RFP Marketing Services
RFP Professional Services MAC

- Advertising, Marketing Plan and Press for
  - 38 MAC touring Shows
  - 6 Global Flick College Events
  - 2 College Theatre Plays
  - 2 College Music Events
  - 2 College Choral Events
  - 2 College Dance events
  - 6 Gallery Openings
  - 9 Summer Concerts and 3 Summer Movies

- Website listings & Updates and Email Blasts for 60 College events plus all the above.

- Brochure Copy and design coordination of 400 ads and 3 brochures

- Radio Copy and Cable TV Copy

- Press Releases and Press coordination for 67 events
Recap since the June Board Meeting

April
  Marketing RFP issued in April
  11 agencies asked for the packet

May
  Received 2 responses: Incumbent agency – Carol Fox and Steven’s & Tate who designed our website last year.
  Committee met and interviewed with both agencies

June
  Recommendation determined for incumbent agency Carol Fox and Associates
  RFP brought to the board and was Tabled at the June Board Meeting
  Board requested clarity on why so many responders dropped out and to find out if there was an error in crafting the RFP

July
  Purchasing canvased the responders to see if there was confusion when reading the bid specifications
Response #1
H+ A International

“I ended my service fulltime and we were not able to maintain COD as a possible client. If you need further info please let me know.”

Take care,
Tim Ward
Response #2
MSI Agency

“We had every intention to respond to the RFP, but after receiving the answer to the following posed question about the RFP, we felt that the well-established incumbent agency was in an overwhelming position to retain the business. In this case we felt that our chances in winning the project was limited.”
Hi Kelly,

There was an enormous amount of information requested in the RFP and if an organization is happy with their current agency, and in cases like that, it has been our experience that an organization is going through the motions of interviewing for the sake of saying that agencies were interviewed. I am a proponent of loyalty and consistency. I hope that answers your question.

Regards,

Noreen

Heron PR
Hi Kelly,

“Our firm did intend to respond the RFP but one thing we have strived to do is **response to bids first that are electronic**. Between shipping cost of paperwork, printing, and usb drives, the cost do add up when striving to solicit our services where we believe we can turn around breath taking projects.

We are interested in receiving RFPs related to Advertising, and Web Development.”

Thank you,

Brian
“The RFP was fine, we just didn't receive it until it was too late for us to respond at the level we prefer. Just a timing issue. We do a lot of work in higher ed, so if another opportunity becomes available, keep us in mind! Have a great 4th.”

Betsy A. McCloskey | Principal Partner | Plaid Swan
Dear Kelly,

We assessed it carefully and concluded it was likely **not going to be an opportunity for us** and thus did not submit a response. I hope that helps. Wishing you well.

Jill Allread APR |
Hello Kelly,

My firm is interested in contracts in a position to offer $250,000+ to bidders.

Thank you,

Carly Stoneberg
Business Development Manager
Event marketing Strategies
Based on Results from respondents the Purchasing Dept. and senior administration determined

1. The RFP was done properly and clearly
2. Re-posting the RFP will most likely not garner more bids
3. Recommended that we present our current recommendation to the board
Committee of 5 judged RFP on the following criteria

1. **OVERALL EXPERIENCE OF COMPANY & DEMONSTRATED RESULTS** 20
   Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.

2. **CREATIVITY** 20
   Our evaluation will include an assessment of the quality of proposed strategies, and creativity as demonstrated by the required project.

3. **FAMILIARITY WITH THE COLLEGE & ENTERTAINMENT INDUSTRY** 10
   Our evaluation will include our assessment of your understanding of our organization and the Performing Arts and Live Entertainment Marketing industry and how you integrated this knowledge into your proposal.

4. **QUALIFICATIONS OF PERSONNEL** 15
   Our evaluation will include an assessment of the qualifications and experience of your managerial team, staff, and subcontractors, and related items.

5. **APPROACH** 15
   Our evaluation will include an assessment of the extent to which the MAC PR assessment and implementation plan aligns with the MAC’s stated needs.

6. **BUDGET APPROACH/COST EFFECTIVENESS** 20
   Effective and efficient delivery of quality services is demonstrated in relation to the budget allocation. The allocation is reasonable and appropriate. Approach to compensation structure is balanced and structured to maximize marketing investment.

