

Request for Proposals

**Marketing, Branding and Website Development**

**Deadline for Proposals: February 17, 2025**

**INTRODUCTION**

The Tillamook Bay Watershed Council (TBWC) is a not-for-profit organization. Its mission is to build collaborative, voluntary partnerships to protect, maintain and improve the health of the Tillamook Bay watershed through on-the-ground restoration projects, community outreach programs, and other community-engagement activities. The vision of the TBWC is for a healthy watershed that supports natural, functioning ecosystems while also providing for a thriving economic base that supports viable communities.

TBWC is seeking the professional services of a qualified consultant(s) for a two phased project. As further described below, Phase I is a “bare bones” initial website development. Phase II includes full development of the website as well as marketing and branding strategies with messaging to inform target populations, local constituents, potential funders, and key legislators of the importance of TBWC’s mission, vision, and programs for quality of life and economic well-being.

**Contractors may choose to bid on either website services or marketing and branding services or combined services**

Contractors choosing to bid on the combined services shall submit stand-alone bids for each service plus a combined bid that indicates any changes to the specifications, deliverables which may occur if awarded both services and highlights the added benefit to the TBWC. The stand-alone bids and the combined services bid may be incorporated into a single bid response package.

Please note that this project will be conducted in two phases. Phase I will be awarded upon selection of a contractor. Phase II may be awarded to the successful proposer after July 1, 2025, subject to additional funding and at the sole discretion of the TBWC.

**Project Descriptions**

**Phase I**

Initial Website Development

A new website is to be created for TBWC. The domain name for the former website (https://tillamookbay.org/) expired and has been licensed by a third party. The selected contractor(s) shall work with the Council to select a new domain name.

The initial website shall include the following attributes:

* Description, mission, vision and functions of the TBWC including its relationship to the Tillamook Estuaries Partnership (TEP)
* The ability to post meeting notices, board minutes and financial documents.
* Notice that the full website is under development
* Website design and development shall include testing the new site for usability, functionality, performance, and user acceptance and resolving any issues prior to the official launch of the website.
* Website launch shall be included

**Phase II**

* Incorporation of the elements described in Phase I
* Description of up to six major TBWC restoration projects completed over the past decade. (Material from the prior website will be provided to the selected contractor.)
* Calendar and description of meetings and events
* Links to partner websites and TBWC volunteer forms
* Multiple language capabilities and compliance with ADA guidelines (https://www.w3.org/TR/WCAG22/)
* Ability to capture viewer analytics including website traffic and link tracking
* Integration with social media to be developed in the future.
* Responsive design for use on mobile devices
* Video streaming capabilities
* Easy to maintain and update by TBWC or other contractors. (A new solicitation for website maintenance and social media development is also planned after July 1, 2025.)

Funding for Phase II shall support website design and launch. Phase II Website design and development shall include testing the new site for usability, functionality, performance, and user acceptance and resolving any issues prior to the official launch of the website.

Marketing

The purpose of the TBWC Phase II marketing is to attract volunteers and provide information to target populations, residents and visitors about the activities, meeting locations, and volunteer opportunities.

Marketing shall include the following components:

* Develop a brand, strategic marketing plan and timeline, including
	+ Identify populations and interests for targeted outreach and involvement
	+ Incorporate relevant elements in the TBWC Organizational Plan scheduled for completion by June 2025. A copy of that RFP is currently available for review and context.
	+ Reaching out to underserved audiences (e.g. Spanish-speaking families, special needs groups)

**Project Specifications and Deliverables:**

1. Initial Website Development

The budget for Phase I website development is $5,000. Each bid shall include a written explanation of how the contractor intends to meet the website attributes listed in the Project Description as well as the specific deliverables described herein. The launch date for a fully operational Phase I website is May 1, 2025.

1. Combined Services

Contractors choosing to bid on the Phase I and II combined services shall submit stand-alone bids for each service plus a combined bid indicating any changes to the specifications and deliverables which may occur if awarded both services (e.g. increase in number of postings, changes in schedules), highlighting the added benefit to the TBWC. The stand-alone bids and the combined services bid may be incorporated into a single bid response package.

**Submittal Requirements:**

Proposals should provide the following:

1. A statement of interest and qualifications, including your approach to client service and links to examples for similar work (2 pages max)
2. The experience and resumes of key staff to be assigned to the project
3. Descriptions of how the contractor intends to meet the specifications and deliverables set forth in this RFP
4. Project references for similar work
5. Viewer analytics. Each Phase II bid shall detail the data to be captured and if website views by partners may be identified and excluded from public traffic and link tracking.

**Proposal Deadline: February 17, 2025**

**Submittal Instructions:**

All proposals must be submitted electronically in PDF format, attached to an e-mail message to: paul@tbnep.org.

Submitters will receive a confirmation email.

**Proposal Evaluation Process:**

A TBWC selection committee will evaluate proposals based on interest, service offered, experience, and references. The TBWC may schedule interviews with select proposers. TBWC reserves the right to contract with the firm best suited to provide these services at TBWC’s sole discretion.

**Proposal Questions:**

Any questions about the scope of work envisioned within the Request for Proposal can be submitted via email to paul@tbnep.org no later than January 27, 2025.

**Target Award Timeline**: February 25, 2025