Request for Proposals (RFP)

Digital-based Marketing Strategy (Storytelling)

Summary:

Issued By: Jamestown Renaissance Corporation (JRC)

RFP Issue Date: September 21, 2026

Proposal Due Date: October 16, 2026, at noon

Contract Term: Four months

Submission Email: michael@jamestownrenaissance.org

Contact Person: Michael M. Edwards, JRC Director

1. Introduction

JRC seeks a consultant to help advance its mission by telling compelling, digitally based stories about Downtown Jamestown, and its revitalization effort, and the people that make downtown great, by creating a new JRC brand, website, marketing and social media strategy for March 1, 2027, public launch.

2. Jamestown Renaissance Corporation

The Jamestown Renaissance Corporation (JRC) is a private, not for profit corporation dedicated to advancing revitalization efforts in downtown Jamestown. Through partnerships, programs, strategic investments, and community engagement, JRC works to enhance the quality of life for the city through the delivery of a robust and compelling downtown that meets the needs of everyone living in Jamestown.

Additional information about JRC can be found at: www.jamestownrenaissance.org

3. Project Objectives

The selected consultant will work with the JRC Director and a Committee of the JRC Board to:

- Expand JRC's digital presence.
- Create a positive narrative about downtown Jamestown.
- Increase public awareness and engagement with downtown Jamestown.
- Promote events, programs, grants, and success stories.
- Increase positive media coverage.
- Support fundraising, sponsorship, and stakeholder communications efforts.

4. Scope of Services

JRC anticipates the selected consultant will create a comprehensive digital marketing strategy for implementation beginning March 1, 2027. The marketing strategy will include:

- Branding, graphic design, photography, and videography assets.
- New JRC 8-page website and content optimizing search engine visibility.
- Recommend audience engagement strategies, editorial calendars (blog and newsletter) and create initial content and content schedule.
- Enhance JRC social media on Facebook, Instagram, LinkedIn.
- Create processes to track website and social media performance.

Note: A proposal should clarify the use of Ai technology in to facilitate the building of the strategy elements, but clearly state Ai will not be used in the development of visual assets (photos, videos) to be used for the website or social media imagery that would undermine the authenticity and trust JRC intends to develop with its audiences.

5. Deliverables

- New brand, graphic design, and website
- Digital marketing strategy
- Implementation plan for 2027.

6. Desired Qualifications

- Experience in branding, graphics, photography and videography and website design.
- Experience providing social media services for nonprofit organizations, community development organizations, municipalities, or similar entities.
- Proven success managing social media campaigns and audience growth.
- Strong writing, storytelling, and content development skills.

- Knowledge of Jamestown community engagement and public outreach strategies.
- Ability to manage projects, collaborate with clients, and meet deadlines.
- Preference will be given to firms or consultants with experience working in the city of Jamestown.

7. Proposal Requirements

a. Cover Letter

b. Consultant and/or Team Overview

c. Proposed Approach

- Understanding of JRC's needs
- Understanding JRC’s scope of services
- Communication and project management approach

d. Relevant Experience

- Examples of similar work
- Case studies
- References from at least three clients

e. Staffing

- Key personnel and/or team members
- Roles and responsibilities
- Relevant qualifications

f. Pricing Proposal

- Fee for the delivery of a complete digital-based marketing strategy for execution beginning March 1, 2027. $_____
- Description of reimbursable expenses, if any. $_____

g. Experience

Provide examples of similar work you and/or your Team have completed such as:

- Branding and graphic design
- Website design and build-out
- Content creation and management
- Social media campaigns

8. Evaluation Criteria

- Relevant Experience and Qualifications 30%
- Quality of Proposed Approach 30%
- Work Samples and References 15%
- Cost and Value 15%
- Local Experience 10%

JRC reserves the right to modify evaluation criteria, request interviews, and seek clarification regarding submitted proposals.

9. Project Schedule

- RFP Issued: September 21, 2026
- Online pre-proposal question and answers: September 28, 2026
- Proposal Due Date October 16, 2026
- In person Interviews (if necessary) week of October 19th
- Selection Announcement: October 23, 2026
- Contract Start Date: October 30, 2026

10. Submission Instructions

Proposals must be submitted electronically in PDF format by: Noon, on October 16, 2026

Submit proposals to:

Michael Edwards

Jamestown Renaissance Corporation

Email: michael@jamestownrenaissance.org

Phone: C – 224-252-0380

11. Reservation of Rights

Jamestown Renaissance Corporation reserves the right to:

- Reject any or all proposals.
- Request additional information from proposers.
- Negotiate with one or more respondents.
- Award a contract in whole or in part.
- Cancel or amend this RFP at any time.

12. Equal Opportunity Statement

Jamestown Renaissance Corporation is committed to providing equal opportunity in contracting and encourages proposals from qualified firms and individuals regardless of race, religion, gender, sexual orientation, national origin, age, disability, veteran status, or other protected classification.