



**Request For Proposal**  
**The Creation and Select Implementation of a Marketing Plan**

Adirondack Hamlets to Huts (AHH), a 501(c)(3) not for profit with the mission to create a world-class Adirondack hut-to-hut system that advances sustainable communities, conservation and wellness, is soliciting proposals for the creation and implementation of a marketing plan that will outline the Adirondack Park-wide advertising and marketing efforts needed to successfully promote the hamlet-to-hut initiative. The amount of funding available for the creation of the Marketing Plan is \$7,500 plus a required 25% match of \$2,500.00 in donated time and/or services. Additional funding is available for implementation of the marketing plan. A final budget for implementation will be determined once the plan has been completed.

Responders should submit five (5) hard copies and an electronic copy in either MS Word or PDF by **3:00 PM, January 11, 2018** to:

Joe Dadey, Executive Director  
Adirondack Hamlets to Huts  
47 Main St.  
Saranac Lake, NY 12983  
Email: [joe@adkh2h.org](mailto:joe@adkh2h.org)

Questions may be submitted by email to the above address up to **December 28, 2018, 5:00 PM**. Responses to any questions received will be posted on the [adkh2h.org](http://adkh2h.org) website

**Calendar of Deadlines:**

Issuance of RFP: **December 11, 2018**  
Deadline for Questions: **December 28, 2018**  
Proposal Due Date: **January 11, 2018**

**Proposals received after the Proposal Due Date will not be considered.**

Interviews of the top-qualifying firms may be conducted at AHH's discretion on a specific day or days to be disclosed later in the RFP process. All top-qualifying Proposers will be notified of the exact interview date(s) in advance.

The Adirondack Hamlets to Huts project was crafted by Joe Dadey and Jack Drury, who in 2014 melded Joe's idea of an Adirondack hut-to-hut network with Jack's desire to create more Adirondack community-based trails. A 2014 New York State Department of State (NYS DOS) Local Waterfront Revitalization Project (LWRP) grant sponsored by Hamilton County jump started the initiative, which was named the Adirondack Community-based Lodging and Trails System (ACTLS) project. This project and report, along with a similar, more regional project in 2015 funded by the New York State Department of Environmental Conservation that focused on the "Five Towns" of Long Lake, Indian Lake, North Hudson, Minerva and Newcomb, produced conceptual community-based routes that provide the template for route development moving forward. In November of 2016, the nonprofit called Adirondack Hamlets to Huts was created to spearhead the project with the mission to

“create a world-class Adirondack hut-to-hut system that advances sustainable communities, conservation and wellness.” Another NYSDOS LWRP grant received in 2017 through Hamilton County tasks AHH with developing and implementing a marketing plan, creating a lodging and service provider affiliate network, and identifying/designing a reservation system.

Three hut-to-hut “pilot” treks were conducted in 2018 to gain feedback on two different routes in two different regions of the Park. Extensive data, photos, and video were collected in support of our efforts.

Adirondack Hamlets to Huts operates out of its office at 47 Main Street in Saranac Lake, where it also operates a “Trails Center” for people to learn about the project, get information on where to hike, paddle, camp and otherwise recreate in the region, and purchase AHH-branded clothing, day hiking gear, and gifts in support of the project. The nonprofit operates under the direction of a Board of Directors.

## **Contract Period**

The contract period will be for six months with deliverables due six months from the start date of the contract. This time frame is negotiable.

## **Scope of Services**

Adirondack Hamlets to Huts is seeking a marketing plan along with the implementation of select portions of the plan that will allow AHH to:

- Inform the public of the program’s vision
- Solicit public support of the organization’s mission
- Recruit individuals and groups to utilize the hut-to-routes via the reservation system currently under development
- Recruit individuals to participate in guided treks on the hut-to-hut routes
- Solicit donors and members
- Increase visitation to, and patronage of, the Trails Center.

Marketing methods to be explored may include website, social media, search engine optimization, paid media, and videography. The plan shall include, but need not be limited to:

- Statement of goals and objectives;
- Review of existing marketing and promotion activities;
- Target audiences for marketing and promotion activities;
- Target messages for marketing and promotion activities;
- Layout, text and graphics for inclusion in marketing and promotion activities;
- Potential methods for marketing and promotion activities;
- Priority marketing and promotion materials and activities for implementation.
- Identification of possible fundraising events.

