

Marketing and Special Events Management and Consulting – Request for Quotation

Thank you for responding to our initial request for special events planning consulting qualifications and fees. Based on your qualifications and response, we would like to offer you the opportunity to submit a proposal quotation for our 75th Anniversary Plan. The City of Windsor Heights engaged a consultant to assist in developing the attached strategic plan for its 75th Anniversary celebration activities.

The goal of our 75th anniversary celebration is to enhance our current special events through a full-scale marketing campaign that will result in both a heightened awareness of our offerings in addition to increased attendance from both citizens of Windsor Heights and outside our borders; provide several destination events such as potentially the Founder's Gala and a yet to be determined festival; engage demographics in our special events that have not typically become involved in the past; and market some of our new businesses, planned developments, housing stock, and opportunities throughout our City, all in concert with celebrating our origins and 75 years of incorporation.

A successful partner will be able to provide the following services to execute the plan and demonstrated successes in meeting the performance indicators contained within the plan:

- Graphic Design;
- Public Relations;
- Media Management;
- Project Management;
- Event Production; and
- Sponsorship Consulting.

A partner will be selected based on demonstrated ability to achieve our goals along with experience in strategic planning, entertainment and recreation programming, event coordination and management, experience with local government, creative marketing strategies, and executing technology platforms in marketing, project management and fundraising.

Your proposal should clearly identify your costs in executing the plan as delineated in three main areas of our Strategic Plan:

- 1) Overall 75th Anniversary Marketing Deliverables (Please include a line item budget for campaign design; type and amount for utilization of social media; website creation and associated costs; printing; public relations; etc.);
- 2) Project / Event Management including implementation scheduling; team coordination and management; marketing management; event management; (Please include a line item budget for all costs associated with the event management, to include your costs for each event and a total cost) – this is just a draft to facilitate consultant selection. It is a dynamic event calendar subject and likely to change; and
- 3) Sponsorship Deliverables / fundraising consultation services.

Finally, please utilize your understanding and knowledge of the City of Windsor Heights to feel free to take creative liberty in recommending any changes to the overall summary plan and your associated costs, if any, of such changes.

For consideration, quotation proposals must be received no later than Monday, December 31, 2015, at 12:00p.m. They may be submitted in person or via email: 1145 66th Street Suite #1, Windsor Heights, IA or eriordan@windsorheights.org. Questions can be addressed to Elizabeth Riordan at eriordan@windsorheights.org.

WINDSOR HEIGHTS 75TH ANNIVERSARY STRATEGIC PLAN- SUMMARY

PROJECT BACKGROUND

Below is some information about why, who and how we would like to propagate the 75th Anniversary Marketing Campaign identified through our initial Strategic Planning Process.

LONG-TERM GOALS

1. Engaging People in Windsor Heights

- Education about Windsor Heights
- Re-introducing Windsor Heights
- Providing engaging activities
- Re-brand Windsor Heights (Unique)

2. Building Windsor Heights Infrastructure

- Solidify partnerships
- Build financial success
- Create implementation templates
- Build a strong volunteer base

STAKE HOLDERS

- City Staff
- Residents
- Windsor Heights Foundation
- Keep Windsor Heights Beautiful (KWHB)
- Businesses / Chamber
- Developers
- Young Professionals Group
- Volunteers
- Committee (events)
- Windsor Heights Council
- Sponsors
- City Boards
- Strategic Partners

- Emerging Leaders

TARGET and MESSAGE

1. RESIDENTS

I'm glad I live here. I want to stay here. I want to grow here.

- **Families**

My kids are safe here. Never disappoints me. Plenty of things to do here. I can build a memory here.

- **Active - Bikers / Runners**

I have friends who should move here. WH is in the center of the trails. WH cares about health.

- **50+ Age Group**

Good place to de-stress and retreat. There things for me to do here. It is safe in WH

- **Teens / Kids**

There are fun things for me to do in WH.

- **Pet Owners**

WH Loves my pet! There is stuff for us to do here. (*Develop a pet-friendly business directory.*)

- **Multi-Cultural**

WH has diversity. It embraces my culture.

2. YOUNG PROFESSIONALS / COUPLES WITH (OUT) KIDS

Cool place to hang, relax, leisure, alternative to corporate cog, free-agent life-style.

