



Marda Loop BIA  
SOCIAL MEDIA SERVICES  
**Request for Proposals**

**About Marda Loop BIA**

Currently, the Marda Loop Business Improvement Area (BIA), founded in 1984, represents over 160 merchants that are the soul of Marda Loop. Our business members contribute to the annual BIA fund that allows the Marda Loop BIA to initiate several projects each year to help promote, maintain and enhance Marda Loop. Walk, drive, bike or bus to Marda Loop and find everything you need.

The name Marda Loop comes from South Calgary history. The word "Marda" comes from the Marda Theatre (1953-1988, in later years the Odeon Theatre), which was founded by Mark and Mada Jenkins. "Marda" was created by the merging of the founders' names. The word "Loop" comes from the street car line that travelled as far as 34th Avenue and 20th Street, before "looping" back to downtown.

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**Social media services**

Marda Loop BIA's social media channels are currently utilized to promote area businesses, events and area information. We are looking for the services of an experienced social media strategist to develop a full social calendar designed to grow and engage the current channels, along with providing tactical day to day posting and engagement.

Key deliverables include:

- Follow and meet the key social metric objectives outlined in the Marda Loop BIA marketing and communications plan
- Develop a robust content calendar for outlining each month and each channel



- Focus on Facebook and Instagram as key content generators – utilize Facebook Live and Instagram Stories to create relevant video content
- Develop social channels as a premiere brand platform
- Develop and share relevant industry content
- Consistent use of relevant hashtags
- Work with Marda Loop executive director to develop relevant area and industry content
- Work with area businesses to develop relevant content and promote key in-store events and sales
- Promote and attend all key Marda Loop BIA events (i.e.: Marda Gras, Marda Pride, etc.) to provide on-site social management.
- Provide monthly analytics reports

The contract would run to December 31, 2017 with the option to extend into 2018. Hours would average 5 hours per week, with the expectation of extra hours for attendance at Marda Loop BIA events.

### **Request for Proposal**

Interested individuals or firms are invited to forward a proposal no later than Tuesday, June 20, 2017.

### **Deadline: 4 p.m. – Tuesday, June 20**

Proposals can be emailed to:

[alyssa@alyssaberrycommunications.com](mailto:alyssa@alyssaberrycommunications.com)

The Proposal should contain:

- Company background
- Key consultants assigned to the project
- Outline of experience and examples of successful campaigns
- Estimation of costs including breakdown of billing rates
- Implementation timeline
- Client references



## **Evaluation**

Marda Loop BIA will shortlist and contract the most qualified firms/individuals, for an interview to determine their working style and ability to execute the contract. Final selection will be determined through consideration of the firm/individual's:

- Ability to meet the key deliverables as outlined above
- Knowledge and experience in developing social strategy for similar of organizations in tourism, culture or government
- Innovation and creativity as evidenced in past work

Questions regarding this call for RFPs should be directed to:

Alyssa Berry Communications  
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