



Request For Proposal

RE: SOCIAL MEDIA MANAGEMENT

Post Date: 1/18/2022

Contract Length: 6 months with possible renewal

Submission Deadline: 1/31/2022 @ 5pm

Background

Inner West Street Association (IWSA) endeavors to develop, promote and support a diverse and vibrant economy within the City of Annapolis' historic West Street and the surrounding Annapolis Arts and Entertainment District. Through planning, organizing, and executing festivals, events, and other initiatives within Annapolis' West Street, we seek to foster economic and neighborhood revitalization.

Project Objectives

- Increase IWSA name recognition within Historic Annapolis and surrounding areas
- Promote, manage, and support local businesses, the community and the array of special events sponsored by IWSA
- Incorporate sponsors into social media campaigns as directed

Scope

Manage all components of Inner West Street Association's social media branding, including but not limited to:

- Content creation for four Facebook and Instagram accounts owned by IWSA (which includes the creation of 3):
Dinner Under the Stars, First Sunday Arts Festival, Chocolate Binge Festival and the IWSA general account
 - Boosted posts within a set budget and targeted demographic
 - Stories, reels and videos where appropriate
 - Ensure engaging posts that encourage sharing, commenting, and tagging
 - Promote events to targeted demographics
 - Ensure 1-2 posts per day, per account
- LinkedIn creation and management (one account)
- Provide monthly performance reports from each platform to the board along with a summary. Upload them to Dropbox a week prior to scheduled board meetings for the previous month

Evaluation & Metrics

Key metrics to evaluate the events and the management's success will include but is not limited to:

- Account growth - followers, shares, engagements, and other metrics
- Event attendance
- Revenue generation
- Timely posts

Evaluation of Proposals

A selection committee will review submittals according to the following evaluation criteria, and select the firm believed to be the most qualified. Evaluation criteria includes:

- Qualifications of the firm and primary personnel who would be assigned to these events.
- Relevant experience working with municipal entities or similar organizations planning and executing large-scale events
- Track record of identifying, evaluating, and achieving performance goals
- Ability to manage deadline-driven project workload, especially with regard to vendors

Submission Requirements

- Agency background and qualifications
- Proposal and cost for work as described within this Request for Proposals
- Three examples of relevant work, including any relevant software used
- Three references
- All submissions must be emailed to IWSA by Monday, Jan 31st @ 5pm
- Submit all materials in a single PDF file to [Hello@InnerWestStreetAnnapolis.com](mailto>Hello@InnerWestStreetAnnapolis.com), email subject line must read "RFP – Social Media"
- All submissions must be electronic and include your name, address, telephone number, and email address.

RFP Decision

All notifications, updates and addenda will be emailed directly to the selected applicant.

Proposals submitted are offers only, and the decision to accept or reject is a function of quality, reliability, capability, reputation, and expertise of the firms submitting proposals. Issuance of this RFP does not obligate Inner West Street Association to pay any costs incurred by a proposer in its submission of a proposal. A proposer may withdraw its proposal by written request, at any time prior to the deadline for submittals. IWSA reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of Historic West Street, the City and to the public. The rejection of a firm's submission for this proposal or others, should not dissuade them from applying for other future opportunities with Inner West Street Association.