



# MARKETING AND COMMUNICATIONS SERVICES

REQUEST FOR PROPOSALS

DEADLINE FOR APPLICATION: December 30, 2021, 5pm

## BACKGROUND

The Greater Vallejo Recreation District (GVRD) is a separate government agency from the City of Vallejo that provides parks and recreation programs for children, families, and seniors in Vallejo. GVRD operates primarily by means of locally controlled funding and receives revenue from fees for services, park entrances, programs, and facility rentals. Grants and park dedication permit fees assist in the provision for new park development projects and ongoing maintenance.

GVRD manages 407 acres of public park space including 33 parks, an Olympic-size swimming pool, children's instruction pool and 4 community centers. GVRD maintains over 1,000 acres of public land and offers programs that benefit over 120,000 Vallejo residents of all ages each year.

GVRD consists of two primary divisions, Recreation, and Parks/Facility Maintenance and provides a wide range of services and offerings to the community and surrounding region. Youth and adult sports, afterschool care, break camps, community centers, a large-scale aquatics facility, and much more.

## MISSION

The mission of GVRD is to build community and enhance the quality of life through people, parks, and programs.

Adopted in October 2021, the GVRD 10- Year Master Plan recommends developing an annual communication and marketing plan as well as increasing community awareness of parks and recreational facilities and services. Further details regarding these goals are below:

### Objective: Increase and improve communication to District residents

This plan would assess the District's various methods of information delivery annually, to reach and maintain benchmarks for communications and marketing established by the District and community.

#### Action:

- Continue to engage the community in current and future parks and recreation planning efforts.
- Continue to promote and create awareness of the parks, facilities, programs and activities throughout the District website and social media
- Develop a District market plan to ensure diversity in communication methods, and a branding plan. It should be reviewed regularly and updated as needed and should be front facing to the public, i.e., web page, social media that includes but is not limited to:
  - Branding of the District
  - Wayfinding and signage standards
  - Increased use of social media
  - Use and development of the District's website
  - Partner opportunities

- Continue to use and enhance program marketing using and equity lens with specific emphasis on program promotion in the Spanish language
- Ensure communication channels align with preferences identified in the master plan. Place a greater priority on use of email, marketing targeted to current participants, social media, and distribution of the program guide. Reduce emphasis on efforts related to school newsletters, street banners, flyers and use of local media.

Community awareness of park and recreation amenities and programming is a key factor in whether a park and its facilities will be utilized. NRPA's new [Awareness and the Use of Parks](#) report explores the role awareness plays in driving park and recreation usage and presents a series of steps that park and recreation leaders should consider when executing an awareness strategy. The report also studies the steps taken by two cutting- edge park and recreation agencies to promote greater awareness of their offerings.

### SCOPE OF WORK

Greater Vallejo Recreation District is seeking proposals from qualified marketing and communications professionals specializing in parks and recreation and/or community-based promotion.

The following is an overview of marketing and communications work anticipated to be completed for GVRD March 1, 2022 – February 28, 2023. Note: One-year contract extension optional up to two additional years will be available with both parties in agreement.

### Website

The Greater Vallejo Recreation District's web page: [gvr.org](http://gvr.org), is a focal point for community outreach and involvement. Consistent formatting and relevant and timely informational updates are essential for the success of the District

- Weekly content updates and promotion of current and upcoming services
- Adding events to the Events page
- Maintaining event teasers on landing page
- Adding press releases to the news and announcements link
- Keeping all content on all pages and sections accurate and reflecting most current information

### Sportsman Recreation Software

Specific needs for Sportsman

- Maintain direct registration links for all programming on website
- Update Sportsman splash page and the Website template

Sportsman is the online registration and rental platform used by the District for household and individual access to all paid programs. Integration with website content and ease of data sharing is required

- Coordinate with District staff for accuracy of information
- Provide links and photos for insertion into Sportsman

### Program Guide

The District uses a quarterly activity guide to provide an overview of services offered and specific information in advance of seasonal events and programs

- Obtain quarterly and seasonal information from staff including classes, schedules, changes, updates, and recurring events.
- Develop and design guides
- Proofread, provide advance drafts for District staff review/edits, finalize draft, and facilitate printing through external services
- Distribute on website, social media outlets, newsletter, in print at predetermined locations, mail to customers
- Ensure all events and listed items are included in all District communication platforms

### SWOT Analysis

Requesting a SWOT analysis for both our social media and our marketing plan

### Newsletter

A weekly emailed newsletter is a key component to reach users and keep them abreast of current activities within the District

- Create weekly e-newsletter that is reviewed and approved by the General Manager in advance for release on Monday mornings by 10am
- Include at least one item or update from each of the District's divisions and a promotion or special event announcement
- Ensure distribution to existing recipients and expand this reach
- Coordinate with staff to update and grow the distribution list utilizing Engage feature on website

### Social Media

The District employs a variety of social media outlets for outreach including: Instagram, Facebook, and Twitter

