



B A S A L T  
R E G I O N A L  
L I B R A R Y

Request For Proposal

MARKETING STUDY

BASALT REGIONAL LIBRARY DISTRICT

REQUEST FOR PROPOSAL DATE: March 16, 2026

PROPOSALS DUE BY: April 30, 2026 at 3PM

## **Company Background**

The 21,000 square foot Basalt Regional Library was completed in 2010 and serves a district that spans from Hagerman Pass to Mount Sopris and includes the communities of Old Snowmass, Basalt, El Jebel and the Frying Pan river valley. We serve a population of 12,723 people, and our mission statement is: The confluence of community, freedom, and fun. A Place to Go – A Place to Gather – A Place to Grow.

Each month, the library presents a variety of events and programs for different demographics. These programs get sent to local print, radio, and digital outlets for posting to community event calendars. Flyers and digital promotional materials are also created and posted within the library and online.

## **Project Overview**

Basalt Regional Library seeks proposals from qualified consultants to analyze and evaluate the marketing and promotional processes of the library. The consultant will investigate the current practices of the library's marketing department and offer changes and adjustments where needed.

As a cornerstone of the community, Basalt Regional Library offers a wide array of services, programs, and resources to a diverse population. However, there is a growing need to better understand public awareness of these offerings, perceptions of the library brand, and the communication preferences of key demographic segments within our service area.

This study will provide the library with valuable insights into current marketing performance and community needs. It is expected to include both qualitative and quantitative research methods (e.g., surveys, focus groups, stakeholder interviews, data analysis), culminating in a strategic report that outlines actionable recommendations to enhance the library's visibility, usage, and overall impact.

The selected contractor will work closely with library leadership and staff to ensure the study aligns with the library's mission, strategic priorities, and values of equity, access, and inclusion.

## **Project Goals**

The goals of this project include:

- i. Increase awareness of library services and programs
- ii. Ensure promotional efforts are going to the most effective places for the intended audiences
- iii. Increase engagement
- iv. Increase program attendance

To reach these goals, Basalt Regional Library is now accepting bids in response to this Request for Proposal.

## Scope of Work

- Conduct an initial meeting with library leadership and key staff to confirm project goals, timelines, and deliverables.
- Review existing strategic plan, marketing materials, communication tools, and relevant background data.
- Assess all current marketing, outreach, and communication strategies and materials.
- Evaluate digital channels (e.g., website, email, social media), print materials, in-library signage, and community outreach.
- Evaluate budget allocations.
- Identify strengths, weaknesses, gaps, and inconsistencies in current messaging and branding.
- Design and administer surveys to library users, non-users, and community members.
- Facilitate focus groups and/or interviews with key stakeholder groups, including library patrons, staff, board members, and community partners.
- Analyze demographic and usage data to identify underserved populations and trends in engagement.
- Identify and define target audience segments based on demographics, behaviors, needs, and preferences.
- Evaluate how current marketing strategies align with these audience profiles.
- Evaluate program offerings, identify anomalies.
- Provide recommendations for reaching and engaging specific populations (e.g., teens, seniors, non-English speakers, new residents).
- Provide recommended days and times for program offerings for different audiences.
- Conduct a scan of peer institutions or comparable libraries to benchmark marketing practices.
- Develop clear, actionable recommendations for improving the library's marketing and outreach efforts.
- Outline strategies for branding, messaging, channel selection, content creation, and resource/budget allocation.
- Address short-term improvements and long-term strategic planning needs.
- Provide guidance for performance tracking and evaluation of future marketing efforts.
- Deliver a comprehensive final report summarizing research findings, insights, and recommendations.
- Present findings and recommendations to library leadership and other stakeholders, as requested.
- Provide all research tools, data sets, and materials developed during the project.

## Target Deliverable Schedule

RFP Posted	March 16, 2026
Written questions due no later than	April 5, 2026
Questions and answers posted no later than	April 10, 2026
Proposals due by 3:00 p.m.	April 30, 2026
Available Interview Time	May 5, 2026, 1-5PM
Available Interview Time	May 6, 2026, 2-5PM
Available Interview Time	May 12, 2026, 1-4PM
Available Interview Time	May 13, 2026, 2-5PM
Proposal evaluation and interviews with finalists no later than	May 15, 2026
Reference checks completed	May 20, 2026
Bid awarded and vendor notification	June 1, 2026

This project needs to be completed and fully invoiced before December 31, 2026

## Existing Roadblocks Or Technical Issues

- Annual budget constraints
- Patron privacy concerns

## Budget Constraints

The budget for this study is \$10,000.

