

City of Brooklyn Park
Economic Development and Housing Division
5200 85th Ave N, Brooklyn Park, MN 55443
www.brooklynpark.org
economicdevelopment@brooklynpark.org



ADDENDUM #1: Brooklyn Park Small Business Center Marketing and Advertising Services Request for Proposal (RFP)

REQUESTING AGENCY:
Brooklyn Park Economic Development Authority (EDA)
5200 85th Ave N
Brooklyn Park, MN 55443

ADDENDUM RELEASE DATE:
NOVEMBER 3, 2025

EXTENDED SUBMISSION DEADLINE:
November 14, 2025, BY 4:00 PM (CENTRAL TIME)

ISSUE DATE:
October 14, 2025

ORIGINAL SUBMISSION DEADLINE:
November 3, 2025

CONTACT INFORMATION:
Malcolm Hicks
Economic Development and Housing Director, City of Brooklyn Park
EconomicDevelopment@brooklynpark.org

This Addendum provides clarification and updates in response to questions received from proposers regarding the Brooklyn Park Small Business Center (BPSBC) Marketing and Advertising Services RFP. All provisions and requirements of the original RFP remain in effect except as specifically modified below.

- 1. CONTRACT TIMELINE AND ANTICIPATED START DATE: The tentative schedule lists the proposal review from November 5-11, 2025, but does not indicate when work should begin or end. When do you anticipate awarding the contract and when would you like the marketing campaign to launch? Is there a fixed contract duration?**

The campaign will be strategically designed and launched for the BPSBC, with implementation led by the selected consultant and ongoing management transitioned to internal staff. There is no fixed campaign duration required by the city. Proposals will be evaluated based on the strength, creativity, and feasibility of the proposed timeline and approach. Respondents are encouraged to recommend a project duration and phased timeline that best aligns with their strategic plan, capacity, and ability to deliver measurable results within the established budget. Proposals should outline the design, launch, and knowledge transfer phases of the project.

- 2. PRIORITY OF DELIVERABLES: The RFP lists several potential service areas such as brand development and standards, digital media strategy and content delivery, marketing collateral design, advertising/outreach, and campaign measurement and analytics. To ensure our proposal focuses on the City's most pressing needs, could you indicate which of these deliverables should be prioritized to achieve the goals of increasing visibility, attracting tenants and partners, and driving revenue growth?**

The City's primary focus areas include:

- Brand Development and Standards: Establish consistent visuals and messaging aligned with the BPSBC's mission and target markets.
- Digital Media Strategy and Content Delivery: Build a digital marketing system to increase visibility, membership, and engagement.
- Advertising and Outreach: Deploy high-ROI campaigns (social media, Google Ads, radio, and community media) to boost visibility, attract tenants, event rentals, and partnerships. These activities are to be included in the overall project cost not to exceed \$30,000.

- 3. TARGET AUDIENCES & DEMOGRAPHICS: What are the priority target markets and customer segments for this campaign (e.g., specific industries, entrepreneurs from historically underserved communities, B2B vs. B2C)? The RFP notes that branding and messaging should align with "target markets and revenue centers" but does not specify them.**

The campaign will target:

- Entrepreneurs and small business owners across Brooklyn Park and the broader Northwest Metro (Brooklyn Center, Osseo, Champlin, Maple Grove, and Crystal).
- Historically underserved communities, including Black, African immigrant, Asian, and Latino entrepreneurs.

- Corporate partners and ecosystem supporters interested in business sponsorships, workshops, satellite office space, meeting space, or technical assistance programming.
- Service- and retail-based microbusinesses as well as emerging professional service firms (B2B/B2C) seeking affordable growth space.

4. COORDINATION WITH CITY/EDA STAFF: How often and through what channels will we check in with the BPSBC and City staff (e.g., weekly meetings, monthly progress reports)? The RFP mentions draft reviews, mid-point check ins and final delivery as part of the work plan; are there preferred dates or milestones?

Project coordination will follow a hybrid communication approach that balances efficiency and collaboration:

- Kickoff meeting: Upon contract award (December 2025)
- Biweekly check-ins via Microsoft Teams or virtual meeting to review progress, creative drafts, and next steps
- Monthly written progress reports including metrics, analytics, and key deliverables
- Midpoint review: Based on proposal
- Final presentation and close-out: Based on proposal

5. PROPRIETARY RIGHTS & WORK PRODUCT: The sample contract states that all reports and materials produced will become the property of the City. Will there be any opportunity for Consultants to showcase elements of the campaign in our portfolio after completion, subject to approval?

As outlined in the sample contract, all materials, reports, and content produced under this project become the property of the City/EDA. However, the EDA will allow the selected consultant to showcase non-confidential creative elements (e.g., visuals, campaigns, general outcomes) in their professional portfolio upon written approval from the City.

6. BUDGET ALLOCATION: Does the \$30,000 budget include the actual cost of media placement (ad spend on platforms like Google Ads, Facebook, print publications, radio airtime), or is the \$30,000 for strategy, creative development, and campaign management services with media spend as a separate budget?

The total project budget shall not exceed \$30,000, inclusive of creative development, production, project management, and ad placement costs. Consultants may recommend optional budget structures for scalability, but the total contract award cannot exceed the stated cap.

7. CONTRACT DURATION: What is the expected campaign duration? (e.g., 3 months, 6 months, 12 months) This will help us propose the most appropriate service mix and timeline.

There is no fixed campaign duration required by the City. Proposals will be evaluated based on the strength, creativity, and feasibility of the proposed timeline and approach. Respondents are encouraged to recommend a duration that best aligns with their strategic plan, capacity, and ability to deliver measurable results within the established project budget.

8. SERVICE EXPECTATIONS: What is your expectation for ongoing services versus one-time deliverables?

- Social Media: Consultant to provide strategy, content templates, and limited launch management.
- Advertising: Consultant-led launch and optimization for the first campaign cycle, followed by staff training for internal continuity.
- Website/SEO: Initial setup, optimization, and training for BPSBC staff for continued maintenance.

9. EXISTING ASSETS: What existing marketing assets and resources does BPSBC have that we can leverage?

- Professional photos and videos of facility and members (2021-2025).
- Existing BPSBC logo, color palette, and collateral templates (to be refined).
- Staff available for posting, analytics review, and ongoing community engagement after consultant handoff.

10. MEDIA SPEND FLEXIBILITY: Beyond the \$30,000 budget, is there flexibility for additional media spend if campaigns are performing well and we identify growth opportunities?

Additional media spend beyond the project budget may be considered only if new sponsorships or partnerships are secured and approved by EDA staff prior to implementation.

11. MBE/WBE INCLUSION CRITERIA: Consultant is a majority woman-owned business and Certified B Corporation currently working toward formal MBE/WBE certification. For the Inclusion evaluation criteria (10 points), will this be considered, or is formal certification required at time of proposal submission?

The City recognizes woman-owned, veteran-owned, and Certified B Corporations as contributors toward inclusion goals. Formal certification (TGB, CERT, etc.) is not required at submission but documented inclusive practices will strengthen the proposal score.

12. GEOGRAPHIC REACH & TENANT RETENTION

- The BPSBC draws from a 10-15 mile radius, reaching entrepreneurs throughout the Northwest Metro.
- Memberships range from monthly terms to 6-12-month agreements.
- The BPSBC aims to maintain 85-90% occupancy across office and retail suites annually.