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REQUEST FOR PROPOSALS

Digital Marketing and Social Media Management Services

Downtown Bremerton Association and Quincy Square

RFP No. 2026-01

Issued July 27, 2026. Proposals due August 17, 2026, 5:00 PM Pacific.

1. Introduction and Background

The Downtown Bremerton Association (DBA) is a 501(c)(3) nonprofit organization dedicated to the revitalization and economic vitality of downtown Bremerton, Washington. The DBA is a designated Washington State Main Street Community, effective January 1, 2026, and operates under the Main Street Approach of economic vitality, design, promotion, and organization.

Under agreement with the City of Bremerton, the DBA manages Quincy Square, a public plaza and event space in the heart of downtown that hosts concerts, movie nights, festivals, food truck programming, and community gatherings. Quincy Square maintains its own brand identity, website, and social media presence, distinct from but complementary to the DBA's own channels.

The DBA produces or supports a full calendar of annual events, including First Friday activations, summer music and movie series in Quincy Square, Downtown Trick or Treat, Winterfest, and other seasonal programming. Social media and digital storytelling are central to how the organization promotes these events, supports downtown businesses, and builds Bremerton's identity as a destination.

2. Purpose of This RFP

The DBA is soliciting proposals from qualified independent contractors to provide digital marketing and social media management services for the DBA and Quincy Square brands. The DBA intends to award a single contract to the proposer whose submission best meets the evaluation criteria in Section 8, although the DBA reserves the right to award all, part, or none of the work described in this RFP.

This RFP does not commit the DBA to award a contract, pay any costs incurred in preparing a proposal, or procure any services. All proposal preparation costs are the sole responsibility of the proposer.

3. Scope of Services

3.1 Base Scope

The selected contractor will provide the following services.

- Social media management for the DBA and Quincy Square Facebook and Instagram accounts, including content planning, content creation, scheduling, publishing, and community engagement.
- A minimum of two posts per week per brand, with additional volume expected during peak event season (roughly June through August) and around major events.

- Monitoring and response to comments and direct messages within one business day, with routing to DBA staff when an inquiry requires staff action.
- On-site content capture (photo and short-form video) at major DBA and Quincy Square events, coordinated in advance with DBA staff. Reliable on-site presence is a core requirement of this contract, and much of the DBA's event programming occurs on evenings and weekends.
- Promotion of downtown businesses and community partners consistent with the DBA's mission and the Main Street Approach.
- Collaboration with DBA staff through a regular check-in cadence and a shared event information process, so that event details published to social channels are accurate and current.
- A brief monthly performance report covering follower growth, engagement, reach, and top-performing content, delivered within seven days after each month end.

3.2 Optional Services

Proposers may, but are not required to, submit separate pricing for any of the following optional services. The DBA may add any of these to the contract at its discretion, at contract start or during the term.

- Content management for the Quincy Square website, including event listings, blog posts, and search engine optimization.
- Curation and distribution of a monthly email newsletter for Quincy Square or the DBA.
- Management of additional platforms such as Spotify or TikTok.
- Setup and facilitation of paid social advertising. Any paid advertising spend will be paid directly by the DBA through DBA-owned advertising accounts and is not part of the contractor's compensation.

3.3 Materials and Access

The DBA will provide brand guidelines, access to organizational photo and video assets, and administrative access to the relevant social media accounts for the duration of the contract. All accounts, credentials, and content remain the property of the DBA. DBA and Quincy Square owned assets, including photography, video, brand materials, and account access, may be used solely for DBA and Quincy Square marketing and may not be used for the contractor's other clients or purposes. The contractor is expected to supply their own equipment, software, editing tools, and project management systems.

3.4 Content Approval and Change Management

The contractor will maintain a content calendar reviewed with the Executive Director on a recurring cadence. The DBA retains final approval authority over campaigns, newsletters, and published content as defined in the contract, while the contractor is responsible for the means and methods of producing that content. Changes to the scope of services, including the addition of platforms or optional services, occur only through a written contract amendment approved by the DBA. Work beyond the base scope, and any hours billed beyond the base monthly fee, require prior written authorization from the Executive Director.

4. Contract Term and Structure

The DBA anticipates an initial contract term beginning on or about October 1, 2026 and running through December 31, 2027, with the option to renew for up to two additional one-year terms by

mutual written agreement. Either party may terminate the contract with thirty days written notice, which includes an orderly handover of accounts, credentials, and materials.

The selected proposer will enter into the DBA's standard independent contractor agreement. The contractor will not be an employee of the DBA and will not be eligible for employee benefits. The contractor is solely responsible for their own taxes, insurance, business registration, equipment, and schedule, subject to the deliverable and turnaround expectations of the contract.

5. Budget

The DBA anticipates a monthly budget of up to \$2,000 for the base scope described in Section 3.1. Proposals should include the following pricing elements.

- A flat monthly fee for the base scope, stated as a not-to-exceed amount.
- An hourly rate for additional services requested by the DBA beyond the base scope.
- Separate pricing for any optional services under Section 3.2 the proposer wishes to offer.