- Manage all social media platforms and create and update relevant content daily. Act as moderator and respond to community inquiries
- Create events for upcoming District-sponsored activities
- Cross-promote events and programs of partners and community-based organizations that serve the mission of the District
- Create original content, including photographs, and obtain appropriate user-

generated content of GVRD programs and locations for use on social media platforms

### Branding

The District's brand as a unique identifier must be consistently advertised and featured throughout all outreach and must be present in external and internal documents and posts

- Define brand of District and develop improved logos for increased recognition
- Assist with the development of marketable merchandise, giveaways, and contests to grow public awareness of District's mission and services
- Develop consistent logos and branding to be used across the District's areas of service to communicate ownership, define rules and practices, and to better advertise Park locations

### Flyers

Flyers and other print materials are used to capture interest and disseminate information to groups lacking access to digital content

- Develop and distribute flyers promoting District-related events
- Provide platform for staff to request and participate in the development of flyers and outreach materials
- Flyers should be packaged and made available to a wide audience of groups including: the Vallejo Unified School District, Senior Center, and other community partners

### Press Releases

Develop press releases at the request, and with the final approval of, the General Manager or designee to promote District related events and occasions

### Annual Report

Create an Annual Report for print and web distribution that showcases the District's financial status from the previous fiscal year.

- Proofread, provide advance drafts for District staff review/edits, finalize draft, and facilitate printing through external services

### Marketing Plan

An annual marketing plan assists the District in planning and scheduling outreach and provides templates and processes to ensure the reach of advertisement for services is being maximized. The plan will be drafted immediately following the notice of this contract's award, reviewed and approved by the General Manager no later than May 1, 2022. Implementation of any and all aspects of the plan are dependent on funding and final approval by the General Manager. The plan should include, but is not limited to the following components:

- Executive Summary

- Discussion of Branding and Recommendations
- Target Customers
- Distribution Plan
- Special Offers
- Marketing Materials
- Promotion Strategy
- Proposed Partnerships
- Retention and Growth Strategy

### Bilingual Marketing

All printed materials must be produced in both English and Spanish. As requested, Spanish translations must be made of all online and digital content, as feasible.

### Internal Communication

Communication must be facilitated internally to all staff of the District to ensure accurate information sharing and promote culture of inclusivity and ownership of roles

### Reporting

Regular reporting is key to providing metrics for successes and areas to be improved

- Provide monthly report to the General Manager on all marketing campaigns and external communications; including, facility signage, branding, social media, email newsletter metrics, print marketing distribution, and all other marketing outlets utilized.
- Provide an annual report to the General Manager on all marketing related topics and external/internal communication efforts.
- Provide monthly and quarterly District status updates including administration, planning, marketing, aquatics, recreation, and maintenance to be posted on the District's website and distributed to the Greater Vallejo Recreation District Board of Directors.
- Draft and provide to the General Manager an annual District report on all programs and services; including administration, planning, marketing, aquatics, recreation, and maintenance to update and inform the Board of Directors.

### Selection

Proposals received by the District will be reviewed by a selection committee. The selection committee will use the following criteria and point system to evaluate all the proposals received.

## CRITERIA

Proposals will be evaluated and ranked based on proven experience, expertise, and technical merit for the requested services. Added consideration will be given to those applicants who have successfully completed similar projects for special districts.

1	Demonstrated knowledge of the GVRD's Parks and Recreation programs and facilities, Comprehensive Master Plan, annual goals, and the vision and mission of the District.	30 Points
2	Demonstrated ability to produce and distribute targeted marketing and communication materials and successfully and positively engage the community.	30 Points
3	Educational and professional record, including past record of performance on contracts with governmental agencies and private parties with respect to cost control, quality of work, and ability to meet schedules.	20 Points
4	Evaluation of how the cost of the proposal aligns with the District's proposed budget and how the proposed cost compares with the services and products provided.	20 Points
TOTAL		100 Points

Proposals should include no more than three (3) professional references

## EVALUATION PROCEDURE

Following the evaluation of the proposals, the selection committee may request an interview and/or demonstration from proposers. The selection committee will make a recommendation to the General Manager who will make a final decision.

## CONTRACT NEGOTIATIONS

Following the evaluation, interview, and demonstration, the selection committee will recommend a vendor to move forward with contract negotiations. The District will begin negotiations with its first preferred contract at this point in the process, but may meet with other contractors, if contract negotiations are not amicable. Attached to this outreach is a sample contract that will be used, contractors must comply with all requirements listed.

## DELIVERY OF PROPOSALS

Address proposal to:  
Gabriel Lanusse, General Manager  
Greater Vallejo Recreation District  
395 Amador Street  
Vallejo, CA 94590

You may also email proposals to: [glanusse@gvrd.org](mailto:glanusse@gvrd.org)

Deadline to submit proposals is December 30, 2021, at 5pm.

Any qualification statements received after the above specified time will not be considered.

GVRD reserves the right to cancel this request in whole or in part at any time, or otherwise reject any submissions for reasons deemed by GVRD that such an action would be in GVRD's best interest.