

5. SECTION B - SCOPE OF SERVICES:

5.1. Background

Montgomery County has targeted specific areas, including four urban districts (Bethesda, Friendship Heights, Silver Spring, and Wheaton), as well as the Pike District, Germantown, Olney, and White Oak. Each has an approved master plan indicating the desire for aesthetic, marketing, and placemaking improvements. In addition, some of the regions have non-profit entities assisting the county in these refinement efforts.

5.2. Intent

The services included in this solicitation aim to revitalize targeted regions to stimulate economic growth, attract investment, and foster vibrant communities. While some areas prioritize economic development initiatives to benefit businesses and property owners, the focus in the four urban districts should extend to broader objectives of urban revitalization and community development, encompassing diverse land uses and engaging multiple stakeholders.

5.3. Scope of Services/Specifications/Work Statement

Montgomery County is seeking experienced firms who specialize in marketing, branding, digital marketing, event promotion, public and media relations, and stakeholder engagement for urban districts and other regions. While the overall focus for the targeted areas in the County is on improving and revitalizing specific geographic areas, some regions primarily serve the interests of businesses and property owners through targeted economic development initiatives, while the four urban districts pursue broader goals of urban revitalization and community development encompassing various land uses and stakeholders.

The services delivered should be focused on the following core areas of intervention:

5.3.1. Marketing Strategy Development:

- 5.3.1.1. Development of a comprehensive marketing strategy tailored to the specific needs and goals of subject region or Urban District, as directed by the County.
- 5.3.1.2. Identification of target audiences, key messaging, and channels for reaching stakeholders, including local businesses, residents, visitors, and potential investors.

5.3.2. Branding and Identity:

- 5.3.2.1. Creation or enhancement of the region's or Urban District's brand identity, including logo design, brand guidelines, and visual assets that reflect the district's unique character and value proposition.
- 5.3.2.2. Development of marketing materials, such as brochures, signage, and digital assets, consistent with the brand identity. The Contractor is expected to follow the existing communication and brand guidelines approved by the County.

5.3.3. Digital Marketing:

- 5.3.3.1. Develop a comprehensive content strategy for digital marketing to showcase the region's or Urban District's attractions, events, and unique offerings. The Contractor should update the digital marketing strategy on an annual basis in coordination with the County staff.

- 5.3.3.2. Develop a yearly digital content calendar, customized for all main social media platforms utilized by the County (Facebook, Instagram, X (formerly known as Twitter)). The calendar should incorporate the events covered in the County's Calendar.
- 5.3.3.3. Develop and implement digital marketing campaigns to increase visibility and engagement with the region's and Urban Districts target audiences and stakeholders.
- 5.3.3.4. Management of the region's and Urban District's online presence, including website hosting, development and maintenance, social media management (content development, social media moderation), email marketing, and search engine optimization (SEO) strategies.
- 5.3.3.5. The Contractor must ensure that the content themes and messaging closely align with the County's branding guidelines.

5.3.4. Event Promotion and Management:

- 5.3.4.1. Promotion of region's or Urban District's sponsored events, initiatives, and programs to attract attendees and generate community interest and participation.
- 5.3.4.2. Coordination of event logistics, including venue selection, vendor management, and marketing collateral production.
- 5.3.4.3. Plan, organize and manage signature events and a summer concert series (pending County approval) to attract visitors, generate excitement, and showcase the district's cultural offerings. Contractor must demonstrate flexibility in adjusting their support for event management and planning, based on changing circumstances and evolving community needs.
- 5.3.4.4. Engage and collaborate with local businesses, artists, and performers to curate diverse and engaging event experiences.

5.3.5. Placemaking and Streetscape Development:

- 5.3.5.1. Develop, recommend, and implement (upon County's approval) placemaking strategies to activate public spaces and enhance the district's identity and sense of place.
- 5.3.5.2. Develop proposals for streetscape developments to utilize wide sidewalks for creative installations, seating areas, and pedestrian-friendly amenities to improve the streetscape.
- 5.3.5.3. Collaborate with local artists, designers, and community stakeholders to enhance the aesthetic appeal and functionality of public spaces.

5.3.6. Economic Development and Business Retention:

- 5.3.6.1. Develop, recommend, and implement with the County's approval, marketing campaigns to attract new businesses and investment to the Business Improvement District or Urban District.
- 5.3.6.2. Provide support and resources to existing businesses to facilitate expansion and growth opportunities.
- 5.3.6.3. Implement a business retention program to maintain strong relationships with local merchants and encourage their continued success within the district.

