

CITY OF  
EAGLE RIVER  
*Wisconsin*



*Celebrating 100 Years  
1923-2023*

**Request for Proposal  
Municipal Marketing and Media Services  
Eagle River Municipal Golf Course**

Issue Date: February 15, 2024

Due Date: March 22, 2024

Submit To: Robin Ginner

City Administrator

[rcginner@eagleriverwi.gov](mailto:rcginner@eagleriverwi.gov)

[www.eagleriverwi.gov](http://www.eagleriverwi.gov)

[www.eaglerivergolfcourse.com](http://www.eaglerivergolfcourse.com)

# Table of Contents

- REQUEST FOR PROPOSAL..... 3
- PURPOSE OF RFP ..... 3
- SPECIFICATIONS OF RFP ..... 4
- ELIGIBILITY ..... 4
- SCOPE OF WORK..... 5
- SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS ..... 5
- EVALUATION CRITERIA ..... 6
- ATTACHMENT A..... 7
  - Proposal Response Form ..... 7
  - Non-Collusion Affidavit: ..... 7
  - Code Of Ethics: ..... 7

## REQUEST FOR PROPOSAL

The City of Eagle River will be accepting proposals from qualified firms or individuals to manage the marketing and media services for the City-owned eighteen-hole Eagle River Golf Course, 457 McKinley, Eagle River, Wisconsin. Interested individuals or firms may obtain proposal documents and project details from the City Administrator at the contact information below, or by visiting the City's website at [www.eagleriverwi.gov](http://www.eagleriverwi.gov).

An optional pre-proposal meeting can be arranged upon request by contacting the City Administrator.

Sealed proposals must be submitted to the address below no later than 11:00 a.m. on Friday, March 22, 2024, according to the requirements of the bid packet. **LATE PROPOSALS WILL NOT BE ACCEPTED.**

City of Eagle River  
Attn: Robin Ginner, City Administrator  
525 E. Maple Street, PO Box 1269  
Eagle River, WI 54521  
[rcginner@eagleriverwi.gov](mailto:rcginner@eagleriverwi.gov)  
[www.eagleriverwi.gov](http://www.eagleriverwi.gov)  
[www.eaglerivergolfcourse.com](http://www.eaglerivergolfcourse.com)  
Office: 715-479-8682, Ext 227  
Cell: 715-525-2666

The City reserves the right to waive informalities or reject any part of, or the entire proposal, when said action is deemed to be in the best interests of the City.

## PURPOSE OF RFP

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a lump sum contract through competitive negotiation with a qualified firm with solid experience in media and marketing, message/positioning development, and identity including development of social media marketing, traditional marketing, and website management.

The City of Eagle River's Municipal Golf Course is seeking the services of a marketing firm to drive business attraction and retention, position the golf course as a desirable place for recreation, and enhance general perception.

## **SPECIFICATIONS OF RFP**

### **A. PURPOSE**

1. The City of Eagle River requests proposals by qualified firms to manage and implement all aspects of a marketing plan for the City of Eagle River's Municipal Golf Course. Responses to this Request for Proposal (RFP) will provide the City with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized clients. It is important to note that this brand will be used primarily as an identity for the City of Eagle River's Municipal Golf Course.
2. The primary goals/objectives to be achieved by the marketing initiative include, but are not limited to:
  - a. Uniformity – The marketing should convey a common message and image to audiences both within and outside the City of Eagle River. A defined message that will market the City of Eagle River's Municipal Golf Course locally, statewide and nationally as a great place to recreate and enjoy the restaurant/bar.
  - b. Community Identity/Pride – Identify and promote what makes the City of Eagle River's Municipal Golf course distinct and appealing in a regionally competitive environment for visitors and residents.
  - c. Flexibility – The brand must be flexible and adaptable in order to meet the needs of the golf course and restaurant/bar, while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
  - d. Endorsement – The brand must be authentic and resonate with leadership in the City of Eagle River and with community identity in the greater Eagle River area.

## **ELIGIBILITY**

1. The consultant should specialize in project management, research, marketing, and creative design as it relates to the continued development of a brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with experience with municipal and/or golf course marketing and media initiatives. Priority will be given to those firms that have experience with local governments in this type of work.
2. The City of Eagle River desires to issue a contract to a single qualified consultant to manage the overall market needs of the golf course. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable with a single project manager point of contact.

