



REQUEST FOR PROPOSALS
CORRIDOR MANAGEMENT SERVICES

Issue Date: June 22, 2020; Response Deadline: June 30th, 2020

INTRODUCTION

The Tacony Community Development Corporation (Tacony CDC) seeks proposals from qualified vendors to conduct various corridor management tasks. The Tacony CDC is looking for a firm with the best value that can help the organization accomplish its Marketing goals.

ORGANIZATION DESCRIPTION

The Tacony Community Development Corporation is a non-profit community-based revitalization organization located in the Tacony neighborhood of Philadelphia. We work with residents, businesses, non-profits, and government organizations to further the revitalization of the Tacony neighborhood.

DESCRIPTION OF SERVICE

The Tacony CDC is seeking firms to provide the following services:

1. Write a monthly newsletter
 - a. Survey social media posts, blog posts, and other media outlets to determine newsletter stories and images
 - b. Write additional newsletter stories as needed
 - i. Obtaining additional images and photos may be necessary
 - c. Layout newsletter
 - i. Length to be determined by stories
 - ii. ED will review before publication
 - d. Oversee printing process and final delivery of newsletters to the Tacony CDC and Tacony Businesses, if applicable
2. Write blog articles for the CDC website
 - a. Stay up to date on events from the Tacony CDC and within its

service area

- i. This may include attending events, reading news outlets, visiting Tacony, or conversations with the ED
 - b. Write brief articles about any Tacony CDC activities and activities that may impact the Tacony CDC service area
 - c. Conduct necessary site visits to take photographs during events or to capture relevant images related to Tacony CDC activities
3. Marketing for social media
 - a. Schedule Facebook posts for the Tacony CDC using Hootsuite
 - i. Typically includes 5-7 social media posts per week
 - b. Conduct site visits to take photographs of businesses, streetscapes, events, and any other relevant information that may relate to social media posts
 - c. Create content for social media campaigns
 - i. Campaigns include FAQ About the Tacony CDC and a Summer Business Blast. Additional campaigns may be added
4. Design assistance for flyers and social media
 - a. Design digital and printed flyers for events as necessary
 - i. Information for flyers to be disseminated from the Tacony CDC
 - ii. If flyers are printed, oversee the printing process as necessary

If interested, please submit a response to this RFP to Director Alex Balloon via e-mail at alex@taconycdc.org