

Request for Proposal (RFP)

Issued By: Peekskill Business Improvement District (“The Peekskill BID”)
Date: July 1, 2025
Submission deadline: August 6, 2025 @ 12 Noon
Contact Persons: Richard Rogers, President, Board of Directors
William Powers, Executive Director
Email Contact: peekskillbid1@gmail.com

Introduction

The Peekskill BID is a non-profit government affiliated organization dedicated to promoting Peekskill as Westchester’s most diverse and vibrant community. With rich assets like art, history, dining, shopping, entertainment and cultural diversity, we invite proposals from qualified, experienced social media entities to create impactful campaigns that highlight the unique offerings of Peekskill, while increasing foot traffic, and creating an identity for the downtown which will compliment the City's future branding efforts.

The Peekskill Business Improvement District (“BID”) works to promote the growth and development of downtown Peekskill as an attractive place to live and do business through marketing and promotions, event creation and support, advocacy for small businesses, business recruitment and retention, capital improvements, beautification and clean efforts.

Founded in 1996 as a non-profit corporation, the Peekskill BID encompasses downtown’s Central Commercial District — a 25 block area home to restaurants, coffee shops, specialty retailers, artists live/work studios, and professional services like accountants, and attorneys. It is also home to the historic Paramount Hudson Valley and Sun River Health Care. The BID manages the Peekskill Farmers Market and Peekskill Flea Markets as well as co-sponsors with the City of Peekskill the Annual Holiday Tree Lighting Ceremony.

The BID is primarily funded each year by a special tax levy on downtown property and business owners. The assessment was self-imposed by the property owners on themselves to be used for on activities that strengthen commerce and property values downtown. All property and business owners within the Central Commercial District are members of the Peekskill BID, and the BID elects a Board of Directors to govern its activities and supervise the day-to-day management of the BID by a part-time Executive Director.

The BID maintains a Facebook page and Instagram Account for the BID; a Facebook page and Instagram Account for the Peekskill Farmers Market; a Facebook page for the Peekskill Flea Market. We also host a website: www.discoverpeekskill.com.

1. Objectives

- Create high impact and sustainable social media efforts to promote the city's marketable assets.
- Encourage visitors, newcomers and residents to discover the authentic experiences offered by our local eateries, shops, and events.
- Drive awareness and increase foot traffic to our sponsored events and initiatives like the

- Farmers Market, Flea Market, History Tours
- Promote Peekskill’s multicultural landscape, showcasing the diverse community that includes residents, business owners, shoppers and visitors.

2. Scope of Work

- Evaluation: Assess existing BID social media and recommendations for adding other social media platforms
- Strategic Development: Create and present a comprehensive and sustainable social media strategy
- Content Creation: Develop engaging and visually compelling content (video/photos/graphics)
- Campaign Management: Execute targeted promotional campaigns (seasonal, weekly, monthly and/or special)
- Analytics & Reporting: Provide regular performance metrics that measure engagement, reach, and success of campaigns, along with actionable recommendations for improvement.
- Meetings: Attend planning meetings with social media committee, Executive Director and Board of Directors Meetings as necessary

3. Proposal Requirements

- Company Overview: A brief (3 to 5 sentences) description of the company, detailing relevant experience
- Brief biography or resume of principal(s) who will be managing/overseeing the creative content
- Brief biography or resume of principal(s), if different from above, who will be creating the creative content
- Primary contact person's email and phone
- Social Media Strategy Outline: A preliminary strategy (one page) that demonstrates how your proposal will align with the BID's objectives
- Three references including email and phone
- Content examples: Specific examples (3) of your best work
- Content examples: Specific examples (1-3) of proposed content
- Budget Breakdown: A detailed budget proposal, including costs associated with social media management, content creation, and advertising efforts from September 15, 2025 to December 31, 2025, including 12 month 2026 renewal, subject to Board approval.
- Successful respondent must provide proof of proper insurance prior to awarding of contract.
- Successful respondent must sign contract between the BID and contractor.

5. Submission Guidelines

- Proposals must be submitted via email only by **12 Noon on August 8, 2025.**
- Please submit proposals to peekskillbid1@gmail.com with the Subject “Social Media RFP”
- For questions, please submit via email: peekskillbid1@gmail.com
- Note you will receive a confirmation email once we receive your proposal. If you do not receive a confirmation within 24 hours, please call 914-734-5585.
- Candidates must be available to meet via zoom or in person in August for interviews

6. Evaluation Criteria

- Alignment with BID's mission and objectives
- Creativity and quality of examples
- Creativity and quality proposed strategies
- Experience and success in working with organizations to promote community-oriented initiatives

- Ability to interact professionally with business leaders, elected officials and BID Board and Executive Director
- Completeness of proposal
- Cost-effectiveness of the proposal
- Familiarity with Peekskill
- Working knowledge of small business
- Education and experience

Non-discriminatory statement:

All applicants are encouraged to respond. The Peekskill Business Improvement District does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations, including the selection of the successful candidate for this Request for Proposal.