



## **INTRODUCTION**

The Town of Winter Park (“Town”) is soliciting proposals from qualified social media contractors to enter into a Professional Services Agreement to manage and curate content for the Town’s social media platforms. Those platforms are as follows: Town of Winter Park’s Facebook page and Instagram, the Town’s LinkedIn account, The Lift’s Facebook page and Instagram, and the Fraser Winter Park Police Department’s Facebook page.

### **Overview of timeline and proposal format:**

One copy of proposal should be submitted in PDF format electronically to the Town Clerk via email [djardee@wpgov.com](mailto:djardee@wpgov.com)

### **The Town will receive proposals in response to this RFP until 5:00 pm, MST on February 21, 2024.**

Proposals received after that time will not be reviewed. Proposals must be in a sealed envelope plainly marked with the project name “Social Media”, and shall be addressed as follows:

Danielle Jardee, Town Clerk, CMC  
PO Box 3327 (USPS)  
50 Vasquez Road (UPS or FedEx)  
Winter Park, CO 80482

Questions may be submitted to [djardee@wpgov.com](mailto:djardee@wpgov.com) by 5:00 pm February 12, 2024.

Town staff will respond to questions by February 14, 2024, via email to the application contact.

Interviews of applicants selected for an interview beginning the week of February 26, 2024.

Anticipate final selection and contract approval in late February, early March 2024.

# REQUEST FOR PROPOSALS 2024 Social Media Professional Services Agreement

## **Section 1. Overview of Request**

This Request is for a one-year contract with the Town, that can be renewed annually if approved by the Town Council. This Request is to manage the Town's social media platforms and curate content that will provide for fast and direct communication to residents and guests across multiple platforms. This will require daily deliverables and daily communication with Staff, and monthly communication with the Communications Team, and other Community Stakeholders. This Request will also require the retention of social media platforms in accordance with the State of Colorado's Record Retention laws. The Town is looking for a local presence that will be able to provide local video content of events, meetings, and emerging incidents.

The Town is seeking a local contractor to assist with communicating the core visions of the Town. As well as helping to communicate out the most updated and relevant information to residents and guests. The Contractor must also be able to put out emergency information in a timely manner as needed. In case of emergencies such as Berthoud Pass closure, heavy snowfall, traffic incidents, wildfires, etc. the contractor must be available for on-the-ground support for updates and photos and must monitor partner platforms for updated information.

The Town expects professionalism on all social media platforms. If the Town chooses to allow for comments to be turned on in the future on any of these platforms, contractor must be able to monitor and engage appropriately.

Town staff, along with the contractor, and the Town's Communication Team will help coordinate and facilitate community engagement efforts with stakeholders including Town Council, Planning Commission, Chamber of Commerce, Winter Park Resort, downtown businesses, residents, regional partners such as Colorado Department of Transportation (CDOT), Grand County, and others.

Questions regarding the proposal can be directed to: Danielle Jardee, Town Clerk, CMC  
Town of Winter Park  
[djardee@wpgov.com](mailto:djardee@wpgov.com)

**Timeline** – The Town hopes to complete the request for proposal process within an approximate 1-month period, with work beginning in March 2024. The proposals should include a one-year timeline from the initial contract date.

**Budget** – The proposal should include an outline of expected expenditures by function/task. The proposal should include the cost for various posts, including photos, Reels, stories, graphics, etc.

## **Section 2. Scope of Work**

The Town is seeking a professional, creative contractor to capture and communicate content that is important and interesting to the Town's residents and guests. The contractor must be able to independently create photos, videos, and graphics to support the editorial calendar and strategy. The scope of services should incorporate the functions listed below and provide a detailed outline of the project process, a project schedule/timeline, a description of project expenditures by task, and which person/firm(s) or Town staff would complete each task. The functions below are not displayed in order of priority or suggested process/timeline. A proposed timeline and deliverables are provided below; however, the Town would like to obtain input from the contractor regarding the appropriateness of the timeline and deliverables as they relate to the process proposed by the contractor.

- I. **Vision, Engagement & Coordination:** Social media content should reflect the vision of the Town of Winter Park and consider the unique Resort community that we are.
  - a. Direction and coordination will be provided by Winter Park Town staff, and may involve meetings with the Town Council, the Slate Communications Team, and Community Stakeholders.
  - b. Facilitated community communications with identified stakeholders including the Chamber of Commerce, Winter Park Resort, Headwaters Trail Alliance, Fraser Valley Rec District, business owners, the public, etc.
  - c. Regularly scheduled check-ins and coordination meetings with identified Town staff.

### **Section 3. Deliverables**

This section includes conceptual examples of deliverables that the Town would expect throughout the process. The applicant may offer an alternate process and timeline, with associated deliverables, for consideration in its response to this RFP.