The proposal will include the implementation of specific components of the marketing plan for the hamlet to hut-system, including, but not limited to, expansion and updating of the existing website, existing public relations efforts, existing social media messaging, search engine optimization, strategic paid media, use of and further development of existing photography and videography.

## Proposal Requirements

### A. Management Qualifications

1. Minority and Women Owned Business Enterprise (MWBE) status.
2. Demonstration in your proposal that your firm and the lead engagement professional meets the threshold criteria for the scope of services described.
3. The names of the professionals, including the professional in charge, who would be initially assigned to AHH's account; a description of the qualifications and the expected services to be provided by each professional; a description of their anticipated commitment of time to AHH's account and to other clients during the next 12 months.
4. Two (2) account references for work similar to the services described in the scope of services for this RFP. References should include work performed within the last two (2) years.

### B. Costs

1. State the proposed hourly rates at which the services of would be provided to AHH for the contract term.
2. The proposed hourly billing rates shall be inclusive of all auxiliary costs, such as printing, copying, secretarial, typing, program entry, etc. The hourly billing rates shall also be inclusive of expenses for travel, meals and lodging. Proposers are advised that consultants will not be reimbursed by the Authority for "commuting time"- time spent getting to and from the "work site". All of the above costs, if applicable, shall be factored into the proposed hourly billing rates.
3. State any special considerations with respect to billing or payment of fees and expenses that your firm offers and that you believe would differentiate it from other Proposers and make your firm's services more cost effective for AHH
4. AHH expects to receive the lowest rates charged by your firm for its governmental clients. Please provide a statement affirmatively stating whether the rates proposed are the lowest rates charged by your firm for its governmental clients. If for any reason your firm is not prepared to do so, please indicate your reasons. Any contract(s) awarded pursuant to this RFP may have a Not-to-Exceed dollar cap as determined by AHH, which may not be exceeded without AHH's prior written authorization.

## Evaluation Criteria

Proposals will be evaluated based on the following factors, not necessarily listed in the order of importance:

1. The Firm's experience providing the scope of service(s) proposed in response to this RFP.
2. Qualifications of the professionals proposed to serve AHH's account and the commitment of time and other resources to AHH.
3. Cost of services, including such factors as hourly rates, discounts and cost-effectiveness.
4. Overall organization, completeness, and quality of proposal, including cohesiveness, conciseness, clarity of response, demonstrated understanding of AHH and responsiveness to the requirements of this RFP. AHH reserves the right to reject any proposal that does not accept AHH's standard contract form because, in AHH's sole discretion, proposed deviations from the standard contract form are inconsistent with a uniform evaluation of Cost Proposals.
5. The firm's overall diversity and commitment to equal opportunity programs.
6. Interviews, if conducted.

## **Limitations**

1. This RFP does not commit AHH to award a contract, pay any costs incurred in the preparation of a response, or procure or contract for services of any kind whatsoever. AHH reserves the right, in its sole discretion, to accept or reject any or all responses as a result of the RFP, to negotiate with any or all firms considered, or to cancel this RFP in whole or in part. AHH reserves the right to request additional information from all Proposers.
2. Proposers may be requested to clarify the contents of their proposal. Other than to provide such information as may be requested by AHH, no Proposer will be allowed to alter its proposal or to add new information after the RFP due date.
3. Proposers may be required to participate in negotiations and to submit any price, technical or other revisions to its proposal which may result from such negotiations.

## **Proposal Submission**

1. Responses shall be limited to ten (10) single-sided pages (not including the cover letter, the table of contents, resumes or the cost portion of the proposal) and shall be prepared on 8 ½ x 11-inch paper using at least 12-point type with standard margins. Resumes may be provided in brief summary form in the body of the proposal, with extensive resumes in an appendix.
2. Proposals must include a cover letter indicating the mailing address of the office from which the proposal is submitted, the name and email address of the individual who will represent the firm as the primary contact person for the proposal, and the telephone and facsimile numbers of the primary contact person.
3. Non-responsive proposals include, but are not limited to, those that: (a) are not in conformance with RFP requirements and instructions; (b) are conditional; or (c) contain a material omission(s).