Proposals that exceed the anticipated budget will still be considered but should clearly explain the additional value provided.

6. Minimum Qualifications

To be considered responsive, a proposer must meet the following minimum qualifications at the time of contract execution.

- Registered to do business in Washington State with an active Unified Business Identifier (UBI) number and applicable business license.
- At least two years of professional experience managing social media accounts for businesses, nonprofits, public agencies, or comparable organizations.
- A demonstrable portfolio of social media content, including short-form video.
- Insurance coverage as described below, or the ability to obtain such coverage before contract execution. These requirements align with the DBA's agreements with the City of Bremerton, which require the DBA to confirm that its sub-contractors meet the same minimums.
 - Commercial general liability insurance written on an occurrence basis with limits no less than \$1,000,000 per occurrence and general aggregate, naming the DBA and the City of Bremerton as additional insureds, written as primary and non-contributory with a waiver of subrogation, placed with a carrier rated A.M. Best A:VII or better.
 - Automobile liability insurance with limits no less than \$1,000,000 combined single limit per accident, if a vehicle is used in performing the services.
 - Workers compensation coverage as required by Title 51 RCW, if the proposer has employees.
- Ability to be regularly present in downtown Bremerton for event coverage and periodic in-person coordination.

7. Proposal Submission Requirements

Proposals should be no more than ten pages, excluding work samples, and must include the following.

- A cover letter identifying the proposer, business name, UBI number, and primary contact information.

- A description of the proposer's background, relevant experience, and any experience with nonprofits, downtown organizations, event marketing, or destination marketing.
- At least three work samples or portfolio links, with performance metrics or results where available.
- A description of the proposer's approach to the base scope, including content strategy, voice, workflow with DBA staff, and how the proposer would balance the DBA and Quincy Square brands.
- A pricing proposal structured as described in Section 5.
- Three professional references with contact information.
- Disclosure of any actual or potential conflicts of interest, including any current or former relationship with the DBA, its staff, or its board.
- Confirmation that the proposer meets, or will meet by contract execution, the licensing and insurance requirements in Section 6.

Proposals must be submitted by email in PDF format to director@downtownbremerton.org with the subject line "RFP 2026-01 Proposal" no later than 5:00 PM Pacific on Monday, August 17, 2026. Late proposals may be rejected. The DBA will confirm receipt of each proposal by reply email.

8. Evaluation and Selection

An evaluation committee designated by the DBA Board will review all responsive proposals against the following criteria.

Criterion	Weight
Relevant experience, qualifications, and work samples	30%
Proposed approach and understanding of the DBA and Quincy Square	25%
Pricing and overall value	25%
References	10%
Knowledge of the Bremerton and Kitsap County community	10%

The DBA may invite one or more finalists to an interview before making a selection. The DBA reserves the right to reject any or all proposals, to waive minor irregularities, to request clarification or additional information from any proposer, and to negotiate final contract terms with the selected proposer. If negotiations with the selected proposer are unsuccessful, the DBA may open negotiations with the next highest-ranked proposer.

This solicitation is open to all qualified individuals and firms, including current or former DBA employees or contractors, and all proposals will be evaluated under the same criteria. Any member of the evaluation committee with a personal, familial, or financial relationship to a proposer will disclose that relationship and recuse from scoring that proposal.

9. Tentative Timeline

The DBA reserves the right to adjust this timeline. Any changes will be communicated to all known proposers.

Milestone	Date
RFP issued	Monday, July 27, 2026
Deadline for written questions	Wednesday, August 5, 2026
Responses to questions distributed	Friday, August 7, 2026
Proposals due	Monday, August 17, 2026, 5:00 PM Pacific
Finalist interviews, if held	Week of August 24, 2026
Anticipated selection and notification	Tuesday, September 1, 2026
Anticipated contract start	Tuesday, September 8, 2026

10. Terms and Conditions

- All content, creative work, accounts, and materials created or managed under the resulting contract are the property of the DBA. The contract will include an assignment of intellectual property to the DBA, with the contractor retaining the right to display work in a professional portfolio.
- All proposals become the property of the DBA upon submission and will not be returned. Proposers should not include confidential or proprietary information they are unwilling to have reviewed by the evaluation committee.
- The DBA is an equal opportunity organization. The DBA does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other characteristic protected by law, and expects the same of its contractors.
- The resulting contract will be governed by the laws of the State of Washington. Venue for any dispute will be Kitsap County.
- The contractor may perform services for other clients during the contract term, provided the work does not conflict with the interests of the DBA or Quincy Square.

11. Questions and Contact

All questions regarding this RFP must be submitted in writing to Jessica Combs, Executive Director, at director@downtownbremerton.org no later than 5:00 PM Pacific on Wednesday, August 5, 2026. Written responses to all substantive questions will be distributed to all parties who have requested the RFP or submitted questions. No other DBA staff or board member is authorized to answer questions about this RFP, and proposers should not contact DBA staff or board members directly regarding this solicitation.

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