

Request for Proposal (RFP) for North Park Farmers Market Social Media Contractor

RFP Number: 2024-05

Issue Date: February 26, 2025

Proposal Due Date: Rolling Submission Process Until Filled

Introduction

North Park Main Street (NPMS) is seeking proposals from qualified individuals or firms to provide social media management services for the North Park Farmers Market. The selected contractor will develop and execute a social media strategy to enhance the market's visibility, engage the community, and promote vendor participation.

Background

NPMS manages the North Park Business Improvement District (BID) and the North Park Special Enhancement District (SED), with a mission to revitalize and promote the North Park community both physically and economically. The North Park Farmers Market is a key community event that supports local vendors and provides fresh, local food options to residents.

Scope of Work

The Social Media Contractor will be responsible for the following tasks:

- Attend the North Park Farmers Market at least twice per month to collect marketing assets and b-roll of the event, vendors, and atmosphere.
 - Collaborate with the Market Manager to develop and execute a weekly social media strategy.
 - Ensure NPMS has full access to and ownership of all content created during the contract period.
-

Contract Duration

3 months from execution of contract.

Budget

- Flexible Budget
 - Additional duties and compensation must be pre-approved by NPMS.
-

Proposal Submission Requirements

Interested applicants must submit the following information:

1. **Cover Letter** – A brief introduction and summary of relevant experience.
 2. **Experience and Qualifications** – Examples of past work in social media management, particularly for events or community organizations.
 3. **Proposed Strategy & Fees** – A high-level overview of the applicant's approach to managing and growing the Farmers Market's social media presence.
 4. **Sample Work** – Links or attachments showcasing previous social media campaigns or content.
 5. **References** – Contact information for at least two professional references.
-

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise in social media management (30%)
 - Creativity and alignment with NPMS's mission (25%)
 - Demonstrated ability to engage community audiences (20%)
 - Competitive pricing and budget feasibility (15%)
 - References and past performance (10%)
-

Proposal Submission

All proposals must be submitted via email to market@northparkmainstreet.com. Email submissions should be Titled "RFP Social Media – Name"

Additional Information

- NPMS reserves the right to accept or reject any proposal.
 - This contract does not guarantee future contracts beyond the specified term.
 - Any disputes arising from the contract will be resolved by NPMS and the selected contractor.
-

North Park Main Street appreciates your interest in this opportunity!