

# **TOWN OF PLATTSBURGH REQUEST FOR PROPOSALS Web Development and Marketing Services for Special Project**

The Town of Plattsburgh, NY is seeking proposals from qualified professional Web Development and Marketing firms to create a digital platform that welcomes and informs developers that are interested in doing business in Plattsburgh. Specific emphasis will be placed on our Town Center Smart Growth District.

This project is in partnership with the Adirondack Champlain Valley REALTORS® and the National Association of REALTORS® via a NAR Level 3 Smart Growth Grant.

Proposals should include qualifications of involved staff, samples of prior branding work, references from other municipal clients, and a cost breakdown of individual work tasks and an overall cost for services.

*The project completion deadline is November 22<sup>nd</sup>, 2024.*

**Project Description:** ACV REALTORS and the Town of Plattsburgh will be partnering to create a digital platform that welcomes and informs developers that are interested in doing business in Plattsburgh. Specific emphasis will be placed on our Town Center Smart Growth District. This will include the digital design, coding, and interface development as well as distribution strategy and SEO (search engine optimization). This project will also include a major content creation and gathering component that involves video, drone photography and video, policy visualizations, infographics, development flow models, economic incentives and pro-forma, inventory of available property, and speculative plans for key properties within the Town Center that truly represent the full potential and value of investing in our economic core. Our most recent project, the Developer's Guide (print edition), has been physically shared with over 300 development professionals, and has yielded significant interest since it launched in July of 2023. It also led to a large community-wide public engagement survey that received over 3000 responses. We would like to continue this momentum and expand upon the overall Smart Growth Initiative by taking it to the next level with a fully interactive and user-friendly developer's website. We plan to engage the selected consulting firm beyond the completion of the project to help us with market reach and other data collection in an ongoing partnership, as well as a future distribution and marketing initiatives to aide in spreading our opportunity net as far and wide as possible using the most modern media engagement tools and techniques that are available. A major component of the project includes engaging Town staff, ACVR staff and members, and the development community in order to ensure a well-rounded and successful product.

**Budget:** Proposals should not exceed \$20,000.00 (twenty thousand dollars) in total cost.

**Responses** must be submitted electronically in PDF form to the Planning & Community Development Department: [jessicak@townofplattsburgh.org](mailto:jessicak@townofplattsburgh.org) and Town Clerk: [katiek@townofplattsburgh.org](mailto:katiek@townofplattsburgh.org), with the

subject title “Professional Branding Services” and received by 12:00 pm, September 4<sup>th</sup>, 2024. Proposals should not exceed \$20,000.00. Additional information regarding this Request for Proposals may be obtained by contacting the Town of Plattsburgh Planning & Community Development Department at (518)-562-6850 during business hours Monday – Friday. The Town reserves the right to reject any and all proposals.

**All proposals are due by 12pm on September 4<sup>th</sup>, 2024**