**TOTAL POINTS** 100
OVERALL EXPERIENCE

CAROL FOX 96 ✓

Chicago’s **largest firm specializing in arts, entertainment** and lifestyle marketing. Award-winning expertise in media relations, digital media, direct and on-line marketing, advertising, special event planning and group sales.

STEVENS & TATE 67

Chicago-based full service marketing & design agency servicing clients nation-wide in many industries such as B2B, Real Estate, Hospitality, food Retail, Healthcare and Senior Living. Their sister company Endora Digital focuses on website creation, search engine optimization, and social media.
DEMONSTRATED RESULTS

CAROL FOX 96

• 8% increase in average attendance at Touring productions (from 72% in 2011-12 to 80% in 2014-15 (closed in 2013).

• Increased ticket sales with 11 performances at 100% attendance, and

• 18 events with an average attendance of 95% or greater during the 2014-15 season.

• Total sales in FY2015 were $1,104,231 versus the previous sales record of $960,127 in FY2010.

• 230% increase in the MAC’s Facebook followers.
Carol Fox is focused on growing subscriber base and improving digital communications.

Carol Fox believes they can help to connect us to potential sponsors for donor and subscriber events.

Carol Fox is committed to helping us to launch our group sales department.

S&T proposed a branding campaign using digital radio and creating a MAC jingle for Brand awareness.

S&T proposed an approach to have a social media authority on arts in the suburbs in our social media and Facebook page.
FAMILIARITY WITH THE COLLEGE & ENTERTAINMENT INDUSTRY

CAROL FOX  48

• CFA started working with the MAC in 2009 as the Public Relations firm for BTE
• CFA won the bid for handling the PR and Marketing for the MAC in 2013-14
• Having been in the position for 2 years and helping to re-brand the center through the grand opening has been instrumental in branding the center
• CFA has been through several changes with us through the re-opening, policy changes and administrative changes and been excellent partners
• CFA business is almost entirely dedicated to live entertainment marketing and PR

STEVENS & TATE  33

• Steven’s & Tate developed the MAC website under direction of Carol Fox and associates
• Dan Gartlan taught at the collage as an adjunct 1985-1990
• Dan Gartlan serves as a volunteer advisory board for Graphic design
• Although Steven’s & Tate has entertainment marketing experience it is not current experience.
QUALIFICATIONS OF PERSONNEL

CAROL FOX 71  ✔  STEVENS & TATE 44

• Four account managers assigned have **over 20 years of arts marketing experience each.**

• Every staff member on the CFA team has between 3 to 20 years of relevant arts marketing expertise

• Specialties and connections to editors in visual arts, performing arts, dance, theatre, classical, public relations and subscriptions.

• The Account Director and account manager assigned to handle our account from Steven’s & Tate on a day to day basis do not have any relevant or prior arts marketing experience.

• No Visual Art Marketing or Classical Music Experience

• Person with most entertainment marketing experience is a sub-contractor working from a home office.
BUDGET COST EFFECTIVENESS

CAROL FOX 58

• Willing to honor the price for two years
• Willing to throw in the design of digital assets into the price (16k value)
• Above and beyond attitude

STEVENS & TATE 82

• $60,000 less
• Will raise rates in second year
• Estimating at $120 per hour which is a minimal amount of time to execute the marketing efforts needed to sell over 40 shows 6 movies, 12 summer events, 10 college events, 6 gallery openings.
• Made a mistake in calculations of website update pricing but will honor price
Committee Recommendation

CAROL FOX
412

STEVENS & TATE
363

✓ Proven Results
✓ Qualifications of Personnel
✓ Expertise in Entertainment industry
✓ Familiarity with market
✓ Overall experience
2014-15 Results

- **Annual Bottom line MAC Aux Accounts ONLY**
  - Budget **$-189,178**

- Estimated (still closing out year) **+75,000**

- Do not see a need to take $179k in budgeted college support

*First Concert is September 12 and only 6 weeks away, we really need to get select a marketing company ASAP to meet our financial goals this year.*