TECUMSEH BIA

REQUEST FOR PROPOSAL

Marketing, Social Media Management & Website Maintenance Services

Issued by: Tecumseh Business Improvement Area (Tecumseh BIA)
Proposal Submission Deadline: November 6th, 2026
Anticipated Contract Start Date: January 1 2027
Contract Term: One (1) Year (possibility of extension)

---

1. Introduction

The Tecumseh Business Improvement Area (the "Tecumseh BIA" or "BIA") is seeking proposals from qualified marketing and communications professionals, agencies, or companies to provide ongoing **marketing, social media management, content creation and website maintenance services**.

The successful proponent will work closely with the Tecumseh BIA Board and staff to strengthen the BIA's online presence, promote local businesses and events, communicate BIA initiatives, increase community engagement, and support the growth and visibility of the Tecumseh business community.

The BIA is seeking a creative, organized, responsive, and strategic partner who understands social media, digital marketing, local business promotion, and community-focused communications.

---

2. Scope of Work

The successful proponent will be responsible for the following services on an ongoing monthly basis.

A. Photography & Content Shoots

The successful proponent will provide:

- **Two (2) content/photo/video shoots per month** for the purpose of creating social media and digital marketing content.
- Shoots will include business features of two Tecumseh BIA members, BIA initiatives, promotions, or other content identified through the monthly strategy.
- Scheduling of shoots will be coordinated with the BIA and participating businesses.
- Content captured during monthly shoots will be the property of the BIA and used across applicable BIA social media and digital platforms.

Event Coverage

Event coverage will be as required and include photos, videos and brief interviews to be used to as promotional material on social media at BIA quarterly mixers, 2 night markets (September and December), new business grand openings (maximum 6 per year) and the BIA Annual General Meeting.

B. Video Reels

The successful proponent will create and publish video content designed to increase awareness, engagement, and reach across the BIA's social media platforms.

Monthly video deliverables will include:

- **Four (4) business feature videos**
- **Two (2) multi-business videos**
- **Two (2) BIA initiative videos**
- **Two (2) BIA review videos** (6 month review and 12 month review, each 1-2 minutes in length)

Video content should be appropriately formatted for platforms including Instagram Reels, Facebook, TikTok, and YouTube Shorts where applicable.

The successful proponent will be responsible for filming, editing, captioning, formatting, and preparing content for publication.

C. Photography & Graphic Posts

The successful proponent will create/prepare and post the following monthly social media content on Facebook and Instagram page:

- **Two (2) multi-business carousel posts (one every other week)**
- **Four (4) business feature carousel posts (one weekly)**
- **Four (4) standard posts (one weekly)**, which may include:

    - Tecumseh BIA initiatives
    - Tecumseh Tourism/BIA-related information
    - Downtown/community information
    - Business resources and tips
    - Seasonal campaigns
    - Community information
    - Promotions
    - Other BIA-related communications
- **Twenty (20) Stories (5 stories posted weekly)**

Stories may include:

- Business promotions
- Events
- Behind-the-scenes content
- Re-shared business content
- Community information
- BIA initiatives
- Polls, questions, and other engagement opportunities
- Seasonal or timely content

The proponent will ensure that visual content is consistent with the BIA's branding and overall communications strategy.

The goal will be to maintain a consistent and active presence on the BIA's social media platforms.

D. Social Media Engagement & Community Management

The successful proponent will actively manage the BIA's social media community and encourage meaningful engagement.

Responsibilities will include:

- Responding to comments on Instagram and Facebook.
- Liking, following, and commenting on relevant business and community content.

- Engaging with local businesses, organizations, residents, and community members.
- Identifying opportunities to increase engagement and follower growth.
- Monitoring comments and interactions.
- Sharing or re-sharing appropriate content from BIA businesses and community partners.
- Forwarding direct messages, complaints, sensitive matters, and inquiries requiring BIA response to the appropriate BIA representative.

The proponent should use professional judgment when interacting with the public and represent the Tecumseh BIA in a positive, professional, and community-focused manner.

---

3. Social Media Platform Management

The successful proponent will manage the BIA's social media presence across the following platforms:

- Instagram
- Facebook
- TikTok
- YouTube

Management responsibilities will include:

- Content scheduling and publishing
- Caption writing
- Hashtag/keyword strategy
- Content optimization
- Platform-specific formatting
- Monitoring engagement
- Community interaction
- Maintaining consistent branding
- Identifying opportunities for increased reach and engagement

The proponent should provide recommendations regarding platform trends, emerging opportunities, and strategies for increasing the BIA's digital audience.