5.3.7. Residential and Commercial Outreach:

- 5.3.7.1. Increase outreach efforts to residential areas and commercial properties within and surrounding the region or Urban District.
- 5.3.7.2. Collaborate with property owners, tenants, and community organizations to address concerns, gather feedback, and foster positive relationships.
- 5.3.7.3. Develop targeted marketing campaigns and events to engage residents and businesses and encourage their participation in district activities.

5.3.8. Public Relations and Media Relations:

- 5.3.8.1. Development and implementation of public relations campaigns to raise awareness of the region's and Urban District's activities in local, regional, and national media outlets.
- 5.3.8.2. Management of media inquiries, press releases, and media outreach efforts to secure positive coverage and build relationships with journalists and influencers.

5.3.9. Stakeholder Engagement:

- 5.3.9.1. Engage with key stakeholders, including local businesses, property owners, residents, government officials, and community organizations, to gather input, address concerns, and foster collaboration.
- 5.3.9.2. Plan and facilitate meetings, listening sessions, workshops and forums to engage with community stakeholders to gather input, disseminate relevant information and address questions and concerns.
- 5.3.9.3. Develop communication strategies and materials to keep stakeholders informed and engaged in the district's initiatives and decision-making processes.

5.3.10. Data Collection, Performance Monitoring, and Reporting:

- 5.3.10.1. Regular monitoring and analysis of marketing efforts to assess effectiveness, track key performance indicators (KPIs), and identify areas for improvement.
- 5.3.10.2. Develop and present to the County staff assigned to work with the Contractor a data collection plan, customized for each of the areas of intervention detailed above. Contractor should propose within 45 days of entering a contract with the County a data collection and analytics strategy and plan and should make changes as directed by the County.
- 5.3.10.3. Preparation of comprehensive reports documenting campaign results, including audience reach, and engagement metrics.

5.4. Contractor's Qualifications

- 5.4.1. **Experience:** Demonstrated experience in marketing and promoting economic development areas such as urban districts or similar entities, preferably with a proven track record of successful campaigns.

- 5.4.2. **Expertise:** Possession of expertise in various marketing channels such as digital marketing, content creation, social media marketing, traditional advertising, email marketing, advanced placemaking, event marketing, and public relations.
- 5.4.3. **Understanding of Urban Environments:** A deep understanding of urban environments, including their demographics, culture, challenges, and opportunities, to tailor marketing strategies accordingly.
- 5.4.4. **Collaborative Approach:** Proven ability to collaborate with diverse stakeholders including local businesses, community organizations, government agencies, and residents to align marketing efforts with the County's goals and objectives.
- 5.4.5. **Data-driven Decision Making:** Utilization of data analytics and market research to inform marketing strategies, measure campaign effectiveness, and make data-driven decisions for continuous improvement.
- 5.4.6. **Compliance and Ethics:** Commitment to ethical marketing practices and compliance with relevant regulations, including data protection laws and industry standards.
- 5.4.7. **Resource Management:** Demonstrated capability to efficiently manage resources, budgets, sponsorships, and timelines to deliver high-quality marketing services within allocated resources.
- 5.4.8. **References and Portfolio:** Provision of references and a portfolio showcasing previous work in marketing urban districts or similar projects, highlighting key achievements and outcomes.
- 5.4.9. **Diversity and Inclusion:** commitment to diversity and inclusion in marketing practices, including representation of diverse communities and cultural sensitivity in messaging and campaigns.

5.5. Contractor's Responsibilities

- 5.5.1. The Contractor must comply with all applicable federal, State and local laws and regulations.
- 5.5.2. The Contractor must not contract on behalf of or in the name of the County.

5.6. Reports/Deliverables

- 5.6.1. Data collection and data analytics strategy plan customized for each year of intervention detailed in the scope of services (one time report due 45 days after contract execution)
- 5.6.2. Quarterly performance reports to assess effectiveness, track key performance indicators (KPIs), and identify areas for improvement for marketing and advertisement services rendered.
- 5.6.3. Ad hoc reports after completing a marketing campaign to measure audience reach and engagement metrics.
- 5.6.4. Other reports as required by the County.

5.7. County's Responsibilities

- 5.7.1. Provide access to County's language and branding guidelines.
- 5.7.2. The Contract Administrator or its designee will ensure timely approval of all marketing content and collateral provided by the Contractor.
- 5.7.3. The County will provide access and log in credential to its district website, enabling the Contractor to post content and marketing collateral.
- 5.7.4. The County will connect the Contractor to internal and external stakeholders.