

Briggs Public Library

Request for Proposal: Public Relations Services

January 27, 2016

Organizational Overview

Briggs Public Library is located at 108 East Railroad Street in St. Johns, Michigan. The city is approximately one half hour directly north of Lansing and serves as the Clinton County seat. The class-four library serves approximately 19,000 people in the city and seven contracting townships. Briggs Public Library is run by a Board of Directors. The Board controls all the funds but the financial paperwork goes through St. Johns city offices as the library is a city entity. The building is 9,600 square feet and houses 45,674 volumes as of July 2014. There are nine internet computer stations for patron use. Besides the adult, young adult, and children's areas, the library has a conference room, study room, and the Bement room containing a local history collection. The library offers a variety of programs for children and adults. Hours of operation are: Monday through Thursday 10:00 to 8:00, Friday 10:00 to 6:00 and Saturday 10:00 to 3:00. Briggs Public Library is a member of the White Pine Library Cooperative.

The library recently completed a strategic plan and identified five strategic objectives including improving community awareness of the library and the services it provides. This request for proposal is to obtain services that help accomplish that objective. Another related objective that is being pursued concurrently is to become a district library and pass a district wide millage in August of this year.

Project Scope

We are seeking proposals from public relations specialists to assist in accomplishing the community awareness strategic objective. Our goal is to improve the community's awareness of the types of services offered by the library, beyond simply checking out books, and to create a recognizable "brand" for the library in an effort to attract new customers and be seen as a valuable asset to the community.

Core Objectives

There are several objectives we would like to accomplish through this project:

- Create a "brand" for the library including a logo that can be used on all library communications. It is important that the logo be easily transitioned to the new district library if we are successful in our millage campaign.
- Improve community awareness of the wide array of services offered by the library in addition to checking out books.
- Improve the overall image of libraries – they are not outdated and have much to offer communities.
- Attract new patrons and new opportunities for joint ventures with businesses and educational entities.
- Take advantage of low and no cost marketing opportunities such as social media and bulk mailings.

It is very important that the branding and social presence happen quickly to support the goal of becoming a district library and passing a millage in August. (Note: Only educational materials regarding the millage will be sought under this contract.)

Target Audiences

The target audience is those in the proposed district who may or may not be aware of the library and its services. This should include potential patrons of all ages, including those who may not use the library but would be willing to support its continued existence.

Budget

The initial budget is \$10,000 to \$12,000 for design of a logo and supporting materials as well as a marketing plan (that includes a social media schedule) for at least an eight month period.

Proposal Guidelines and Requirements

Your proposal should include information about your firm and staff, especially those that will be directly involved in the project, including a description of relevant prior experience. Please include a thorough description of the services and deliverable and a line item budget in order of importance/recommended implementation. We also welcome items that the vendor believes are important but may not fit within the stated budget.

Proposals are due by 5:00 p.m. on Friday, February 5 at Briggs Public Library. Proposals may be hand delivered, mailed, faxed or emailed using the contact information provided below.

Vendor is solely responsible for delivery of proposal. Failure of transmission method is not the fault of the library and will not impact the stated due date.

Vendor Qualifications

Vendor must have experience in logo design and marketing plan development and implementation.

Evaluation Criteria

Proposals will be evaluated based on overall responsiveness, clarity of deliverables, budget, prior experience relevant to our objective, and ability to meet stated timeline. Evaluation team has the right to contact vendor to clarify proposal elements and negotiate final terms.

Contact Information

Questions and proposals should be directed to:

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