3. BUSINESS OWNERS

WH has a plan for our growth. WH has accessible mentors. WH cares.

4. NON-RESIDENTS

There is a lot to do here. There's a reason to come back.

CURRENT COMMUNICATION CHANNELS

- Newsletter in Water Bill
- Website
- Email
- Social Media (Facebook / Twitter)
- 10/60 Meetings
- Direct Mail / Door Hangers
- Outdoor Banners
- Chamber Emails
- Chamber PR
- Business Directory
- TV / Radio
- Windsor Heights Living

Performance Indicators

We will look to the following to help assess the success of efforts.

- Positive resident feedback
- Increase traffic to businesses
- Increase volunteers in WH
- Strong Event Attendance
- Increased donations to foundation
- New collaborations
- Sponsorship money

MARKETING DELIVERABLES

Please provide us a cost on executing the following 75th Campaign deliverables. Feel free to provide any additional details on your approach. Please indicate whether production costs (such as printing are inclusive in your cost).

CAMPAIGN CONCEPT (LOGO HAS ALREADY BEEN DEVELOPED)

WEBSITE

MEDIA BUYING (12 MONTHS)

PUBLIC RELATIONS (12 MONTHS)

SOCIAL MEDIA/ WEBSITE MANAGEMENT (12 MONTHS)

PRINT DELIVERABLES :

ADVERT TEMPLATES

POSTCARDS

POSTERS

BANNERS OF VARYING SIZES

WINDOW CLINGS

YARD SIGNS

BILLBOARDS

PROMOTIONAL VIDEO (5-7 MINUTES)

PRMOTIONAL MAGAZINE (APX 24 PAGES)

SPONSORSHIP DELIVERABLES

Funds must be raised to execute a community festival or any other ideas you may have that go beyond those mentioned in the proposed event calendar. Please indicate the costs and process to research, query, follow-up and execute sponsor opportunities to compete the plan, in light of the costs, as you envision it.

EVENT MANAGEMENT DELIVERABLES

Please detail your costs to set scope, budget, schedule, implementation, vendor management, and team coordiantion for the following events listed as EVENT COORDINATION LEAD.

Please detail your costs to support existing staff with specific event element coordination for the following events listed as EVENT COORDINATION SUPPORT.

Please indicate if your costs include any production such as printing, vendors fees, catering etc.

EVENT CALENDAR

Black text are proposed new events / purple text indicates existing events produced by the city or a partner.

JANUARY

Campaign Launch Reception

DATE: Thursday, January 28th,
2016 **TIME:** 5:30-7pm
VENUE: TBD

A reception held at local venue to introduce the WH75 slate of events and campaign to press, stakeholders, partners and sponsors.

GOAL: To introduce the 75th Anniversary Celebration, Campaign and Projects. Provide an opportunity for all stakeholders to meet each other and connect over common goals of the Anniversary.

DELIVERABLES: PRINT, PR, EVENT COORDINATION LEAD, DIGITAL MANAGEMENT

YOUR COST:

FEBRUARY

Celebrate Windsor Heights

DATE: February 2nd, 2016
VENUE: Community Center

WH Chamber's annual event. Reception / exhibit

GOAL: Announce Citizens of the Year, both Sages, YPs and youth.

PARTNER-PRODUCER: Windsor Heights Chamber of Commerce.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT

YOUR COST:

Environmental Sustainability Series:

DATE: February - May
TIME: 7-8pm.
VENUE: Community Center

A free 3 part series of speakers that talk about the importance of environment / conservation.

GOAL: To reach out to the community with a relevant environmental series that frames WH as a community that's invested in the environment.

PRODUCER: CITY OF WINDSOR HEIGHTS

DELIVERABLES: PRINT, PUBLIC RELATIONS, DIGITAL MANAGEMENT, EVENT COORDINATION SUPPORT.

YOUR COST:

MARCH

Easter Egg Hunt

DATE: Saturday, March 26, 2016(?)

VENUE: Colby Park

Possible partnership opportunities: Cookie decorating in Community Center, special WH75 Eggs can have prizes like rides on the firetruck or free breakfast with the Easter Bunny.

GOAL: Support Easter Egg Hunt.

