

**REQUEST FOR PROPOSAL
2025 CONTENT DEVELOPMENT SERVICES FOR THE
DOWNTOWN ALBANY BUSINESS IMPROVEMENT DISTRICT (BID)
ALBANY, NEW YORK**

1) INTRODUCTION

a) Mission

The Downtown Albany BID is an independent not-for-profit 501(c)(3) organization comprised of hundreds of property owners and businesses in Albany's central business district. Established in 1996, the BID's mission is to restore, promote, and maintain the character and viability of downtown Albany and improve the quality of life and overall image for all those who live, work, and visit the Capital City of Albany. Working in partnership with businesses, property owners, cultural institutions and organizations, government agencies and elected officials, the BID works to make Albany's historic Downtown district clean, safe, vibrant, and friendly.

b) Overview and Statement of Intent

The Downtown Albany BID is issuing a bid to seek a qualified Content Creator or writer to assist the Marketing and Communications Manager and support the organization's overall goals for the remainder of the 2025 calendar year. The selected contractor will enter into a monthly professional services contract until 12.31.25, outlining all terms of the agreement.

c) Client

Downtown Albany BID
Caroline Murray
21 Lodge Street | Albany, NY 12207
Phone: 518.465.2143 x117
Email: cmurray@downtownaalbany.org

2) SCOPE OF WORK (SOW)

The successful Bidder will assist in producing high-quality content across various platforms in alignment with the Downtown Albany BID's brand voice, brand guidelines, and industry standards. Where applicable, the client will provide the selected contractor with images and video to support their work. Specific tasks include:

a) E-Newsletters

- i) Assist in creating **two e-newsletters per month**, ensuring all content adheres to the BID's brand voice and guidelines.

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- ii) Responsibilities include researching, writing, and curating text and images, populating content into the newsletter template, and delivering the final product to the assigned audience by Thursday morning deadline.
- b) Weekly Expected Crowds Emails**
 - i) Develop and send **weekly Expected Crowds emails**.
 - ii) Tasks include outreach to 3–5 stakeholders (or as needed) to gather relevant information, updating and refining content in alignment with BID standards, and ensuring timely delivery to the assigned audience by the Monday afternoon deadline.
- c) News Stories for the Downtown Albany BID Website**
 - i) Work with the Marketing and Communications Manger to identify and write **two news stories per month** for the Downtown Albany BID website that reflect the BID’s messaging priorities and uphold industry standards for readability, engagement, and SEO optimization.
- d) Social Media Content**
 - i) Create **5–10 social media posts per week** for platforms specified by the BID.
 - ii) Content must align with brand voice and guidelines and may include sharing stakeholder content, sourcing appropriate images and/or video, editing video, and crafting compelling captions to support the posts.
- e) Website Events Calendar Updates**
 - i) Update the **Events Calendar** on the BID website weekly and/or as needed.
 - ii) This includes researching up to 15 BID businesses’ and entertainment venues’ websites and social media pages to ensure accurate and up-to-date event information is reflected.
- f) Weekly Meetings**
 - i) The Content Creator and the Marketing and Communications Manager will meet weekly to discuss ideas and concepts for upcoming projects, as well as the status of ongoing work.
 - ii) Before any content created by the Content Creator is published on the website, posted on social media, or sent via email to audiences, it must receive approval from the Marketing and Communications Manager. Additionally, the Manager will periodically check in with the Content Creator throughout the week as part of this process.

Additional requirements:

- i) All written content, images, and multimedia must align with the Downtown Albany BID’s brand voice, style, and tone as outlined in provided brand guidelines.
- ii) Content must meet industry standards for quality, accuracy, and engagement, with an emphasis on clarity, originality, and relevancy to the target audience.

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- iii) The successful Bidder must demonstrate the ability to proactively research, fact-check, and refine content to maintain consistency and professionalism across all platforms.
- iv) Content must not infringe on any copyright, including the use of photos, music, and video, to eliminate liability for the Downtown Albany BID.

3) PROJECT SCHEDULE

a) Bid Submittal

Bids are to be submitted on or before Friday, February 28 at 2 p.m. ET. Any bids received after this date can be rejected at the client's discretion.

