



VIROQUA
CHAMBER

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CONTENT & COMMUNICATIONS RFP

May 1, 2024

Table of Contents

1. Background/Business Drivers
2. Objectives and Deliverables
3. Scope Statement
4. Success Criteria
5. Schedule
6. Organization and Staffing
7. Questionnaire
8. Proposal Next Steps
9. Contact Information

1. Business Background/Business drivers

The Viroqua Chamber is a membership based non-profit organization focused on keeping Viroqua vibrant by strengthening the business community, preserving the history and beauty of the historic downtown district, supporting community-wide events throughout the year, and providing resources to tourists visiting from all over the world. Under the leadership of a Board of Directors and Executive Director, the Viroqua Chamber implements a comprehensive four-point approach to community revitalization: organization, design, economic restructuring, and promotion. Each of the four points is represented by a dedicated committee working hard to ensure Viroqua remains vibrant and strong. The Viroqua Chamber is undergoing exciting staffing changes and is searching for a skilled communicator to manage member and community outreach.

2. Objectives and Deliverables

Objective:

The Viroqua Chamber seeks a qualified and experienced vendor or individual to manage ongoing communication efforts for a 6-month contract. The Viroqua Chamber's goal is to continue fostering a strong sense of community, promoting local businesses and organizations, and keeping residents informed about important events and initiatives.

The successful individual or vendor will execute a comprehensive communication strategy that leverages a variety of channels, including social media, email marketing, press releases, and community events. They will be responsible for creating engaging content that highlights the positive aspects of Viroqua, showcases the contributions of Chamber members, and motivates residents to get involved.

Key Deliverables:

Content Development

- Create engaging and informative content calendars for social media, e-newsletter, and website.
- Write and edit high-quality content, including blog posts, social media captions, e-newsletter copy, press releases and website content.
- Capture photos and videos of Viroqua as needed.

Social Media Management

- Create and schedule engaging content for social media platforms (ex: Facebook & Instagram).
- Monitor social media conversations, respond to comments and inquiries in a timely and professional manner.

- Analyze social media data to measure the effectiveness of content and identify areas for improvement.

E-Newsletter Management

- Develop and manage the editorial calendar for our e-newsletter.
- Design and build visually appealing e-newsletters using a designated platform.
- Deploy regular email communications to members.

Website Content Management:

- Create and maintain engaging website content, including landing pages, product descriptions, and blog posts.
- Manage website content calendar and ensure timely updates.

3. Scope Statement

In Scope:

- I. Content development for promotion of members
- II. Content development for Chamber events such as SOUP, Shop Small Saturday, Wine Walk, Chamber Bash, Farmers Market and Twinkle Fest
- III. Bi-weekly meetings with Chamber staff

Out of Scope:

- I. Strategy development
- II. Event Management
- III. Paid Media

4. Success Criteria – Completion and Measures

Quantitative measures:

- I. On time communications across platforms to members and community
- II. Social media engagement
- III. Event registration/attendance
- IV. Website Traffic

Qualitative measures:

- I. Content that is engaging
- II. Content that is on brand
- III. Content that is relevant to Viroqua Chamber members and community at large

5. Schedule

<i>Milestone</i>	<i>Start Date</i>	<i>Finish Date</i>
✓ Send RFP	5/3/2024	
✓ Proposal DUE	5/17/2024	
✓ Review Proposals	5/17/2024	5/23/2024
✓ Selection	5/24/2024	
✓ MSA Review & Signature	5/27/2024	5/30/2024
✓ Project Kickoff	6/3/2024	6/7/2024
✓ Execution begins	6/10/2024	

6. Organization and Staffing

Required Roles:

Position	Name	Role
Executive Director	Chris Clemens	Collaborator
Board of Director	Aaron Aslin	Stakeholder
Board of Director	Trina Erickson	Stakeholder
Board of Director	Tracy Budworth	Stakeholder

7. Questionnaire

- Describe your connection to Viroqua and the level at which you know the culture, people and city.
- Describe how you stay connected and engaged in the events and activities happening in Viroqua.
- Tell us why you'd like to work with the Viroqua Chamber.

8. Proposal Next Steps

We request that you submit a proposal via email to Viroqua Chamber Board Member, Aaron Aslin, at aaronaslin@gmail.com.

We invite all applicants to set up a briefing in conjunction with your proposal submission. In your proposal, please include:

- Overview or resume
- Budget or hourly rate
- Answers to Question 7
- Examples of past work and references
- Anything additional that showcases why you are the right agency for this project.

10. Contact Information

Questions can be directed to Aaron Aslin, Board Member, at aaronaslin@gmail.com