Deliverable: Meetings with staff to agree to process and compensation. Execute contract.

Deliverable: Summary of proposal described in Scope of Work and present summary to Town Council.

Deliverable: Coordinate with staff on a weekly basis.

Deliverable: Meet with Staff, Communications Team, and other community stakeholders on a weekly basis.

Deliverable: Identify priorities to communicate.

Deliverable: Create social media posts and manage all social media accounts by the Town of Winter Park.

Deliverable: Posting to all social media platforms. Town platforms; 5-7 times a week, as necessary. Police and Lift platforms; 1-3 times a week, as necessary, may include weekend posting for Lift for busy season updates. LinkedIn platform; minimum of once a month.

Deliverable: Manage and retain social media platforms in accordance to record retention schedule.

Deliverable: Must be able to report on hours, social media analytics, etc. to provide strategy and content management systems for Staff to review.

### **Section 4. Proposal Format Proposal Content**

#### **I. Cover letter**

- Include a certification that the information and data submitted are true and complete to the best knowledge of the individual signing the letter. The Town requires an original signature by the individual applicant or representative of the contractor fully authorized to submit proposals and sign contracts on the contractor's behalf. The letter shall contain a statement to that effect.
- Include a statement of availability and capacity as related to current workload.
- Include the name, email address and telephone number of the individual to contact regarding the proposal.

#### **II. Project Team and Scope of Services**

- Identify your project principal or lead.
- Provide a brief outline of the Contractor's size, workload, and qualifications.
- Provide a brief description of how you or your team would complete the required tasks.

- Provide examples of experience with public communications on social media platforms, creative content, and list the technology used.
- Provide a sample post.
- Provide an outline and timeline for completion of the scope of work. If recommending alternatives to the proposed process included in this RFP, please include as “alternative process” in scope of work as a separate element.
- Include the level of involvement and availability of key staff members within existing project workload.

### **III. Project Qualifications**

- Share a description of any previous similar work completed within the past five years. Include a name, telephone number and email address of the clients’ project manager for each project listed and describe the client’s role with the projects listed. Demonstrate the contractor’s ability to control costs, meet schedules and deadlines and provide quality work based on these past projects.
- Share any unique or special knowledge or experience as it relates to this request for proposal.
- Please provide three (3) client references relevant to the scope of services listed herein. Include names, titles, current email addresses and telephone numbers.

### **IV. Fee Proposal**

- Provide a breakdown of costs including all insurance, labor and incidentals required to complete the work.

## **Section 5. Standard Terms and Conditions**

When preparing a proposal for submission in response to this RFP, contractors should be aware of the following terms and conditions:

- The successful respondent shall be required to sign a contract with the Town in a form provided by and acceptable to the Town. The successful respondent shall be required to meet the agreement's indemnity and insurance requirements.
- The contractor shall be an independent contractor of the Town.
- This RFP does not obligate the Town to pay any costs incurred by respondents in the preparation and submission of a proposal. The Town assumes no responsibility for payment of any expenses incurred by any respondent as part of the RFP process.
- This RFP does not obligate the Town to accept or contract for any expressed or implied services. The provisions in this RFP and any purchasing policies or procedures of the Town are solely for the fiscal responsibility of the Town and confer no rights, duties or entitlements to any party submitting proposals.
- The Town reserves the right to reject any and all proposals, to consider alternatives, to waive any informalities and irregularities, and to re-solicit proposals.
- The Town reserves the right to award the contract to the next most qualified contractor if the selected contractor does not execute a contract within fifteen (15) days after the award of the proposal.
- The Town reserves the right to conduct such investigations of and discussions with those who have submitted proposals or other entities as they deem necessary or appropriate to assist in the evaluation of any proposal or to secure maximum clarification and completeness of any proposal.
- All submittals become the property of the Town, a matter of public record, and will not be returned. Proprietary information included in the submittals must be clearly identified and will be protected if possible. The Town is not liable for any costs incurred prior to issuance of a legally executed contract and/or purchase order.

## **Section 6. Evaluation Criteria**

The following criteria will be used to evaluate all proposals:

- The contractor's interest in the services which are the subject of this RFP, as well as their understanding of the scope of such services and the specific requirements of the Town.
- The applicant's experience with completing similar projects.
- The reputation, experience, and efficiency of the contractor.
- The ability of the contractor to provide quality services within time and funding constraints.
- The general organization of the proposal: Special consideration will be given to submittals which are appropriate, address the goals, and provide in a clear and concise format the requested information.
- Such other factors as the Town determines are relevant to consideration of the best interests of the Town.

Thank you, we look forward to reviewing your proposal.

## **Exhibit A**

### **Links to Relevant Documents/Information**

[Slate Communications 2024 Scope of Work](#)