## Proposal Preparation:

- A. Submission Information and Documents: The following information and documents shall be included in the proposal submission:
- (1) Name of company, address, telephone number, email address, website URL, and contact person's name.
  - (2) Vendor awarded the contract must submit a completed and signed IRS Form W9 to BRLD before contract begins.
  - (3) Key Personnel: BRLD prefers a single account relationship manager. In the vendor's proposal, list names, titles and locations of the primary and backup employees who will be assigned to BRLD's account. Also include certifications, education, experience and qualifications of personnel. The vendor must establish one person to serve as project manager and liaison to the BRLD project manager. BRLD looks to the vendor to inform the needs of the project, maintain a cohesive schedule, and coordinate, oversee and manage work produced. Therefore, the vendor must establish a work schedule for all parties to ensure timely completion of the project. In addition to the start and completion of various construction stages, the schedule shall also show percentages of work to be completed at

any given time, as well as significant dates that will serve as check points to determine compliance with approved schedule.

- (4) Describe your qualifications and experience in providing website design and migration for similar institutions and similar circumstances.
  - (5) Competitive Position: Describe what differentiates the vendor's service from that of other competitors. Include in the discussion how the vendor keeps abreast of current and future trends. Discuss the vendor's approach to communication.
  - (6) Describe your firm's approach to providing services to BRLD as described in the "Scope of Work" and elsewhere in this RFP.
  - (7) Customer References: Provide references from at least three (3) customers to which the vendor has provided the services required under this RFP. These should be recent customers with needs comparable to those of BRLD. Select a mix of long-standing and new customers. Library or other governmental references are preferred. References should include a contact name and phone number and address of reference.
  - (8) Provide a sample engagement document to include costs to BRLD for the services as proposed.
- B. Signatures: The proposal must be signed by an officer or person qualified to bind the proposing company.
- C. Withdrawal of Proposal: A Vendor may withdraw its own proposal at any time prior to the proposal due date and time as identified herein. After that date and time, no vendor may withdraw its proposal for any reason. All proposals shall be valid for a period not less than 90 calendar days after the proposal due date.
- D. Substantive Proposals: By submitting a proposal, the vendor guarantees that:
- (1) Its proposal is genuine and is not made in the interest of, or on behalf of, any undisclosed person, firm, or corporation;
  - (2) It has not directly or indirectly induced or solicited any other respondent to put in a false or sham bid;
  - (3) It has not solicited or induced any other person, firm, or corporation from proposing; and
  - (4) It has not sought by collusion to obtain for itself any advantage over any other vendor or over BRLD.
- E. Minimum Qualifications: To be considered for selection, vendors must meet at least the following minimum qualifications:
- (1) Established Business. Vendor must have been engaged as a place of business 5 years prior to the release date of this RFP.
  - (2) Customer Satisfaction, Financial Resources and Ability to Perform. Vendor must be able to show proof that they have an established satisfactory record and have sufficient financial

support, equipment, and organization to ensure that they can satisfactorily execute the services to be performed per this RFP.

(3) Legal Compliance. Vendor must be in compliance with all applicable laws, rules, regulations, and ordinances of the Town of Basalt, the State of Colorado, and the United States.

(4) Insurance:

The vendor shall not commence work until it has procured, maintains, and provides proof of the policies of insurances and liabilities listed below. The vendor will not be relieved of any liability, claims, or other obligations in conjunction with the signed agreement with BRLD by reason of its failure to procure or maintain the necessary insurance and liabilities. Failure on the part of the vendor to obtain such insurance and liabilities prior to, and during the term of the contract, will constitute a breach of contract in which BRLD has the right and may immediately terminate the signed agreement. BRLD reserves the right to request and receive a copy of any policy related to the services provided to BRLD.

(a) Commercial General Liability: The vendor shall secure and maintain, during the term of agreed contract and for such additional time for service being performed, Commercial General Liability Insurance issued to and covering the liability of the vendor with respect to all work performed by vendor and its third-party vendors under the contract, to be written on a comprehensive policy form. This insurance shall be written in amounts not less than \$250,000 for each occurrence and aggregate for personal injury including death and bodily injury and \$250,000 million for each occurrence and aggregate for property damage. This policy of insurance shall name BRLD, its agents, officers and employees as additional insured. The policy shall also provide coverage for contractual liability assumed by vendor under the provisions of the contract and "Completed Operations and Projects Liability" coverage.

(b) Workers Compensation Insurance: The vendor shall procure and maintain Workers Compensation Insurance, fully complying with the provisions of the Worker's Compensation Act of the State of Colorado, during the period of this contract and for such additional time as work on this project is being performed.

F. Exceptions and Deviations: Any exceptions to or deviations from these Terms & Conditions must be identified, in writing, on an attachment to the proposal submission. BRLD reserves the right to accept or reject, at its sole discretion, any exceptions or deviations by the vendor.

