



Request for Qualifications Marketing Coordinator

The Shorewood Business Improvement District seeks Requests for Qualifications from individuals or firms seeking to provide marketing services to the Shorewood Business Improvement District.

Village of Shorewood Profile

The Village of Shorewood was established on the western shores of Lake Michigan over 100 years ago. Bordered on the east by the steep bluffs and the sandy shores of Lake Michigan, on the south by the City of Milwaukee and the University of Wisconsin-Milwaukee (UWM) and on the west by the Milwaukee River, the Village of Shorewood encompasses approximately 1.5 square miles. Shorewood's traditional development pattern, accessible business districts and charming neighborhoods create an outstanding walkable community. Approximately 80% of the Village is zoned as residential with a stable population of 13,724.

Shorewood is a socially and economically diverse community. The Village features a full spectrum of housing from tiny cottages to substantial homes on Lake Michigan's Gold Coast. Its housing stock consists of 2,713 single family houses, 1,772 duplex units, and 2,003 apartment units. Much of the original development of Shorewood occurred in the 1920s.

The Shorewood School District consistently ranks among the best in the metropolitan area. Neighboring UWM and downtown cultural and entertainment attractions offer valuable leisure opportunities.

The Village of Shorewood has a Trustee/Manager form of government with a six-member Board of Trustees elected at large for three year terms to determine matters of policy. The Village President, also elected at large to a three year term, presides at Village Board meetings. The Board appoints the Village Manager who is responsible for directing the day-to-day operations of the Village.

In 1993, The Village created the Community Development Authority (CDA) to engage in activities intended to "improve the functional unity, appearance, livability, and economic well-being of the Village of Shorewood." The CDA works proactively to facilitate development and growth of the commercial district.

The Shorewood Business Improvement District

Shorewood's business district consists primarily of two intersecting streets. North Oakland Avenue spans the north and south boundaries of the Village. East Capitol Drive, a major regional arterial, runs between the Milwaukee River, which is the west boundary of the Village, and Lake Michigan. The district has

approximately 22,000 feet of street frontage. Most of its buildings were constructed in the early and mid-century with numerous areas of spot and infill development.

In 1994, based upon the recommendation of its newly established Community Development Authority (CDA), the Shorewood Village Board created a tax incremental district corresponding to the North Oakland area of the business district to address stagnant conditions in the business district. In 2006, the Village of Shorewood expanded the tax incremental district to incorporate the entire business district. Since then, considerable redevelopment activity has occurred in the North Oakland and E. Capitol area, including street reconstruction with decorative lighting and full streetscape amenities, implementation of a facade grant program, and redevelopment of a number of properties.

The Shorewood Business Improvement District (BID) was established by the Village of Shorewood in November 1999. The Shorewood BID includes virtually all commercial/retail properties within the community. The BID has an approved 2019 budget of approximately \$152,406.

There are 260 active businesses in Shorewood, approximately 140 of them are first floor storefronts. Shorewood has various successful entertainment and restaurant nodes along Oakland Ave including Wisconsin's only two-story grocery store Metro Market that draws from outside of the North Shore. Nearly one-third of Shorewood's businesses are related to health, wellness and fitness as well as notable representation of beauty-related businesses.

Shorewood Business Improvement District Goals

In 2016, the BID board of directors conducted a strategic planning process to guide the organization for 2017-22. The plan's mission statement announces that *"the Shorewood Business Improvement District creates a thriving local & destination hub by branding and communicating both development and promotion to its stakeholders in the private and public sectors"*.

The plan defined three areas of focused goals for the organization:

- 1) Marketing and Branding: Effectively and efficiently communicate the Shorewood Business District's unique value proposition to current and new customers, members, clients, users and influencers.
- 2) Business Participation in the Business Improvement District: Deepen and expand engagement of members of the business community to unify and grow.
- 3) Business Recruitment and Retention: Attract, retain and facilitate the development of a unique mix of sustainable businesses.

Scope of Services

In all aspects of the scope of services, it is expected that the successful candidate(s) will have a strong track record of working across various constituencies. For this position, this includes working with the BID board of directors and the Executive Director to carry out the 2017-2022 Strategic Plan, Operating Plan, , and the BID constituency of commercial property owners and businesses. The position requires strong interpersonal skills for success.