PARTNER / PRODUCER: Windsor Heights Public Safety Department

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT.

YOUR COST:

APRIL

Community Festival

DATE: Saturday, April 23rd , 2016

TIME: 3-10pm

VENUE: University Ave from 69th to 64th Streets

A festival in the heart of Downtown WH. Close off University Ave. Live Music, vendors, active entertainment.

GOAL: Create a distinctive event that attracts both Windsor Heights residents and metro attendees. Invite people into our community to experience and explore WH.

DELIVERABLES: FULL PRINT PACKAGE, MEDIA BUY, PUBLIC RELATIONS, DIGITAL MANAGEMENT, EVENT COORDINATION LEAD.

YOUR COST:

MAY

WHAMM/ Pancake Breakfast

DATE: Saturday, May 14, 2016

TIME: 8:30am-1pm

VENUE: Colby Park

Windsor Heights Annual Mini-Marathon/ WHFD Annual Pancake Breakfast.

GOAL: Partner with this event to extend the festivities into the afternoon.

PARTNER / PRODUCER: WHFD/ WHAMM Organizers

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, EVENT COORDINATION SUPPORT.

YOUR COST:

WH Annual Garage Sale / Clean-Up

DATES: May

VENUE: City Wide

GOAL: Leverage these community wide events to become neighborhood builders. Invest in better directional and informational signage.

City wide garage sale and clean-up where residents are encouraged to “clean house” for spring.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS

YOUR COST:

Bicycle Rodeo

DATE: Thursday, May 19, 2016

TIME: 6-7pm

VENUE: Colby Park

A safety initiative emphasizing the use of helmets, while teaching kids how to stay safe on their bikes. There are free bike inspections with flat tire repair and hand signals demonstrations. Incorporate parts of the program to be geared towards adults as well.

GOAL: Reinforce the family friendly, bike safety message.

PARTNER / PRODUCER: City of Windsor Heights.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, EVENT COORDINATION SUPPORT, PRINT: POSTER/ AD.

YOUR COST:

JUNE

Founder's Gala

DATE: Friday, June 3, 2015

VENUE: Community Center

TIME: 7-10pm

A high-end gala dinner. Stakeholders, partners, sponsors and residents will be invited to a sit down dinner prepared by Baru 66 (2 bottles wine per table) with live trio music, promotional video premier showing and some type of fundraising component. There will be customized wine glasses and cake spears with the WH75 logo for take-home gifts.

GOAL: To celebrate Windsor Heights 75th Anniversary

PARTNER / PRODUCER: City of Windsor Heights, WH Foundation, Baru 66.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: INVITATION/ POSTER, EVENT COORDINATION LEAD.

YOUR COST:

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Movies in the Park

DATE: June - August 2016

VENUE: Colby Park

TIME: Dusk

Free Friday night movies to engage families. 7-8 movies shown in a season. Show WH 75 documentary prior to each movies.

GOAL: Partner with events that end in that park. (Read, Bike, Run Event)

PARTNER / PRODUCER: City of Windsor Heights

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS,

YOUR COST:

Music in the Park

DATE: June - August 2016

VENUE: Colby Park

TIME: 7pm

10 Free concerts with complimentary beverages, snow cones and popcorn to engage the community. **GOAL:** Bring some music acts to the program that will broaden this event's reach to non-residents.

PARTNER / PRODUCER: Windsor Heights Foundation.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS, EVENT COORDINATION SUPPORT.

YOUR COST:

Garden Tour

DATE: Sunday, June 26, 2016

VENUE: City Wide / Lions Park Reception

TIME: 4- 7pm

Touring the gardens of WH Residents, display historical plaques to tie in the 75th anniversary. A reception with live music, door prizes, and plant store to follow at Lions Park. Offer a special WH75 plant.

GOAL: Opportunity to push public art fundraising, bring in a large scale music act, and sell anniversary plant. Sell Advance Tickets.

PARTNER / PRODUCER: Keep Windsor Heights Beautiful.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS, EVENT COORDINATION LEAD OF THE "END OF TOUR" PARTY.

