



118 N. Broadway, Lake Orion, MI 48362
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www.downtownlakeorion.org

*The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, **the heart and hub of the Orion Community**, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents, and other stakeholders.*

April 13, 2021

Quotes for **DOWNTOWN LAKE ORION BRAND MARKETING SERVICES** are being accepted.

Quotes must be **DELIVERED TO**

**VILLAGE OF LAKE ORION
21 E. CHURCH STREET
LAKE ORION, MI 48362**

ON OR BEFORE NOON, THURSDAY APRIL 29, 2021

SUBMIT ORIGINAL AND ONE (1) COPY. Quotes received after **NOON** of the date they are due will not be accepted or will be marked late, and retained unopened. Quotes will be opened at 1:00 PM.

Addenda, clarifications and changes to the documents must be obtained on line by registering (free registration available) for the MITN system as follows: 1) go to www.mitn.info, 2) review the vendor registration options that are available to vendors, and then 3) select vendor registration at the bottom of the page to register and then, 4) sign up to register.

Quote tabulations will be posted on MITN.

The Village of Lake Orion reserves the right to accept or reject any and all Quotes and to waive any and all irregularities or split award by items, unless otherwise stipulated, and to accept the quote which will serve its interest.

Additional information regarding this quote or any questions can be answered by contacting the Molly LaLone of the Village of Lake Orion Downtown Development Authority, preferably by e-mail, director@downtownlakeorion.org , subject: **DTLO BRAND MARKETING SERVICES**

Sincerely,

Molly LaLone
Executive Director
Lake Orion Downtown Development Authority

REQUEST FOR QUOTES DTLO BRAND MARKETING SERVICES

SCOPE OF SERVICE

Downtown Lake Orion is accepting quotes for Brand Marketing services. Please provide monthly and annual fees for a three year contract to include review of services annually.

Scope of work includes:

1. Attend meetings as required.
2. Minimum of 15 social media posts per week with topics including but not limited to:
 - DDA Events
 - Local businesses
 - Local business development
 - Downtown activity
 - Posts to reflect mission of DDA
 - Our mission is:
“The mission of the Lake Orion DDA is to enhance the economic potential and preserve the historical character of the Lake Orion DDA District, the heart and hub of the Orion Community, through promotional activities and an organizational structure that focuses on community involvement with local businesses, residents and other stakeholders.”
3. Strategy: Ensure marketing strategy aligns with the mission statement.
4. Content Creation: Enhance culture and appeal of Downtown Lake Orion
5. Brand Identity: Further develop the DTLO brand identity with Best Practices and continue to raise awareness with the LOL campaign
6. Data & Analytics: Provide monthly report for each social media account.
7. Marketing Plan: Continue to build and expand on existing Marketing plan which raises awareness of downtown as a destination and engage the community.
8. Digital Marketing: Develop and implement targeted display ads, billboards, SEM campaigns, and social media paid posts and ads.
9. Traditional Marketing: Develop and implement ads for print in various publications promoting activities and events, announcements by DTLO and the community

The Lake Orion Downtown Development Authority requests a proposal for the above services, the proposal should include a scope of work and a cost proposal. All bidders must be qualified professionals, please provide references.

The bid specifications were approved by the DDA Board of Directors on April 13, 2021. This request is publicly advertised on the DDA web site, and on MITN for the following time period: April 15, 2021 – April 29, 2021. Late responses will not be accepted. Responses not meeting terms may be rejected. If at least three responses are not received the DDA Executive Director may require a re-bid. The proposals shall be analyzed (based upon the "best overall value" to the DDA) and documented including Board member or staff recommendations. Award shall be made by the DDA Board of Directors including approval of contracts.