



Town of Upper Marlboro

Town Hall, 14211 School Lane
Upper Marlboro, MD 20772

Tel: (301) 627-6905
Fax: (301) 627-2080

info@uppermarlboromd.gov
www.uppermarlboromd.gov

Mailing address: P.O. Box 280 • Upper Marlboro, MD 20773-0280

Request for Proposals

Town of Upper Marlboro Media Relations Firm

RFP # UM 2020-01

Project Overview: The Town of Upper Marlboro is seeking proposals from firms to assist and guide the Town on to manage Town relationships with the media and ensure quality and accurate dissemination of information; act as Town's official spokesperson with the media; respond to crisis outbreaks; provide proactive media relations; facilitate news conferences and prepare all necessary materials as needed; proactively promote Town accomplishments and activities.

Scope of Work: Qualified applicants should be able to provide the below services to the Town:

- Social Media Strategy and Messaging
- Crisis Communications
- Event Promotion and Publicity
- Media Outreach
- Media Training and Coaching for Elected Officials & Staff
- 24/7 On-Call Availability for Emergencies

Level of Experience: Applicant firms must have the following experience:

- Extensive crisis communications expertise, including crises that threatened public safety and/or corporate reputation.
- Ability to manage multiple issues and priorities on deadline.
- Experience serving as a senior press aide to a mayor, governor, or other governmental executive leader, including serving as that official's media spokesperson or press secretary.
- Prior experience as a print or broadcast journalist preferred.
- Individual or firm must have a thorough understanding of local, state, and/or federal government operations, including the legislative process.
- Individual or firm must have demonstrable working relationships with media outlets in the Washington-Baltimore media markets.
- Prior experience working closely with local law enforcement preferred.
- Individual or firm must have prior experience working within the Washington, DC region, including Prince George's and/or Montgomery counties.
- Individual or firm must be able to work independently, but also thrive as part of a fully functional team

Budget: The annual budget for this service shall not exceed \$22,000 for no less than at least 10 hours of work per month.

Deadline: Responses to this RFP are to be submitted by **Friday March 6th, 2020** at 5pm. By Mail: Town of Upper Marlboro P.O. Box 280 Upper Marlboro MD 20773. By Email: Info@UpperMarlboroMD.gov. In-Person: Upper Marlboro Town Hall 14211 School Lane Upper Marlboro MD 20772.

Selection Process and Criteria: This RFP is for a 24-month contract with the Town, with the option for renewal beginning July 1st, 2020. Town Elected Officials will participate in the process of selecting the appropriate firm. Proposals will be evaluated based on:

1. The firm's understanding of effective public relations needs for municipal governments
2. The firm's availability to render services to the Town every month
4. Three references (with link) for past public relations experience with government organizations.
5. Budget, to be broken down into a monthly retainer fee.

Overview of the Town: Settled around 1695 and named after the first Duke of Marlborough, the Town of Upper Marlboro is among the oldest of the surviving Southern Maryland towns dating back to colonial times. It was established as a port town for tobacco shipments in 1706, when the Western Branch of the Patuxent River was still navigable. It has been the county seat of Prince George's County since 1721.

The Town is governed by three elected Town Commissioners, one of which serves as the President/Mayor who are elected every two years. The Town government maintains a Police Department, Public Works Department, and Town Administration Department, along with several volunteer committees. Though the Town's resident population is around 700, the Town's downtown historic Main Street is home to one of the largest Courthouses in the State, which attracts over 1.5 million visitors per year.

The Town of Upper Marlboro is growing in size, economically, and in community outreach. This past year the Town successfully completed phase 1 of its annexation plan which grew the Town's landmass for the first time in its over 300-year history. The Town's continued growth through annexation plays an important role in influencing the economic growth, environmental protection, quality of life, and municipal fiscal well-being of the Upper Marlboro community. The Town is also working to revitalize its historic downtown Main Street through streetscape initiatives, upgrades to its parking infrastructure, and attracting new small businesses to fill any commercial storefront vacancies. Communication and community outreach have been a large focus of the Town over the past few years, with the introduction of new community events including successfully resurrecting Marlboro Day in 2018. The Town also maintains a strong social media and web presence to stay engaged with its residents.

Point of Contact: Kyle Snyder, Chief of Staff for the Town, can be reached at 301-627-6905 or ksnyder@UpperMarlboroMD.gov with any questions.

Thank you for your interest in this Request for Proposals from the Town of Upper Marlboro.