



**Boyd County Public Library  
REQUEST FOR PROPOSAL**

**Public Relations: BID #16-003**

**SUBMITTAL DUE DATE (on or before): January 13, 2016—2:00 PM 4:00 P.M. (local time)  
(time change 1/3/2017)**

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**I. PURPOSE OF REQUEST**

Boyd County Public Library District (“The Library” or “BCPL”) is requesting proposals for comprehensive marketing and public relations services.

BCPL is the one of the largest public libraries serving Eastern Kentucky and Southern Ohio, rivaling Cabell County (WV) libraries in services. It has enjoyed strong support and consistent growth. Last year the library had 193,000 visitors and checked out over 569,000 items (an increase of 3%), held over 500 programs attended by 12,500 people, supported by a staff of 50, a collection of 150,000+ items, and an operating budget of just over \$3.126 million.

Staff continue to answer informational questions, provide computer assistance, and help people find their next good read. BCPL provides traditional services: print books, audio books, movies, public use computers, and programs for children and adults. It is also responsive to community needs by checking out Wi-Fi hotspots, laptops, and offering community experiences (passes to area attractions, equipment for use in local parks, and things like night vision goggles, ghost hunting kits, and family game/pizza nights).

Until recently, The Library accomplished public relations and marketing with in-house staff. However, for the past three years it has become evident that the library needs to shift from more traditional public relations and marketing towards a more targeted approach that meets the needs of our users and better reaches non-users.

Boyd County Public Library needs to broaden the awareness of its collections, programs, and services in order to encourage continued use by current customers while attracting new users.

**II. SCOPE OF SERVICES**

The following provides a general overview of the needs of Boyd County Public Library. The Scope of Services includes six major components:

1. *Marketing and Advertising Planning*  
Create a strategy that involves a review of current practices and budget, recommends goals, sets a budget, identifies advertising options, and sets measures of success.
2. *Graphic Design*  
Develop artwork for print and digital advertising. Create materials for brochures, flyers, stationary, and other such items.
3. *Public Relations*  
Write press releases and disseminate them to local and regional media contacts. Identify and create public relation events.

4. *Video Production*  
Create professionally produced videos that can be used for media venues, on the website, through social media, and other such places.
5. *Website Design and Development*  
Complete redesign and maintenance of the library's website, thebookplace.org.
6. *Social Media Management*  
Plan and management of social media platforms.

These should not be considered an exhaustive list to meet the library's goals. Recommendations that can further enhance BCPL's ability to create awareness of its services, programs, and collections is encouraged.

### **III. BUDGET**

As a publicly supported institution, The Library is diligent in its stewardship of library funds. At the same time the Board of Trustees, library director, and staff have made a commitment to achieving and maintaining Exemplary status set by the Kentucky Public Library Association Public Library Standards. One of those measures is dedicating 3% of the library's budget towards public relations.

The Library's public relations budget for the remainder of this fiscal year (July 1, 2016- June 30, 2017) is just at \$38,000; this includes advertising and printing costs along with any agency fees. Budget for the 2017/2018 fiscal year includes approximately \$97,000 for agency expenses, printing, advertising, and promotion of all library services, programs, and event.

In order to maximize these funds, the library encourages creative ideas and unique concepts.

### **IV. TIME SCHEDULE**

Boyd County Public Library will attempt to follow this timetable, which should result in an agreement by February 1, 2017.

Issue RFP	December 30, 2017
Deadline for submittal of proposals	January 13, 2017
Evaluate proposals	January 13-16, 2017
Board of Trustees approval	January 16, 2017
Notify firm chosen	January 17, 2017
Services begin	February 1, 2017

### **V. INSTRUCTIONS**

- A. All proposals and questions should be directed to  
Debbie Cospers, Library Director  
1740 Central Ave.  
Ashland, KY 41101  
(606) 329-0518, x1110  
dcospers@thebookplace.org

