
Office of the Mayor
Robert B. Mielke



TEL: (715) 261-6800
FAX: (715) 261-6808

December 19, 2018

Dear Interested Parties,

The City of Wausau is pleased to request proposals for marketing and communications services to support redevelopment and community/economic development programs of the City in 2019.

This RFP is to select a firm(s) or organization(s) who may support a broad set of City activities including building awareness of City redevelopment projects, improving understanding of existing and new programs, building upon the existing wausome.org campaign, enhancing City social media and public outreach, leading strategic discussions, and assisting with initiatives which may result from these strategic discussions.

A final set of deliverables and contract amount will be determined based on the proposal and a work plan determined with the selected firm(s). The City's expected marketing budget for this effort for 2019 is approximately \$15,000.

Event	Date
1. RFP Released	December 19, 2018
2. Proposals for Services Due	January 25, 2019
4. Review of Proposals (tentative)	February 5, 2019

Questions and/or requests for additional information on the RFP and the City of Wausau should be submitted in writing by contacting:

Christian Schock, christian.schock@ci.wausau.wi.us

Sincerely,

Robert B. Mielke
Mayor

Proposal Requirements

1. **Summary:** Describe the professional qualifications and expertise in the field of strategic visioning, community involvement, social media, graphic communications, media engagement/purchasing/placement, and other general and community engagement marketing efforts.
2. **Approach:** What are some of the proposed ways you would assist the City in improving strategic communication, brand identity, and community involvement to support the City's development goals?

Evaluation Criteria

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or rankings do not create any right or expectation of a contract award. Background checks and references may also be considered.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a marketing consultant (out of a total of 100):

Proposer has a track record of developing successful strategic programs and supporting community efforts for a variety of clients- especially municipalities and nonprofit organizations.

50 Points

Proposal presents potential approaches which are innovative, pragmatic and interesting ways to support the City's development goals and programs through marketing.

50 Points

Submission Information

Proposals shall meet the following criteria:

1. Proposals shall be prepared on standard 8 1/2" X 11" letter-size paper;
2. Email digital copy of proposal to christian.schock@ci.wausau.wi.us by 4:30 p.m. on January 25, 2019.

The City of Wausau reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential proposer.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Split the contract for marketing services among a variety of firm(s) based on their skills and expertise; and negotiate separate contracts for each.
- Negotiate a final work plan, deliverables and budget, which will be reviewed by the Economic Development Committee in consultation with the City administration and staff.