---

4. Search Engine Optimization (SEO)

The successful proponent will incorporate SEO into the BIA's digital marketing strategy.

Responsibilities will include:

- Converting business feature content into SEO-optimized news/articles for the BIA website.
- Creating appropriate titles, headings, keywords, and metadata where applicable.
- Including relevant links to featured businesses.
- Creating backlinks to the businesses being featured.
- Identifying opportunities to improve the BIA website's search visibility.
- Providing recommendations for ongoing local SEO improvements.

The objective is to increase online visibility for both the Tecumseh BIA and the local businesses it represents.

---

5. Website Management

The successful proponent will provide ongoing maintenance and content updates to the BIA website.

Responsibilities will include:

Events

- Uploading events provided by the BIA.
- Updating or removing event information as required.

Business Directory

- Uploading new businesses provided by the BIA.
- Updating existing business listings.
- Making corrections or updates to business information as provided.

Promotions

- Promoting the Tecumseh Dollars Sale through the website and appropriate digital channels.
- Updating promotional information as required.

General Website Updates

- Updating Board member information.
- Updating general BIA information.

- Making miscellaneous content updates as requested by the BIA.
- Identifying obvious website content issues and recommending improvements.

Website management is intended to cover routine content updates and maintenance. Major website redesigns, development projects, hosting changes, technical troubleshooting beyond routine maintenance, or other substantial work may be quoted separately with prior approval from the BIA.

---

6. Monthly Marketing Strategy & Meeting

The successful proponent will work with the Tecumseh BIA on an ongoing marketing strategy.

This will include:

- A monthly strategy meeting with the BIA.
- Development of a monthly content strategy/calendar.
- Discussion of upcoming events, promotions, initiatives, and campaigns.
- Identification of businesses to be featured.
- Review of previous month's social media performance including a monthly data report on performance.
- Recommendations for improving engagement, reach, and follower growth.
- Identification of upcoming seasonal and community opportunities.

The successful proponent should take a proactive approach and bring new ideas and recommendations to the BIA rather than solely executing assigned tasks.

---

7. Monthly Deliverables Summary

For clarity, the anticipated standard monthly deliverables are:

Service	**Monthly Deliverable**
Content/Photo/Video Shoots	2 shoots
Business Feature Videos	4
Multi-Business Videos	2
BIA Initiative Videos	2
Multi-Business Carousels	2

Service	Monthly Deliverable
Business Feature Carousels	4
Standard Posts	4
Stories	20
Social Media Management	Ongoing
Social Media Engagement	Ongoing
SEO Articles/Business Features	Ongoing
Website Updates	Ongoing, as required
Monthly Strategy Meeting	1

The BIA recognizes that content needs may fluctuate from month to month. The successful proponent is expected to work collaboratively with the BIA to determine the most effective use of the monthly content allocation.

---

8. Proposal Requirements

Proponents are asked to submit a proposal that includes the following:

A. Company/Proponent Information

- Company or individual name
- Primary contact
- Address
- Telephone number
- Email address
- Website and/or social media accounts
- Years in business
- Relevant experience

B. Relevant Experience

Please provide examples of experience in:

- Social media management

- Digital marketing
- Photography and videography
- Video production and editing
- Graphic design/content creation
- SEO
- Website management
- Local business or community marketing

Preference may be given to proponents who demonstrate experience working with business improvement areas, municipalities, tourism organizations, chambers of commerce, community organizations, or similar organizations.

C. Portfolio

Please provide examples or links to previous work, including where possible:

- Social media accounts managed
- Business feature videos
- Reels/short-form videos
- Photography
- Graphic design
- Website/SEO work
- Relevant campaigns

D. Approach & Strategy

Proponents should outline their proposed approach to:

- Growing the BIA's social media following
- Increasing engagement
- Promoting local businesses
- Creating compelling video content
- Increasing website traffic
- Improving SEO
- Promoting BIA initiatives
- Building community awareness

- Measuring and reporting results

---

9. Pricing

Proponents are required to provide a fixed monthly fee for the services outlined in this RFP.

Monthly Service Fee

Proposed Monthly Fee: $_____ + applicable taxes

The monthly fee should include all standard services and deliverables outlined in the Scope of Work.

Proponents should clearly identify any costs that are not included in the monthly fee.

Additional Services

- Should additional services be required outside the noted scope of work, a quote will be requested outlining the task, deadline and budget.

---

10. Contract Term

The successful proponent will enter into an annual contract for a period of twelve (12) months.