## SCOPE OF WORK

1. Project Management – The consultant will lead all aspects of the City of Eagle River’s Municipal Golf Course marketing and media initiative, including the following:
2. Advisory to the Golf Pro and City Administrator (“management”). Meetings throughout the process will be required.
3. Research – Research will be the basis for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key publics to identify the following:
  - a. The key elements of the City of Eagle River Municipal Golf Course.
  - b. Analysis of competitor marketing strategies.
  - c. Measures that will be used to determine if the effort is successful.
4. Creative/Development of Brand – The consultant will develop creative elements that include design concepts, messages, brand statement, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected design will be delivered, with the final option delivered with a style manual and guidelines for use and the capability of use in the following
  - a. Print and electronic advertising
  - b. Website design and management
  - c. Media placement
  - d. Social Media management
  - e. Public relations
  - f. Templates
5. Implementation Plan – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow Management to understand the approach and work plan. An Action Plan should include, but not be limited to the following:
  - a. Estimated costs/budget associated with the implementation process.
  - b. Proposed timelines for development of creative elements.
  - c. Recommended positioning logo and brand guidelines.
  - d. Implementation plans for brand identity applications and brand identity maintenance plan.

## SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of the firm to provide the required Services and Results.

The Firm shall submit one (1) electronic copy by email to [rcginner@eagleriverwi.gov](mailto:rcginner@eagleriverwi.gov), or by emailing a link to a file sharing platform. Please do not send hard (paper) copies by mail.

1. A description of the firm’s capabilities and experience conducting similar plans. Include

a description of the firm, its organizational structure, location of the principal office and the location of the office that would manage this project.

2. A summary of professional qualifications and experience of the individuals the firm would assign to the project and their individual project responsibilities. Indicate whether these individuals have worked together on previous projects. Indicate each individual's current commitment, availability to start this project in Q1 2024 and percentage of time that they will be assigned to complete their project tasks on this job.
3. Specific plans or methodology to be used to perform the services with timeline proposed for each phase of the project. Include a description of community engagement efforts included and deliverables proposed.
4. Estimated timeline for completion through implementation.
5. References (names and contact information) for clients for which the firm performed projects of a similar type and size within the last five years. Describe in detail, each projects outcome and the process your firm used to achieve those outcomes. Reference letters are recommended.
6. A work sample of a completed project(s) that is representative of the work proposed for the City.
7. Proposal Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project, including but not limited to, the number of meetings with stakeholders, travel expenses, and document production costs.
8. Proposed engagement agreement with terms and conditions.

## **EVALUATION CRITERIA**

Proposals will be evaluated by the City using the following criteria:

1. Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
2. Specific plans or methodology to be used to perform the services.
3. Reference letters from other clients.
4. Quality of illustrative examples.
5. Proposed Lump Sum Fee.
6. All qualified submissions received by the deadline will be analyzed by the City according to the criteria outlined in this RFP. Failure to comply with the provisions of the RFP may cause a proposal to be rejected.
7. The City reserves the right to (a) accept or reject any/or all submissions of proposals; (b) to waive any irregularity, technicality, informality or discrepancy in a proposal; (c) accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of the City; (d) give full and proper evaluation of the Vendor or team presenting the proposal.
8. The City shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.

# ATTACHMENT A

## Proposal Response Form

BID / PROPOSAL NO: ERGC-2024 DATE DUE: 03/22/2024  
DATE ADVERTISED: 02/19/2024 TIME DUE: 11:00 AM  
NAME OF PROJECT: Media and Marketing Services for Eagle River Golf Course

**The Respondent acknowledges receipt of the following Addenda:**

- Addendum #1 \_\_\_\_\_ (Initial/Date)
- Addendum #2 \_\_\_\_\_ (Initial/Date)
- Addendum #3 \_\_\_\_\_ (Initial/Date)

Non-Collusion Affidavit:

**By submission of this proposal, the Respondent certifies that it is being submitted without any collusion, communication, or agreement as to any matter relating to it with any other respondent or competitor. We understand that this proposal must be signed by an authorized agent of our company to constitute a valid proposal.**

Code Of Ethics:

**I / We have reviewed a copy of the City of Eagle River’s Code of Ethics and agrees to adhere to the Code in any and all work as a representative of the City. Yes \_\_\_\_\_ No \_\_\_\_\_ \***

**\*Respondent is advised that the City of Eagle River cannot consider any bid or proposal where the bidder has not agreed to the above statement.**

_____ Type or Print Name of Individual	_____ Doing Business as (Trade Name)
_____ Signature of Individual	_____ Street Address
_____ Title	_____ City, State, Zip Code
_____ Date	_____ Telephone Number / Fax Number
_____ Email Address	_____ SS # or TIN#