



Montpelier Alive
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REQUEST FOR PROPOSALS FOR CITY OF BRIDGES PROJECT

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CONTACT

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PURPOSE

Montpelier Alive, a non-profit organization that celebrates the city of Montpelier, Vermont, is seeking a marketing firm to assist in branding and strategic marketing of our City of Bridges campaign.

BACKGROUND

Since its founding in 1999, Montpelier Alive has grown into a trusted source of information and vital community connector. Our work is to create a more vibrant and livable community by celebrating Montpelier's heart and soul: its downtown. We create and support community events, beautify our downtown, support our local businesses, and promote Montpelier to visitors.

Montpelier Alive's Bridge Illumination Project is a lighting spectacle that will transform Montpelier's cityscape, attracting visitors to the capital city from near and far. Many cities around the world have illuminated key historic bridges as a way of welcoming visitors and adding dynamism and excitement to their skylines. Our project goes one step further in illuminating seven key historic bridges that serve as gateways into and through Montpelier. These underutilized and underappreciated structures define a city that sits at the confluence of several rivers.

Our marketing for the City of Bridges project is intended to promote Montpelier as a premiere New England destination and encourage a diversity of visitors, including those from out-of-state, to witness our illuminated bridges - extending their stay into the evenings and overnight to fully participate in our many festivals and events. Putting Montpelier on the map with artistic bridge lighting will also play an important role in the city's resilience and recovery, post-2023 flood.

PROJECT GOALS

Montpelier Alive in collaboration with the chosen marketing firm intends to generate a new brand, logo and cohesive marketing strategy to inform the public about Montpelier becoming "Vermont's City of Bridges." The marketing firm will develop a brand for the City of Bridges, and work to integrate the branding style and assets into current marketing materials, such as brochures and website, at Montpelier Alive. The marketing firm will also act as a consultant and advisor to Montpelier Alive for marketing initiatives pertaining to the City of Bridges campaign, such as utilizing the Bridge Illumination Project to draw in overnight visitors to the area.

RESOURCES

\$15,000 is committed to this project in 2024, for a 3 month project duration. Montpelier Alive staff time will be allocated to help coordinate and execute the project. Existing brand guide and brand assets, photos, etc. will be fully accessible for use.

SCOPE OF WORK AND DELIVERABLES

1. Development of a new “City of Bridges” brand and logo.
2. Delivery of new brand assets, including but not limited to style guide, colors, fonts, logos.
3. Development of a holistic marketing strategy that includes press & media initiatives, digital and paid ad marketing suggestions, developing web page content and advising on strategic acquisition of assets pertaining to this campaign.
4. Advising and consultancy on marketing strategies to draw national & international tourism (with an international concentration on the Toronto and Quebec regions) for our “City of Bridges” campaign.
5. Strategize and implement collection of data on visitation after the bridges have been illuminated (optional).

QUALIFICATIONS

We are looking for a firm with a track-record of building distinguishable destination brands that have attracted and engaged populations to promote tourism, with the data to support this success.

REPLY SPECIFICATION

Montpelier Alive requests submission of proposals on or before November 1, 2024 at 5:00 PM; sent via email to marketing@montpelieralive.org.

We expect the package to include the following:

- Qualifications
- Examples of similar projects
- List of references
- Proposed project timeline

Within the package, there should be included a list of fees for services formatted in this manner:

- Not to exceed fee for proposed project
- Hourly rate for additional work outside the scope and intent of this RFP

In the event that you choose not to respond to this RFP, we would appreciate any recommendations of a colleague or professional communications consultant who you feel may be well suited for this project.

Thank you for your interest. Please feel free to contact me with any questions you may have.

Katie Trautz
Executive Director

Disclaimer: While we are enthusiastic about this project, Montpelier Alive reserves the right to not select any of the proposals it receives.

Montpelier Alive does not discriminate in hiring on the basis of sex, gender identity, sexual orientation,

race, color, religious creed, national origin, physical or mental disability, protected veteran status, or any other characteristic protected by federal, state, or local law.