## **Evaluation Metrics**

BRLD will evaluate bidders and proposals based on the following criteria:

- 1) How well the proposal addresses the project goals and scope of work.
- 2) Previous experience/past performance history.
- 3) Samples and/or case studies from previous projects.
- 4) Projected costs.
- 5) Experience and technical expertise.
- 6) Customer service and support plan.
- 7) Feedback from references.
- 8) Responsiveness and answers to questions in the next section.

## Questions Bidders Must Answer to Be Considered

- 1) Describe what differentiates your company's product and service from that of competitors.
- 2) How does your company keep abreast of current and future trends?
- 3) Discuss your company's approach to communication.
- 4) Discuss your company's approach to working through unexpected roadblocks.
- 5) Why should we choose your company?

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all metrics in the evaluation section should submit a proposal.
- Address all questions listed above.
- Proposals must be sent in by 3PM
- Include samples and references with your proposal.
- A proposed project schedule must also be included and clearly expressed.

Submissions should be in pdf format emailed to [marketingrfp@basaltlibrary.org](mailto:marketingrfp@basaltlibrary.org) by 3PM on April 30<sup>th</sup>. A confirmation of receipt will be emailed within one week.

## What We're Looking for in Potential Vendors

- 1) Expertise in and experience solving the problem we have identified.
- 2) Clear, frequent, honest communication.
- 3) Active listening.
- 4) Asks questions designed to fully understand the nature of the problem we're trying to solve.
- 5) Demonstrated ability to suggest solutions that fully solve the problem.

## Terms and Conditions

- A. Interested Parties: All interested vendors are invited to submit a proposal in accordance with the terms, conditions, and specifications contained herein.
- B. Tax Exemption: BRLD, as a local government entity, is exempt from sales and use taxes. Bidders shall inform all prospective subcontractors and suppliers from whom they expect to obtain services or supplies of the tax-exempt status of BRLD. Following the contract award, an exemption certificate will be furnished by BRLD if the vendor requests.
- C. Expenses: BRLD assumes no liability for payment of expenses incurred by vendors in the preparation and submission of proposals in response to this invitation.
- D. Non-Discrimination: The vendor agrees not to refuse to hire, discharge, promote, or demote, or to discriminate in matters of compensation against any person otherwise qualified, solely because of race, color, religion, national origin, gender, age, military status, sexual orientation, marital status, or physical or mental disability.

- E. **Governing Law:** The laws of the State of Colorado shall govern any contract executed between the successful vendor and BRLD. Further, the place of performance and transaction of business shall be deemed to be in the County of Eagle, State of Colorado, and in the event of litigation, the exclusive venue and place of jurisdiction shall be Eagle County in the State of Colorado.
- F. **Confidentiality:** Proposal submitted to BRLD for consideration shall be subject to Colorado Open Record Law, Section 24-72-201, et seq., C.R.S., after award is made.
- G. **Termination of Contract:** BRLD may, by written notice to the successful vendor, terminate the contract if the vendor has failed to perform its service in a manner satisfactory to BRLD per specifications defined in the contract and/or RFP. The date of termination shall be stated in the notice. BRLD may cancel the contract upon thirty days written notice for any reason other than cause. This may include but is not limited to BRLD's inability to continue with the contract due to the elimination of or reduction in funding.
- H. **Non-Appropriation:** BRLD presently intends to carry out and perform all of the terms and conditions of an awarded contract, and reasonably believes that funds in amounts sufficient to pay all amounts payable hereunder can legally be provided and made available for that purpose, and BRLD shall include in its annual budget request amounts sufficient to pay all sums payable pursuant to an awarded contract. Notwithstanding the foregoing, the parties hereto recognize that it is possible that in any given fiscal year of the BRLD funds might not be available. BRLD shall have the right to cancel any awarded contract at the end of any calendar year during the term hereof that governmental funding from Eagle County, Colorado is not granted for the subsequent calendar year. BRLD shall advise vendor of its intention to cancel the awarded contract due to lack of funds on or before the end of any such calendar year and submit therewith to vendor satisfactory evidence showing BRLD's inability to obtain the required revenues for the coming calendar year. Upon such cancellation BRLD shall be released from all further liability under any awarded contract. The right granted to BRLD by this provision may only be exercised for the express reason stated and for no other reason.
- I. **Confidentiality of Information:** The vendor acknowledges that the vendor will, or may, be making use of, acquiring or adding to information about certain matters and things which are confidential to BRLD and which information is the exclusive property of BRLD, including, but not limited to: Internal personnel and financial information, vendor names and other vendor information (including vendor characteristics, services and agreements), purchasing and internal cost information, internal services and operational manuals, and the manner and methods of conducting BRLD's business.

## **Contact Information**

For questions or concerns connected to this RFP, we can be reached at:

Amy Shipley, Executive Director

[ashipley@basaltlibrary.org](mailto:ashipley@basaltlibrary.org)

970-927-4311 x1008