



RFP # 2021-001-LCA

**City of Walnut Creek
Leshar Center for the Arts**

**Request for Proposals for
Digital Advertising Services**

DATE ISSUED: September 17, 2021

DATE DUE: October 1, 2021, by 5:00pm

CONTACT: Carolyn Jackson, Arts + Rec Community Relations Manager
jackson@walnut-creek.org

ALL RESPONSES MUST BE SUBMITTED VIA EMAIL

INTRODUCTION

The Leshner Center for the Arts is located in Walnut Creek, California. First opened in October 1990, the Center presents more than 800 productions and events a year, including a curated selection of visual art exhibitions. More than 350,000 patrons walk through the Center's front doors each year. The Leshner Center for the Arts is owned and operated by the City of Walnut Creek as part of the Arts and Recreation Department.

The Leshner Center includes three theater spaces: Hofmann Theatre (785 seats), Margaret Leshner Theater (297 seats), and the George & Sonja Vukasin Theatre (133 seats). Upwards of ninety event producers rent these spaces annually.

The Leshner Center also houses the Bedford Gallery and Center REPeritory Company, programs of the City's Arts and Recreation Department. The Bedford Gallery is the largest community-based visual arts facility between the Bay Area and Sacramento, with 3,500 square feet of exhibition space. Center REP is the resident professional theatre company, presenting six productions a season.

GENERAL INFORMATION

The Leshner Center for the Arts seeks an experienced arts marketing firm to manage digital advertising and Google Search campaigns during calendar year 2022. Advertising campaigns will include branding and awareness promotion of the Leshner Center, as well as targeted conversions for the 2022-2023 "Leshner Center Presents" season ticket sales.

The purpose of this Request for Proposals is to evaluate qualified firms who are able to provide all services necessary to manage and optimize digital advertising and Google Search campaigns. The City expects the selected firm to initiate work in January 2022.

SCOPE OF WORK

The Leshner Center for the Arts is seeking proposals from firms with extensive experience managing digital advertising for performing and visual arts businesses.

The services to be provided by the selected firm shall include, but are not limited to, the following:

- Utilization of digital display advertising, social media (Facebook/Instagram) advertising, and paid Google Search campaigns
- Development of campaign goals and targets, including site remarketing and CRM retargeting
- Campaign management and optimization, including mid-campaign check-ins and reporting
- Paid Google Search management including development of keyword lists, Ad groups, integration with Google Analytics, reporting, and weekly optimization

Proposed campaigns and timelines for this project are:

- **Branding & Awareness Campaign (January – March 2022)**
 - High level promotion of the Leshner Center for the Arts, driving new site visitors and social media account growth
 - Anticipated advertising spend: \$30,000
- **2022-2023 "Leshner Center Presents" Season Announcement & Promotion (May – June 2022)**
 - Targeted campaigns to promote Fall 2022 – Summer 2023 season ticket sales

- Anticipated advertising spend: \$50,000
- **Monthly Paid Google Search Campaigns (January – December 2022)**
 - Targeted keyword promotion of the Leshar Center for the Arts, driving new site visitors and ticket sale conversions
 - Anticipated advertising spend: \$1,000 monthly / \$12,000 annually

SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

- **Company Identification:**
 - Provide the name of the firm, the firm's principal place of business, the name and telephone number of the contact person and company tax identification number.
- **Company Background:**
 - Experience and history providing similar digital advertising and Google Search management.
 - Client list or selected past clients similar to the Leshar Center for the Arts.
- **Process and Methods:**
 - Provide detailed overview of how the firm will approach the work for the Leshar Center for the Arts including an outline of the process, methods to develop and manage campaigns, and reporting capabilities.
- **Price Proposal:**
 - Based on the proposed campaigns and advertising spend, provide detailed information on all associated fees including one time set up fees and ongoing management fees.
 - The proposal shall itemize all charges for services.
 - The proposal shall include proposed payment terms and timeline of amounts due.

Public Records Law

Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so. All submitted proposals are considered public records subject to disclosure. Financial records, including cost proposals, will not be considered confidential and are also subject to public disclosure.

SELECTION PROCESS

Proposals will be reviewed by City staff and evaluated to determine which proposals best meet the criteria. The final selection will be based on completeness, experience with similar businesses, technical merit, and fees.

The City reserves the right, without qualification, to:

- Reject all proposals.
- Exercise discretion and apply its judgment with respect to any proposal submitted.
- Select a proposal which qualifies based on the following factors:
 - Experience of the firm selected to provide the specified services
 - Record of the firm in accomplishing work within a required time, and within an established budget
 - Record of the firm's responsiveness to client requests

- Financial responsibility (years in business, number of projects completed, annual volume of work in dollars, etc.)
- Client list

All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the company’s capabilities, competence, and capacity will be considered as well. The City reserves the right to choose the overall best consultant according to the City’s criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City’s decisions will be final.

The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals. The above factors, along with other factors that the City may deem appropriate, will be used to identify the proposal that represents the best value, which will be the basis for the contract award. The most qualified and responsive proposers will be selected for an interview.

The selected firm will be asked to enter into a Consultant Services Agreement with the City of Walnut Creek and comply with the insurance requirements set forth therein. The Leshner Center for the Arts staff will supervise the project and coordinate the work.

SCHEDULE

Responses to the RFP must be submitted to Arts + Rec Community Relations Manager Carolyn Jackson (jackson@walnut-creek.org). Responses are due no later than October 1, 2021, at 5:00pm.

Anticipated aware timeline, which is subject to change:

Milestone	Date
Release of RFP	September 17, 2021
Proposal Due Date	October 1, 2021 by 5pm
Review of submittals by	October 8, 2021
Interviews with finalists	October 11 – 22, 2021
Selection of top candidate	October 29, 2021
Contract process and approval by City Council	November – December 2021
Project launch	January 2022