The anticipated contract period will be:

Start Date: January 1 2027

End Date: December 31 2027

The monthly service fee will remain fixed for the duration of the contract unless otherwise agreed to in writing by both parties.

The BIA may consider renewal of the contract at the end of the initial twelve-month term, subject to performance, budget, and mutual agreement.

---

11. Reporting & Performance Measurement

The successful proponent will provide the BIA with regular reporting on social media and digital marketing performance.

Reporting should include, where applicable:

- Follower growth
- Reach
- Impressions

- Engagement
- Video views
- Website traffic
- Social media traffic
- Top-performing content
- Business feature performance
- Growth opportunities
- Recommendations for the upcoming month

The monthly strategy meeting may be used to review performance and adjust the marketing strategy accordingly.

---

12. Content Ownership

All original content created specifically for the Tecumseh BIA, including photographs, videos, graphics, written content, and other marketing materials, will become the property of the Tecumseh BIA upon payment for the applicable services, unless otherwise agreed to in writing.

The proponent may request permission to use completed work in its portfolio or promotional materials.

---

13. Confidentiality

The successful proponent will maintain confidentiality regarding information provided by the Tecumseh BIA and will not disclose confidential information to third parties without prior authorization.

---

14. Proposal Evaluation

Proposals may be evaluated based on the following criteria:

Evaluation Criteria	**Weight**
Relevant Experience & Qualifications	20%
Quality & Creativity of Portfolio	25%
Proposed Strategy & Approach	25%
Understanding of the Tecumseh BIA's Needs	15%

Evaluation Criteria	Weight
Monthly Pricing & Value	15%
Total	**100%**

The BIA reserves the right to request clarification or additional information from any proponent.

The lowest-priced proposal will not necessarily be selected. The BIA intends to select the proponent that provides the best overall combination of experience, creativity, service, strategy, and value.

---

15. Submission Requirements

Proposals should be submitted electronically to:

Tecumseh BIA
Attention: BIA MANAGER
Email: info@tecumsehbia.com

Proposal Deadline

November 6th 2026 at 12pm (noon).

Late submissions will not be considered.

Proponents are encouraged to submit proposals that are concise but sufficiently detailed to demonstrate their qualifications, approach, and understanding of the required services.

In addition, the proponents will be asked to present in person to the Marketing Subcommittee a short 10 – 15 minute presentation outlining their proposal, highlighting past experience and answer any questions. A date and time will be sent to proponents.

---

16. Questions & Clarifications

Questions regarding this RFP should be directed to:

BIA MANAGER
Tecumseh BIA
Email: info@tecumsehbia.com

Questions should be submitted no later than **October 23 2026.**

Any significant clarification or amendment to this RFP will be communicated to all known proponents.

17. Rights of the Tecumseh BIA

The Tecumseh BIA reserves the right to:

- Accept or reject any or all proposals.
- Request clarification or additional information from proponents.
- Negotiate with one or more proponents.
- Cancel or amend this RFP process at any time.
- Select a proposal that the BIA determines provides the best overall value.
- Not necessarily select the lowest-priced proposal.

Submission of a proposal does not create a contractual obligation between the proponent and the Tecumseh BIA.

---

18. Proposed Contract

The successful proponent will be required to enter into a written service agreement with the Tecumseh BIA.

The agreement will include, at minimum:

- A twelve-month contract term.
- The agreed monthly service fee.
- Scope of services and deliverables.
- Payment terms.
- Additional service rates.
- Content ownership provisions.
- Confidentiality requirements.
- Termination provisions.
- Any other mutually agreed-upon terms.

---

19. Proposal Pricing Form

Please complete the following:

Company/Proponent Name:

Primary Contact:

Email:

Phone:

<u>Monthly Service Fee</u>

Monthly Fee: $_____

Applicable Taxes: $_____

Total Monthly Cost: $_____

Additional Hourly Rate: $_____ / hour

20. Declaration

By submitting a proposal, the proponent confirms that:

- The information provided in the proposal is accurate and complete.
- The proponent has reviewed and understands the Scope of Work.
- The proposed monthly fee represents the cost to provide the services outlined in this RFP.
- Any exclusions or additional costs have been clearly identified.
- The proponent is prepared to enter into a twelve-month agreement with the Tecumseh BIA if selected.

Company/Proponent Name:

Authorized Representative:

Signature:

Date:

Thank You!

The Tecumseh BIA appreciates your interest in working with our organization and supporting the local business community. We look forward to reviewing your proposal and learning more about how your organization can help strengthen the Tecumseh BIA's marketing, digital presence, and engagement with local businesses and the community.