



Town of Crested Butte

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-A National Historic District-

www.townofcrestedbutte.com



Request for Proposal Crested Butte Creative District Winter Marketing Campaign

RFP Sent: September 10, 2018

Proposals Due: 5 PM MDT, September 28, 2018

Background

The Town of Crested Butte was officially a Colorado Creative District by the State of Colorado in July 2016. The Crested Butte Creative District nurtures a vibrant creative culture in downtown Crested Butte through support for local creatives, increased collaboration between creative organizations, and enhanced visibility of creative endeavors throughout the Creative District. The Creative District preserves the fun, funky character and cohesive community identity that has set Crested Butte apart from other mountain resort towns.

The mission of the Crested Butte Creative District is to support a dynamic cultural economy where local creatives live, create, and thrive. One primary goal of the Crested Butte Creative District is to promote and market local creatives and creative businesses. The Creative District hosts an online directory of registered businesses at www.cbcreativedistrict.org/our-creatives and also has brochures around town with a map of registered creative businesses and local creative events, public art, and general creative district-related information. Additionally, the Creative District is part of the Colorado Creative Corridor (www.colorado.com/fieldguide/colorado-creative-corridor), which markets 5 western slope Creative Districts, including Crested Butte.

The Creative District is currently seeking proposals for a winter digital marketing campaign to better promote and market local creatives and creative businesses. The overarching goal of the campaign should be to encourage locals and visitors to shop creatively and locally by utilizing the Creative District's directory of local businesses and building upon the Creative District's 2017 campaign called "Give Creatively" (<http://www.cbcreativedistrict.org/give-creatively/>). Additional components of the Creative District could be to feature unique artists and craftsmen in the Creative District (such as a series on "Creatives of Crested Butte", promote creative events, promote paid opportunities for creatives, and overall build recognition and community awareness of the Creative District.

Project Requirements

1. The winter marketing campaign will run from October 15, 2018 to December 31, 2018 with the possibility of extending until March 31, 2019.
2. The digital marketing campaign must include (at a minimum):
 - a. Development and administration of the “Give Creatively” campaign
 - b. 4 weekly posts on the Crested Butte Creative District Facebook Page
 - c. 1 weekly post on the Colorado Creative Corridor Facebook Page
 - d. 1 monthly Mailchimp e-newsletter
 - e. 1 monthly news post for the Creative District website
3. Additional social media use (Instagram, Twitter, etc.) is optional
4. Selected individual will check in monthly with Town staff to develop content and coordinate photos or other needs for the e-newsletter and monthly posts. Selected individual will be responsible for creating text for posts and e-newsletters.
5. Selected individual must provide a monthly report on the quantitative and qualitative reach of the campaign, as well as a final report at the end of the campaign.

Budget

The budget for the project is \$400 for October 15-Nov 1, \$800 for November, and \$800 for December (Total: \$2,000). An additional \$200 will be provided for sponsored social media content.

Timeline

September 10, 2018	Request for Proposal Posted
September 28, 2018	Deadline to submit proposals to the Town of Crested Butte
October 1, 2018	Applicant Interviews
October 3, 2018	Applicant Selected
October 15, 2018	Campaign Begins
December 31, 2018	Campaign Ends
January 2019	Evaluation and Possibility of Extension

** Dates subject to change at the request of the Town of Crested Butte*

Proposals

Interested creatives should submit a proposal with the following information:

1. Written overview of the theme of the campaign including specific examples of registered businesses, local creatives, creative events, etc. that would be included.
Include information on the concept and what it will communicate to viewers. Provide specific examples of how you will administer the “Give Creatively campaign”.

2. A sample of one month of the campaign including a sample e-newsletter, a sample news/blog post for the website and 12 sample social media posts (8 Creative District-related posts and 4 Creative Corridor-related posts)
3. A description and overview of what will be measured and reported on to show the reach of the campaign.
4. Description of applicant's qualifications.
Resume, portfolio, website or written description.
5. Descriptions and portfolio of past marketing campaign work.
6. Three references
Any professional references are acceptable.

Selection

Proposals will be evaluated by a selection committee comprised of representatives of the Creative District Commission and marketing sub-committee. Selection date is tentative but will occur by mid-October 2018.

Proposals will be evaluated on the following criteria:

1. Project feasibility: Does the project have a high likelihood of being completed as proposed? Does the project meet all requirements? Will the project demonstrate the reach of the campaign?
2. Applicant's past experience and portfolio
3. Conceptual theme and design of the campaign

Submission

All proposals must be received no later than 11:59 pm on September 28, 2018. Proposals may be submitted via mail, email, or in-person to:

Mel Yemma

Open Space/Creative District Coordinator
Town of Crested Butte
PO Box 39 (mail)
507 Maroon Avenue (in-person)
Crested Butte, CO 81224
(970) 349-5338
melyemma@crestedbutte-co.gov