



Request for Proposals - Community Marketing Support

Introduction

Home to the famous 220-year-old St. Lawrence Market, our area is a daily destination for gastronomic adventures. The St. Lawrence Market Neighbourhood has Toronto's largest concentration of historic architecture including the Flatiron Building, St. Lawrence Hall, St. James Cathedral and the original 10 blocks of the Town of York. With charming restaurants and bustling pubs, six city parks including the historic sculpture garden, Berczy Park with its popular dog fountain and St. James Park with its striking Victorian Garden, more than six live performance theatres, the King Street East Design District featuring home décor and design stores, Old Town Toronto remains a popular destination in the city.

Annual events in the area include Music in St. James Park summer concert series, Berczy Beats lunchtime concerts (July/August), History Comes Alive in Old Town Toronto each summer with historic re-enactors and artisans showcasing tableaux from life in the Town of York, Bard in Old Town Toronto showcases an immersive Shakespearean play in St. James Park (August), the Feast of St. Lawrence (August 11-12) food celebration, I Heart Market Street with music, food, public seating areas and performance on Market Street (June-October), Old Town Toronto Pumpkin Parade (November 1), Cavalcade of Lights in Berczy Park (first Saturday in December).

Project Description

Businesses along Wellington between Church and Yonge have been disproportionately affected by construction projects for years. Over the course of the last two years, these challenges have only been exacerbated by the effects of the pandemic, and the toll that this has taken on these independent businesses has been unparalleled. Our team seeks to launch and execute a multi-channel 'Digital Curb Appeal' project that will equip and put a spotlight on the Wellington businesses to help them compete in the landscape otherwise unattainable through current means. The St. Lawrence Market Neighbourhood BIA in Old Town Toronto team is seeking a vendor to provide marketing services to achieve and fulfil the following:

- Creation of a strategic plan and calendar to guide the rollout and execution of the tactics listed below
- Assistance to create and launch of a series of digital contests, giveaways, and interactive challenges to help engage the surrounding community and drive business back into local storefronts in a defined area
- The launch and ongoing management of a paid search strategy to help expand reach to new audiences City-wide and beyond
- Creation and ongoing execution of both organic and paid social media to help grow the digital footprint of the BIA and the businesses that we support (inclusive of audience identification and segmentation strategy creation for BIA and each individual business)
- Creation of all supplementary print and digital marketing collateral in support of proposed campaigns/initiatives
- Ongoing 1:1 support with all participating businesses
- Detailed metric tracking and ongoing reporting throughout duration of engagement
- Creation of a final report package/toolkit that the BIA can use and share for strategy replication for future years

The project is to kick-off in January 2023 and run until the end of July. Support and assistance related to marketing initiatives will be ongoing from the date of kick-off.

Project Budget

The total budget for this project will be \$50,000.

Proposal Requirements

Please ensure that your final proposal includes the following (*additional information beyond the criteria below is welcome as needed*) -

- Company Profile
 - ◆ Name
 - ◆ Years in business
 - ◆ Address
 - ◆ Telephone number
 - ◆ Primary contacts
 - ◆ Key staff on project
 - ◆ Background of relevant experience as it relates to this project

- Project Understanding
 - ◆ Demonstrate knowledge of the Old Town Toronto/St. Lawrence Market community
 - ◆ Demonstrate knowledge surrounding the unique challenges that our neighbourhood faces
 - ◆ Previous BIA/community experience required
 - ◆ Experience working directly with small businesses considered an asset

- Project Approach
 - ◆ High-level overview of the steps and approach taken to fulfill the goals listed above
 - ◆ Proposed timeline for project completion based on the key dates above

- Proposed Cost Breakdown
 - ◆ Line-item costs related to each proposed project phase and its respective inclusions (i.e. costs related to the strategic support to launch a series of giveaways and contests as well as the costs associated for the creation of material to support it)

Submission Instructions

Proposals are due on January 31 at before 5 p.m. Please submit a PDF of your proposal via email to robynposner@stlawrencemarketbia.ca.

Please note that proposals received after this date and time will not be considered. We will confirm receipt of your proposal upon submission.