Downtown Development Authority**