



MARKETING AND COMMUNICATIONS SERVICES

REQUEST FOR PROPOSALS
SUBMISSION DEADLINE FOR PROPOSALS:
Friday, July 24, 2026, 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 an 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 a new customer base and **current** customers, social media, and distribution of the program guide. Reduce emphasis on efforts related to school newsletters, street banners, flyers and use of local media.

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 **September 1, 2026 – September 1, 2027**. 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, 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

CIVIC REC Specific needs for CIVIC REC

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

CIVIC REC 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 CIVIC REC

SWOT Analysis

Requesting a SWOT analysis for both our social media and our marketing plan Marketing Analytics & Performance Measurement. The District seeks a marketing partner that can demonstrate measurable outcomes and provide actionable data to

evaluate the effectiveness of marketing investments and outreach efforts.

Marketing Attribution & Conversion Tracking

The selected consultant shall develop systems and processes to track the effectiveness of marketing campaigns and their impact on program registrations, facility rentals, event attendance, sponsorships, and customer engagement.

- Track registration conversions from digital marketing campaigns utilizing CIVIC REC registration links, website analytics, social media campaigns, email marketing, and paid advertising.
- Develop campaign-specific tracking methods including unique URLs, QR codes, landing pages, UTM codes, and referral tracking.
- Provide recommendations on marketing investments based on conversion rates and return on investment (ROI).
- Identify the most effective communication channels by program area, demographic group, and campaign type.
- Measure customer acquisition costs and registration conversion rates.
- Analyze participant behavior from first interaction through registration completion.
- Provide recommendations to improve registration conversion rates and customer retention.

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

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 efforts and provides templates, strategies, and processes to maximize awareness, participation, and community engagement for District programs, services, events, and facilities. The plan shall be drafted immediately following the notice of contract award and submitted for review and approval by the General Manager no later than September 30, 2026. Implementation of any and all aspects of the plan shall be dependent upon available funding and final approval by the General Manager.

The annual marketing plan shall include, at a minimum, the following components:

Executive Summary:

- Assessment of Current Marketing Efforts, Including Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis)
- Discussion of Branding and Recommendations
- Target Customer and Audience Analysis, Including Demographic Segmentation
- Community Outreach and Engagement Strategy

Digital Marketing Strategy, Including:

- Website recommendations
- Search Engine Optimization (SEO)
- Email marketing campaigns
- Social media strategy and content calendar
- Digital advertising recommendations

Traditional Marketing Strategy, Including:

- Print materials
- Direct mail
- Outdoor advertising
- Media relations and press releases

Distribution Plan

- Marketing Materials and Creative Standards

- Promotion Strategy for Programs, Events, Facilities, Sponsorships, and

Community Initiatives

- Proposed Partnerships and Cross-Promotional Opportunities
 - Sponsorship Development and Revenue Generation Opportunities
 - Retention and Growth Strategy for Participants, Members, and Customers
 - Customer Journey and User Experience Recommendations
- Marketing Performance Metrics and Key Performance Indicators (KPIs), including:
 - Reach and impressions
 - Website traffic
 - Program registrations
 - Event attendance
 - Social media engagement
 - Email open and click-through rates
 - Return on investment (ROI)
 - Annual Marketing Calendar with Recommended Campaign Timelines
 - Budget Recommendations and Prioritization of Marketing Activities
 - Reporting and Evaluation Framework, Including Quarterly Progress Reports and Recommendations for Continuous Improvement

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

Executive Dashboard & Data Visualization

The District desires a monthly executive dashboard that provides clear, visual, and data-driven insights regarding marketing performance and community engagement.

Dashboard Requirements

The selected consultant shall develop and maintain a monthly dashboard that includes, but is not limited to:

- Website traffic and engagement metrics
- Program registration trends
- Event attendance trends
- Conversion rates by marketing campaign
- Email marketing performance metrics
- Social media growth and engagement metrics
- Audience demographics
- Top-performing content
- Return on advertising spend (ROAS)
- Cost per registration and customer acquisition metrics
- Facility rental inquiries generated through marketing efforts

- Sponsorship and partnership engagement metrics
- District-wide marketing performance summary
- The dashboard shall include visual charts, graphs, and trend analysis suitable for presentation to the General Manager and Board of Directors.

Key Performance Indicators (KPIs)

The consultant shall establish annual benchmarks and measurable performance goals in collaboration with District staff.

KPIs may include:

- Increase website traffic by agreed-upon percentage
- Increase CIVIC REC registrations by agreed-upon percentage
- Increase social media followers and engagement
- Increase email subscriber base
- Increase newsletter open and click-through rates
- Increase participation in targeted programs and events
- Increase facility rental inquiries
- Improve customer retention rates
- Improve community awareness of District programs and services
- Annual KPI progress shall be reported quarterly and annually.

Content Creation & Digital Storytelling

The District seeks innovative and creative approaches to community engagement and storytelling.

The selected consultant shall:

- Develop short-form video content for Instagram Reels (user generated content), Facebook Reels, YouTube Shorts, and emerging platforms.
- Create participant testimonials and success stories.
- Produce staff spotlights, volunteer spotlights, and community partner features.
- Develop recurring content series highlighting parks, facilities, programs, and events.
- Capture professional photography and videography at District programs and events.
- Create content specifically designed to increase engagement, reach, and shareability.
- Develop strategies to engage younger audiences and emerging community demographics.
- Utilize user-generated content and community storytelling opportunities where appropriate.

Community Reach & Audience Growth

The selected consultant shall develop strategies to expand the District's audience and reach new participants.

Strategies may include:

- Audience segmentation and targeted marketing campaigns.
- Geo-targeted advertising.
- Multicultural and bilingual outreach campaigns.
- Influencer and community ambassador partnerships.
- Strategic partnerships with schools, youth organizations, nonprofits, and local businesses.
- Community surveys and customer feedback collection.
- Recommendations for emerging communication platforms and technologies.

Board Reporting & Strategic Recommendations

The selected consultant shall attend quarterly meetings (virtual or in-person as requested) with District leadership to review performance metrics and provide strategic recommendations.

Reports shall include:

- Successes and challenges.
- ROI analysis of marketing campaigns.
- Recommendations for future investments.
- Program-specific marketing performance.
- Industry trends and best practices.
- Opportunities to improve customer engagement and registration conversion.

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, , follow consistent adopted 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:
Pamela Sloan, Interim General Manager
Greater Vallejo Recreation District
395 Amador Street
Vallejo, CA 94590

You may also email proposals to: recreation@gvrd.org

Deadline to submit proposals is Friday, July 24, 2026, 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.