Bids shall remain valid for a period of ninety (90) days from submission.

b) Bidding and Completion Schedule

01/31/2025	Bid documents issued
02/14/2025	Pre-bid phone conference – 2:00 PM EST
02/19/2025	Questions due
02/28/2025	Bid form and bid submittals due
03/21/2025	Contract awarded

c) Pre-bid Conference Call

A pre-bid phone conference will be held at 2 PM ET on Friday, February 14. You may join this conference by following this link:

Topic: Caroline Murray's Personal Meeting Room

Join Zoom Meeting

<https://us02web.zoom.us/j/3123487348?pwd=PnsCZiumyBONGich8pYOcTKBpSFtCG.1>

Meeting ID: 312 348 7348

Passcode: rChD15

4) BID DOCUMENT

a) Explanation to Bidders

Any explanation desired by a Bidder regarding the meaning or interpretation of the bid document must be requested via email by February 19, 2025, to allow sufficient time for a reply to reach all prospective Bidders before the submission of their bid. Any

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information given to a prospective Bidder concerning the bid document will be furnished to all prospective Bidders as an addendum online.

b) Modification and Withdrawal of Bid

Prior to the bid submittal deadline, any bid submitted may be modified, withdrawn or resubmitted by notifying the Client and revised bids must be received on or before the bid submittal deadline. No bid may be modified, withdrawn, or cancelled by the Bidder, except upon the express permission of the Client, unless the award of contract is delayed for a period of 90 days.

5) REQUIRED EXPERIENCE:

The client requires that all Bidders must have sufficient experience in developing multi-media content that adheres to brand standards in order to submit a bid for the project.

- i) Five years' work experience combined in marketing, social media, and communications
- ii) Experience with Canva. Adobe Creative Cloud skills are a plus
- iii) Experience in creating content for social media platforms such as Meta, Twitter, LinkedIn, and TikTok, and utilizing social media scheduling tools like Sprout Social or Hootsuite
- iv) Proven background of asset creation for websites and e-newsletters. Experience using Salesforce, MailChimp, and Drupal CMS is a plus
- v) Experience working for other Downtown Business Improvement Districts (or similar) is a plus

6) SUBMITTAL REQUIREMENTS

a) Bid Submittals

The following items are required to be submitted:

- i) A statement of qualifications and relevant experience in writing and developing content listed in the above SOW
- ii) Two writing samples and two video samples (Reels, TikTok, Facebook videos apply)
- iii) Estimate for services listed
- iv) Fee per hour for services
- v) 3-5 professional references

b) Selection Process

The BID will accept only electronic proposals until **5:00 PM on February 28, 2025**.

Submissions, including attachments, should be sent to Caroline Murray | cmurray@downtownalbany.org with the subject line: Content Creator RFP.

c) Scoring System

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The criteria the client will use in evaluating the bids are as follows:

Understanding of Scope & Approach (30%)

- Demonstrates a clear understanding of the BID's goals and objectives.
- Outlines a well-thought-out approach to content creation, storytelling, and branding.

Creativity & Quality of Past Work (30%)

- Portfolio samples show high-quality content, including photography, videography, and writing.
- Demonstrates creativity and ability to develop content across various digital platforms, including email, web, and social media.

Experience & Qualifications (25%)

- Relevant experience with similar projects, especially for BIDs, downtown districts, or tourism.
- Expertise in content creation and marketing.
- Positive reputation and references/past client testimonials.

Budget & Cost-Effectiveness (15%)

- Provides a detailed, transparent budget.
- Demonstrates cost-effectiveness and value for services offered.

7) AWARD OF CONTRACT

a) Contractual Relationship

Once the Client selects a Successful Bidder, the primary contractual relationship will be between the Client and the Successful Bidder.

b) Default:

The Client may, at any time, by written notice to the successful Bidder, terminate this contract and the successful Bidder's right to proceed with the work for just cause, which shall include, but is not limited to, the following:

- i) Failure to meet deadlines:** Failure to deliver content, such as articles, social media posts, or other assigned materials, within the time specified in the contract or any agreed-upon extensions.
- ii) Non-compliance with contract requirements:** Failure to adhere to the scope of work, style guidelines, brand voice, or other provisions specified in the contract.
- iii) Failure to meet quality standards:** The successful Bidder guarantees that all content will meet industry standards for clarity, accuracy, originality, and

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engagement. If higher standards are specified in the contract (e.g., creative excellence, SEO optimization), those higher standards shall be upheld.

- iv) **Failure to address deficiencies:** Upon notice by the Client of any failure to meet quality or compliance standards, the successful Bidder must immediately remedy the deficiencies to the Client's satisfaction. Failure to promptly correct such issues will be considered a breach of contract.
- v) **Breach of contract costs:** In the event of a breach, the successful Bidder shall be responsible for any costs incurred by the Client as a result, including but not limited to the cost of securing replacement services or revising substandard content.
- vi) **Withholding of payment:** The Client reserves the right to withhold payment until any defects in content or performance have been satisfactorily corrected.
- vii) **Cumulative remedies:** All remedies available to the Client are cumulative, and the selection of one remedy shall not preclude the pursuit of any other remedies available under this contract or applicable law.

c) **Independent Contractor**

At all times, the successful Bidder shall be considered an independent contractor and not as an employee of the Client. As an independent contractor, payment under this contract shall not be subject to any withholding for tax, social security or other purposes, nor shall the successful Bidder be entitled to sick leave, pension benefit, vacation, medical benefits, life insurance or workers' unemployment compensation or the like from the Client.