- B. All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: "RFP—PR" or emailed to [dcosper@thebookplace.org](mailto:dcosper@thebookplace.org) with the subject line of "RFP—PR". The Library will not be responsible for premature opening of proposals not properly labeled.
- C. All proposals must be received by January 13, 2017, 1:00 pm (local time). No faxed or telephone proposals will be accepted. Late proposals will be returned unopened.
- D. Proposals should be prepared simply and economically, providing straightforward, concise description of provider capabilities to satisfy the requirements of the request. Emphasis should be on completeness and clarity of content.
- E. Proposals should be submitted in the following form:

*Section 1: Company information*

- Name of company and business address, along with name of primary contact, phone number, and email.
- A brief overview and history of the company, its philosophy, experience, and ability to provide services requested.
- List names of key personnel, including a brief biography and experience of those personnel. Indicate who would be the primary contact between the company and the library.
- List at least three references of current clients, with a brief description of the work done for each one and contract information for all.
- Include any authorizations, permits, licenses and certifications as may be required under federal, state, or local law to perform services specified in this RFP.
- Include any addition information about the company that would assist the selection committee in making the best decision.

*Section 2: Descriptive summary of the scope of services*

- Describes the agency's overall approach including strategies for accomplishing the Scope of Services, rationale for the agency's approach, and how the agency would successfully implement the services requested.

*Section 3: Measurement Summary*

- Provide a measurement plan that details metrics to be used.
- Discuss how these will be used to determine the success of the requirements in the Scope of Services

*Section 4: Cost of Services*

- Indicate how services will be priced: monthly retainer basis, fee for individual service, or some other basis.
- If by individual service fee, detail projected costs for each service over the course of a month/year;
- If by monthly retainer, indicate cost per month and include details of what is covered.
- Specify any costs or expenses not covered by retainer or fee

- F. Please note clearly any alternatives or deviations from said specifications and include justification for acceptance of same.

- G. Provide any additional comments or information relevant to the proposal that would assist the selection committee in making its decision.
- H. A needs assessment is strongly recommended. Contact Debbie Cospers, library director, to discuss and clarify library needs. Correction of problems due to misunderstandings caused by failure to clarify The Library's needs and requirements will be the responsibility of the firm selected. Preference will be given to companies that actually schedule and participate in a needs assessment.

**VI. TERMS AND CONDITIONS**

- A. The Library reserves the right to request clarification of information submitted and investigate the ability of the agency to meet the required needs. The agency shall furnish to The Library any such information and data for this purpose as may be requested.
- B. The Library reserves the right to reject any and all proposals in whole or in part and to waive irregularities, which, in its opinion, best serves the needs and purposes of The Library.
- C. The Library reserves the right to award any contract to the next most qualified firm, if the successful firm does not execute a contract by the proposed implementation date of February 1, 2017.
- D. The Library reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP.
- E. The Library shall not be responsible for any costs incurred by the firm in preparing, submitting, or presenting its response to this RFP.
- F. The Library is exempt from all taxes under certificate number CO-10-103. The Boyd County Public Library is an "Equal Opportunity Employer".
- G. Bid proposals will remain confidential while the selection committee reviews all the bid proposals submitted in response to this RFP, and until the library board makes a decision to award a contract.

**VII. SELECTION**

- A. The following evaluation criteria will be considered in evaluating a proposal:
  - *Agency Information*  
Evidence of agency and staff resources to provide the services outlined in the Scope of Services.
  - *Account Services*  
Past, current, and prospective services demonstrating capabilities to prepare and execute an advertising and marketing program outlined in the Scope of Services.

- *Account Team*  
Professional qualifications and work experience on similar projects of team members who will be primarily responsible for the majority of the work performed in the Scope of Services.
  - *Action Plan for Scope of Services*  
An understanding of the Scope of Services to be performed and evidence of the capabilities and creativity necessary to perform the Scope of Services in a manner that is the most advantageous to Boyd County Public Library.
  - *Cost of Services*  
Evidence that services will be reasonably priced and provide a good value to BCPL.
- B. The Library Director or her designee will evaluate all proposals that are received by the deadline. She will present her recommendations to the Board of Trustees who will make the final selection.
- C. The Library Director or her representative will notify the firm selected by January 17, 2017.