YOUR COST:

JULY

4th of July Celebration

DATE: 4th of July weekend, 2016

TIME: 1pm-11pm

VENUE: Colby Park

Starts with a parade through WH and ends at Colby Park with face-painting, inflatables, indoor bingo, family activities, food, drink, live music and fireworks.

GOAL: To provide an upgraded experience for WH75. Reach a younger demographic.

PARTNER / PRODUCER: City of WH, Police Department, WH Foundation, local businesses.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, FULL PRINT PACKAGE, EVENT COORDINATION SUPPORT.

YOUR COST:

Junior Detectives

DATE: June - August

TIME: 9-11am and 5-7pm

VENUE: Colby Park

Children, ages 7-12, will work with WH Police Officers to solve a mock crime and are taught criminal investigative techniques with interactive video, fingerprinting and evidence collection. (three classes)

GOAL: To engage pre-teens in the community.

PARTNER / PRODUCER: Windsor Heights Police Department

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT.

YOUR COST:

Car Show

DATE: Saturday, July 23, 2016

TIME: 2-7pm

VENUE: Sherwood Forest Shopping Center

Showcasing energy efficient cars, food vendors and drink stands. Add more vintage/restored cars in 2016.

PARTNER / PRODUCER: The Ridgemont and MWExclusive.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT.

YOUR COST:

AUGUST

National Night Out

DATE: Tuesday, August 2, 2016 (?)

VENUE: Colby Park

TIME: 5-7pm

Food, games, K-9 demo, helicopter display, jaw of life demo, prizes, and bounce houses.

GOAL: Reinforce the family friendly, child safety message.

PARTNER / PRODUCER: CITY OF WINDSOR HEIGHTS PD / FD

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS

YOUR COST:

Watershed Clean-Up Festival

DATES: Saturday, August 27, 2016

(?) **TIME:** 9am - 2pm

VENUE: Colby Park

Celebrates the Walnut Creek Watershed, featuring a creek clean-up, demonstrations and exhibits about the environment, kids activities, live music, and BBQ.

PARTNER-PRODUCER: Darren Fife from Walnut Creek Watershed Coalition.

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT.

YOUR COST:

Ice Cream Social

DATE: Sunday, August 28, 2016 (?)

TIME: 6:30-8pm

VENUE: City Wide

Free event to engage WH residents to interact on a personal level at their homes.

PARTNER / PRODUCER: WH FOUNDATION

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS, EVENT COORDINATION SUPPORT.

YOUR COST:

SEPTEMBER

Yappy Hour

DATE: Fridays in September

TIME: 4:30 - 7pm

VENUE: Windsor Heights Dog Park

Gather with fellow dog lovers for adult beverages and dog treats.

GOAL: A unique event to engage pet owners in WH and from surrounding neighborhoods.

PARTNER / PRODUCER: City of Windsor Heights

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS , EVENT COORDINATION SUPPORT.

YOUR COST:

OCTOBER

Halloween/ Trick or Treat

DATE: Monday, October 31st, 2016 (?)

VENUE: City Wide

TIME: 6-8pm

Trick or Treat photo contest, submitting photos under hashtag and pick winner for Hy-Vee gift certificate.

GOAL: Encourage neighborhoods engagement and participation with the city.

PARTNER / PRODUCER: CITY OF WH

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS.

YOUR COST:

NOVEMBER

WH75 Gives!

DATE: Throughout the month of November

VENUE: City Wide / Community Center

TIME: NA

Ask residents to give 75 of something-- items of clothing, cans of food, coins, or dollars to be collected at the community center or an empty store front.

GOAL: Encourage neighborhoods engagement and participation with the city. Primarily a marketing effort and charitable opportunity for a 501(c)(3) TBD.

PARTNER / PRODUCER: CITY OF WH

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT: POSTER/ADS

YOUR COST:

DECEMBER

Windsor Wonderland

DATE: December 3, 2016 (?)

VENUE: Downtown Windsor Heights / Colby Park

TIME: 3-7pm

Multiple events taking place throughout WH to celebrate the Holiday Season

GOAL: Strong attendance from residents and non-residents.

PARTNER / PRODUCER: CITY OF WH

DELIVERABLES: PUBLIC RELATIONS, DIGITAL MANAGEMENT, PRINT:
POSTER/ADS, EVENT COORDINATION LEAD.

YOUR COST: