



INVITATION TO BID

City of Brunswick, Maryland: Economic Development Marketing Services, Collateral Materials and Marketing Plan

DATE: November 18, 2016

BACKGROUND: The City of Brunswick, Maryland, is seeking proposals to develop a comprehensive, multi-platform economic development marketing plan to including new marketing materials with an outdoor recreation destination emphasis to foster business attraction and retention. The anticipated budget is not expected to exceed \$25,000.

SCOPE: The selected firm will be required to provide the following professional services, but is not limited to activities to:

- Build awareness that the City of Brunswick is an outdoor recreational destination
- Promote the variety of outdoor recreational activities in and around the City of Brunswick
- Craft Brunswick as a “top-of-mind” location when considering a business
- Utilize the existing logo
- Utilize the existing tag line: “Big Town; Small City”
- Develop at least one professional marketing piece adaptable across media platforms geared toward attracting entrepreneurs/businesses to the City
- Develop at least one professional advertisement adaptable across media platforms geared toward attracting entrepreneurs/businesses to the City
- Develop a marketing packet for use with potential businesses
- Develop a targeted marketing plan including print and social media to businesses directly or indirectly involved in the outdoor recreation markets, including:
 - Devising social media campaign(s)
 - Creating a strong web presence
 - Developing a media schedule for press releases and/or editorial content
 - Establishing an advertising schedule in appropriate local and regional markets

TERMS: The City reserves the right to accept or reject any and all bids/proposals, in whole or in part, received as a result of this solicitation and to waive minor irregularities.

PAYMENT: The City shall negotiate a cost structure with the awarded applicant(s). Bidders are encouraged but not required to submit an expected payment schedule.

TIMELINE: **Sealed bids on City provided bid sheets** will be due **Thursday, December 15, 2016 at 4PM**. Bids may be mailed, faxed, or e-mailed to:

City of Brunswick
Attn: Terri Householder, Economic Development Coordinator
1 West Potomac Street
Brunswick, MD 21716
Fax: 301-694-6040
E-mail: CityHall@BrunswickMD.gov

Bids will be opened on **Thursday, December 15, 2016** at 4:01PM. Bids will be reviewed and compared with an award expected within thirty days of due date. Bidders need not be present at bid opening or award.

QUESTIONS: Contact Terri Householder at CityHall@BrunswickMD.gov or 301-834-7500. The City of Brunswick is an Equal Opportunity Employer.



**City of Brunswick, Maryland Economic Development
Marketing Plan and Marketing Services**

Bid Sheet

DUE: Thursday, December 15, 2016 by 4PM in Brunswick City Hall

Company Name: _____

Company Representative: _____

Email: _____

Phone: _____

Bid

1. Marketing Services and Collateral Materials

- Build awareness that the City of Brunswick is an outdoor recreational destination
- Promote the variety of outdoor recreational activities in and around the City of Brunswick
- Craft Brunswick as a “top-of-mind” location when considering a business
- Utilize the existing logo
- Utilize the existing tag line: “Big Town; Small City”
- Develop A MINIMUM of one professional marketing piece adaptable across media platforms geared toward attracting entrepreneurs/businesses to the City
- Develop A MINIMUM of one professional marketing ad adaptable across media platforms geared toward attracting entrepreneurs/businesses to the City
- Develop a marketing packet for use with potential businesses

Amount: \$ _____

2. Marketing Plan

- Develop a targeted marketing plan including print and social media to businesses directly or indirectly involved in the outdoor recreation markets, including:
 - a) Devising social media campaign(s)
 - b) Creating a strong web presence
 - c) Developing a media schedule for press releases and/or editorial content
 - d) Establishing an advertising schedule in appropriate local and regional markets

Amount: \$ _____

TOTAL BID AMOUNT: \$ _____