



**TO:** MEMBERS OF THE COMMON COUNCIL  
**FROM:** SABRINA CHURCH, DIRECTOR OF BUSINESS DEVELOPMENT & TOURISM  
**DATE:** NOVEMBER 4, 2020  
**SUBJECT:** TOURISM MARKETING RFP

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**Introduction/Overview:**

Almost two years ago, the Mayor and Common Council executed a reorganization of city staff and departments. This created chief positions and departments that had previously not existed before. One of these departments is the Department of Business Development & Tourism. This was the first time that a department had specific oversight and focus on either one of these areas of business. As a result, staff has undertaken many new initiatives to support and fuel growth in these specific sectors.

As no City position has ever specifically focused on tourism, a strategic tourism strategy and brand has never been created, promoted, or executed from a municipal office. This has resulted in many non-profit and private organizations undertaking their own promotional strategies including websites, social media, and branding that have had little to no municipal input or influence.

This contract will create a cohesive tourism marketing strategy and vision to attract both people and businesses to the City of Norwalk under one holistic brand and message. The strategy will promote Norwalk's extensive list of assets including but not limited to parks, beaches, neighborhoods, businesses, and attractions. Staff is requesting that the Mayor execute a contract with Dorenburg Kallenbach Advertising to provide Tourism Branding and Marketing Services in a sum not to exceed \$100,000.

**RFP Process Overview:**

The RFP was crafted with comments and direction from the City of Norwalk's Purchasing department and was released on August 28th with submissions closed on September 10th. The scope included brand creation, website development, photography, social media development, a strategic promotion and advertising plan, print ready media, and reporting on all tourism initiatives undertaken by the consultant. The budget for the initiative was not shared with any consultant groups ahead of time and was not included in the RFP to reflect adequate bids and pricing. The full RFP is attached to this memo as Attachment A.

**Selection Process and Results:**

Thirteen responses were collected and reviewed. Of the 13 responses, the top 4 firms were chosen for 30 minute interview sessions that were conducted by the selection committee which was comprised of staff from multiple departments including Planning and Zoning, Redevelopment, Parks and Recreation, and the Mayor's Office, as well as a representative from the Maritime Aquarium. Following the interviews each committee member evaluated the firms' presentations and the firm with the highest overall score was selected, DKA.



## City of Norwalk – Community & Economic Development

125 East Avenue, Norwalk, CT 06851

### **Overall Project and Contract Management:**

The \$100,000 annual agreement price would be covered by the Department of Business Development & Tourism's capital budget request and overall project management will be from the Department of Business Development & Tourism (BDT). The consultant will provide monthly detailed invoicing that shows the scope of services advancing and the Director of BDT will approve the monthly invoice before signing off on official payment.

The consultant in partnership with BDT will provide updates on the initiative to the Planning Committee of the Common Council as requested. Each implemented strategy will have trackable indicators and KPIs to inform dollar amounts per impression. This will ensure that every implemented marketing tactic is effective and that funding is spent reasonably and responsibly.

### **Contract Terms:**

The selected consultant would enter a contract with the City of Norwalk for a one-year term for \$100,000. There will be 4 subsequent 1-year contract extension options. Should for any reason the City wish to change consultants after year one, the RFP process could begin again and a new consultant would then be selected for the 2<sup>nd</sup> term of the contract.

**ACTION: Authorize the Mayor, Harry W. Rilling, to execute a contract with Dorenburg Kallenbach Advertising to provide Tourism Branding and Marketing Services in a sum not to exceed \$100,000.  
ACCOUNT #: 09 21 3780 5777 C0780**