

## Request for Proposal: Marketing Plan

Issued: December 13, 2024

Submittals Due: January 20, 2025 5:00pm Central Time

### I. Introduction

The Mount Prospect Public Library seeks proposals from qualified companies to create a written Marketing Plan for the library. We are looking for a firm, ideally with public library experience, to help us increase visibility and usage in the community.

### II. Background

The Mount Prospect Public Library serves the Village of Mount Prospect and its 54,000 residents. The library has a diverse collection of books, magazines, music, movies, eBooks, eAudiobooks, subscription databases, and online learning services. In addition to public computers and free wifi, the library also offers classes and programs for all ages, including incentive-based reading programs.

Our mission is cultivating community connections, inspiring learning, and enriching lives. Our vision is a connected community with opportunities for exploration and growth. See our Strategic Plan at: <https://mppl.org/about-us/>

We do not currently have a written Marketing Plan. In 2021 the library contracted with a professional creative branding agency for a brand refresh, and we continue to follow the brand guidelines.

### III. Project Budget

The project budget is in the range of \$5,000 - \$8,000, however, as a public service agency, cost is a significant selection criterion.

### IV. Scope of Work

We seek a Marketing Plan that will support our vision, mission, and values. The ultimate goal of the plan is to help us increase visibility and usage in the community.

The scope of this project generally includes the following phases, but any recommendations or options not listed below are welcomed:

#### A. Assessment & Analysis

- Conduct a review of current marketing efforts, materials, and platforms.
- Analyze community demographics, library usage trends, and existing audience segmentation.
- Hold multiple information-gathering sessions with Marketing staff, Public Service staff, and other staff as identified to understand current practices and identify gaps and opportunities.

#### B. Marketing Plan Components

- Create a comprehensive marketing plan with clear objectives to enhance brand visibility and community engagement.

- Include strategies for traditional and digital marketing channels, including social media, email, website, print, etc.
- Suggest methods for optimizing current tools, resources, and staff capabilities.

#### C. Implementation Roadmap

- Suggest a phased approach for rolling out marketing strategies.
- Include a timeline for execution, including short- and long-term goals.
- Identify key performance indicators (KPIs) to measure success.

#### D. Resources

- Provide guidance on resource allocation, including suggestions for tools, platforms, or staffing support as necessary.

#### E. Final Presentation

- Deliver a formal presentation of the Executive Summary of the plan to Board and staff members.

#### V. Project Completion

The project will be considered finished, and all final payments released, when the following are completed and/or received:

- Written Marketing Plan
- Executive Summary of the plan presented to the MPPL Board
- Executive Summary of the plan presented to the MPPL Staff

#### VI. Supplemental documents

Our MPPL Brand Guidelines are available upon request. These guidelines are a supplement to this RFP and may not be shared nor used in any capacity other than in the creation of the proposal.

#### VII. Submission Details

Submit proposals via email no later than Monday January 20, 2025 at 5:00pm Central Time to both: Su Reynders, Executive Director, [sreynders@mppl.org](mailto:sreynders@mppl.org) and Jennifer Amling, Head of Marketing, [jamling@mppl.org](mailto:jamling@mppl.org). Please submit any questions in writing to the above listed emails.

The proposal must include:

1. Firm name and contact information, as well as a description of qualifications, experience, and capabilities.
2. Work plan describing the process, including how you plan to work with library staff, and a milestone schedule/timeline.
3. List of the deliverables that will be delivered by the project end date.
4. Flat fee for the core Marketing Plan and hourly costs for additional work.
5. Two references for whom you have completed projects for, including a brief description of the work provided. Previous public library clients are desired but not required.
6. Recommendations and options not listed in this RFP are welcomed.

## VIII. Selection Criteria

Selection criteria will include, but is not limited to:

1. Firm reputation and experience
2. Ability to meet project timelines and budget
3. Experience working with public libraries
4. References from previous clients
5. Cost

## IX. RFP Timeline

- RFP Issued: Friday December 13, 2025
- Proposal submission deadline: Monday January 20, 2025 at 5:00pm Central Time via email.
- Interviews: Weeks of January 27 and/or February 3, 2025. The assigned primary project manager is requested to participate in the interview.
- Final selection: February 10, 2025
- Project kickoff: March 2025
- Marketing Plan project completion: Ideally by August 2025, but thorough, quality work is more important than speed. Be realistic when submitting your timeline.
- Board presentation: September 18, 2025 at 6:00pm
- Staff presentation: September 22, 2025 at 9:30am (virtual)

## X. Disclaimer

This RFP is not an offer to purchase. The RFP is solely a request for expressions of interest and statements of qualifications. It is not an invitation for tenders, an offer to contract, or an invitation for offers capable of acceptance to create a contract. No contractual or other legal obligations or relations between the library and any other person can or will be created hereunder. The library assumes no fiscal responsibility for the cost of preparation of proposals by respondents nor does it make any commitment to enter into a contract for service based on responses to this RFP.

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**Submit proposals via email no later than Monday January 20, 2025 at 5:00pm Central Time to both: [sreynders@mppl.org](mailto:sreynders@mppl.org) and [jamling@mppl.org](mailto:jamling@mppl.org)**