The scope for the position includes but is not limited to:

- I. **Positioning** – Assist the Shorewood BID in consistently and effectively defining itself to the public. To include but not limited to the following components
 - a. Electronic/Social Media – manage all aspects of electronic marketing and communications with general public and local constituency. To include but not be limited to social media (Facebook, Twitter, Instagram, etc.), electronic newsletters, press releases, and website general design and key content.
 - b. Promotional brochures, sponsorship forms, branding materials – design layout, content review, printing and distribution.
 - c. E-Newsletters – assist with monthly communications to two key constituencies: consumers and BID business and property owners.
 - d. Marketing Plan- create and implement annual marketing plan including specific strategies and plans per event, holidays and primary promotions.

- II. **“Top of Mind Recognition”** – Position the organization to be recognized as one of the premier neighborhood entertainment districts and destination for health, wellness and fitness services in southeastern Wisconsin. To make Shorewood’s business district not only a local destination but a regional attraction for high-end, quality retailers and professional services that can draw customers from all corners of southeastern Wisconsin.

- III. **Public Relations** – Creating and issuing press releases, maintaining relationships with media outlets to pitch Shorewood BID staff, board members, and constituents as interview subjects. Work to get Shorewood BID into various media outlets. This includes but is not limited to: web news publishers, radio talk shows, newspaper articles, local magazines, and television news.

- IV. **Special Events** - The Shorewood BID is well known for its special events that occur throughout the year. In past years, we produce or assist production of three events per year: St. Patrick’s Day Shorewood Shenanigans, The Tour of America’s Dairyland Shorewood Criterium Bike Race in mid-June, and our annual Holiday event and promotions. In 2019 a new street festival was added in September called Shorewood Feast. In coordination with the Executive Director, it is expected the Marketing Coordinator position will manage all aspects of special events and work with the BID Marketing Committee to develop events to drive traffic to and promote Shorewood’s businesses. Duties for special events will include but not limited to: management of event budget, sponsor development, recruitment of volunteers, oversee volunteers at the event, coordination of advertising, print promotion materials, social media campaigns and event public relations. Also, follow up surveys with participating stakeholders on the events.

Statement of Qualifications

Qualified firms, teams, or individuals should demonstrate the following:

- Public relations and communications experience with an emphasis on social and electronic media
- Experience working with not-for-profit organizations and/or governmental agencies
- Proven ability to organize, manage, and promote events. Understanding and knowledge of special events and national examples of successful central business district events.
- Experience in sponsorship solicitation

- Ability to provide detailed and accurate information concerning Project activities and outcomes on an ongoing basis
- Willingness to work closely with client and to continuously review effectiveness of the marketing program within the context of the goals of the board of directors and BID marketing committee

Time Commitment and Budget: The Shorewood BID board of directors has determined that these duties will take a 600-700 hour annual commitment across a 12-month period. The budget for this contract is \$28,000. Terms are negotiable.

Submission Requirements

1. Cover letter expressing interest in the project signed by the applicant
2. Overall qualifications of the team or individual.
3. Brief description of your understanding and approach for the scope as described above
4. Financial requirements to meet the scope of services
5. Description of specific experience with clients and comparable experiences to the BID scope, including graphic art and campaign related samples
6. Three client references.

The Shorewood BID Board of Director's will consider all candidates for selection as follows:

- **January 24th, 2019:** Posting of approved RFQ.
- **February 14th, 2019:** Qualification submittal deadline.
- **February 20th, 2019:** Recommendation of up to three candidates for consideration by the BID Board of Directors following review of qualification materials by BID Board Sub-Committee.
- **By February 27th, 2019:** BID Board of Directors and/or executive committee selects candidate following candidate interviews.
- **By March 6, 2019:** Board of Directors and/or executive committee completes negotiation of contract with selected candidate.

Proposals and related material must be received by the Village of Shorewood Business Improvement District by February 14th, 2019 at 4:00 PM. Two reproducible copies and an electronic copy of the Statement of Qualification and related material must be submitted. Electronic copies shall be emailed to the BID director with subject line "Marketing Coordinator Submission-Applicant Name" in one combined PDF document. The envelope should be clearly labeled "BID Marketing Coordinator" proposal. Please mail materials to:

Ericka Lang, BID Executive Director
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 Shorewood, Wisconsin 53211
 director@shorewoodwi.com

Should you have any questions, please contact:
 Ericka Lang at 414-248-2532