



CITY PARK
CONSERVANCY

REQUEST FOR PROPOSALS

Marketing & Advertising Strategic Services



REQUEST FOR PROPOSALS

I. Introduction

City Park Conservancy (CPC) is seeking proposals from qualified marketing and advertising agency to develop and implement a comprehensive three-year marketing strategy that enhances CPC's brand, increases community engagement, and drives visitors from local, regional, and tourism markets. The selected agency will work closely with CPC to evaluate existing marketing efforts, enhance brand visibility, optimize digital platforms, and implement data-driven strategies to maximize media buys, and drive revenue growth through strategic marketing initiatives to support CPC's mission and long-term growth.

The selected agency should have proven track record in:

- Developing and executing multi-year marketing strategies with measurable impact and strong creative briefs
- Experience working with cultural institutions, tourism agencies, or similar organizations
- Expertise in website optimization, SEO, social media, and content marketing that drives engagement and conversions
- Ability to assess current data collection methods, recommend key metrics, and build audience segmentation strategies for local, drive-market, and tourism audiences
- Proven success in media planning, digital advertising, and cross-promotional partnerships
- Experience in community outreach, reputation management, and stakeholder communications
- Expertise in Google Analytics, conversion tracking, and reporting
- Ability to produce compelling visuals, campaigns, and messaging that align with CPC's brand identity and reflective of regional community

CPC is the 501(c)3 non-profit corporation that manages and oversees the day-to-day operations of New Orleans City Park ("City Park") a 1300-acre public park in New Orleans, Louisiana, founded 170 years ago. The nonprofit was formed to oversee the Park on behalf of the 130-year-old City Park Improvement Association, a state agency.



II. Timeline

Request for Proposals (RFP) Release: Monday, March 31, 2025

RFP Questions Deadline: Friday, April 11, 2025

Responses to Questions Sent Out: Wednesday, April 16, 2025

Responses Due: Wednesday, April 23, 2025

Interviews for Qualifying Agency (if needed): Monday, April 28, 2025, and Tuesday, April 29, 2025

Final Selection: Friday, May 2, 2025

III. Response

All Responses are due by 5 p.m., April 23, 2025, and should be sent via email to Courtney Charbonnet, Manager of Purchasing and Contract Services, at ccharbonnet@nocp.org.

IV. Contract

The selected respondent will enter into a professional services agreement with CPC.

V. Scope of Work

The agency selected will be responsible for developing and executing a comprehensive marketing strategy for CPC over three years. The selected agency will be responsible for the following objectives but not limited to:

- Conduct an in-depth assessment of CPC's current marketing and advertising initiatives, identifying opportunities, including the evaluation and prioritization of marketing needs across Park facilities, events, community relations, and development initiatives (Exhibit A)
- Create a comprehensive three-year marketing and communications strategy with clearly defined objectives, target audiences, and key performance indicators (KPIs) that are data driven, enhancing brand awareness and strengthening City Park's identity within our region while promoting key initiatives, including methods of execution, along with insights and recommendations on potential partnerships, cross-promotional opportunities, and media sponsorships
- Develop a data-driven strategy to better understand and segment CPC's audience, with a focus on local residents, drive-market visitors, and tourists, offering insights on how to leverage this data to refine marketing strategies, personalize outreach, and optimize resource allocation for maximum impact



- Assess and refine CPC’s brand strategy and voice to ensure consistency across all City Park facilities and events, for cohesion with CPC’s brand identity, while developing secondary identity systems for specific facilities, events, and programs as needed
- Evaluate and enhance CPC’s digital presence and engagement, developing organic content strategies for social media, website, and email marketing, implementing Search Engine Optimization (SEO) strategies and digital advertising campaigns to drive traffic to CPC’s online platforms
- Conduct a comprehensive audit of the organization’s website assessing user experience and accessibility, content quality and relevance, and eCommerce functionality and recommend improvements to enhance checkout processes to increase conversion rates
- Optimize Google Analytics and performance tracking by evaluating and refining CPC’s Google Analytics setup, ensuring proper tracking and configuration, establishing reporting framework with KIP recommendations tailored to CPC’s priorities such as traffic sources, user behavior, bounce rates, conversion tracking, and engagement trends, providing recommendations and tools for CPC’s team to manage ongoing data and analysis effectively
- Provide a comprehensive report detailing key findings and recommendations, including advertising spend based on initiative, providing a roadmap for implementation, prioritizing quick wins and long-term strategies, with recommendations on staffing structure, supplemental support and training as needed for successful implementation

VI. Proposals

Proposals will be evaluated based on experience, proposed strategies, aligned goals and team expertise. Shortlisted candidates will be invited for an interview or presentation to further discuss their proposal. CPC will award the contract in its sole discretion, guided by a selection committee.

Interested agency(s) or individual(s) should submit a proposal that includes the following information and organized as requested below:

- Transmittal Letter
 - Provide a transmittal letter signed by an individual authorized to commit to the agency to the project, clearly stating if the execution of work proposed by agency requires a partnership with another agency or hiring of contractors, with all partners and contractors identified, as well as the work performed by supplemental hiring
 - Transmittal letter should include:



- Identification of all agencies inclusive of primary and partner agencies or contractors and areas of specialization
- A brief statement of the project team’s unique qualifications and understanding of services to be provided
- Citation of the individual who will serve as the primary point of contact for matters relating to the response
- 4) Identification of prior working relationships amongst team members
- A statement to the effect the proposal shall remain valid for a period not less than 365 days from the date of submittal

Page limit: not to exceed two (2) pages

- Prior Related Experience
 - Include a summarized narrative of prior related experience(s) of the primary agency and any partners or contractors and identify the area of expertise by agency or contractor
 - CPC requires Website URLs, graphics, or screen shots to illustrate past work, as well as brief narratives as requested

Page limit: not to exceed ten (10) pages

- References
 - Provide a maximum of three (3) reference contacts for the projects listed above.
 - The references must include client’s name, client’s main point of contact, email address, and telephone number

Page limit: not to exceed one (1) page

- Staffing
 - List the proposed project team and for each team member, include:
 - Current title
 - One (1) sentence summarizing their key responsibilities
 - If your proposal leverages an agency partnership or contractors, indicate the individual’s company and/or if they are a contractor
 - Proposed role in this project
 - Years of experience performing the proposed role
 - Relevant experience
 - Proposed team shall not change once awarded, unless otherwise approved by CPC



Page limit: one-half (1/2) page per staff member assigned to the project

- Approach and Schedule
 - Provide a direct, to the point, narrative of your team's basic approach addressing the Scope of Work
 - Provide an outline of deliverables to be accomplished, organized by phase if appropriate
 - Include an expected timeline for each phase and deliverable
 - If partnering or using contractors, define the work each will perform

Page limit: not to exceed three (3) pages for approach + one (1) page for timeline

- Cost Proposal
 - Provide a table estimating the cost to complete the scope of services
 - At minimum, break down costs down by phase and/or break down cost by deliverable where you deem appropriate
 - Estimate any additional costs separately from professional fees
 - Include hourly rates for each staff person assigned to the project, if applicable
 - All cost proposals must be good for 365 days from submittal

Page limit: not to exceed two (2) pages

- Diversity Participation
 - Provide any information regarding DBE/WBE/MBE status of your agency or any potential outside firm/expertise which may be utilized
 - Include names of potential DBE/WBE/MBE partners and their roles in this project to be considered

Page limit: not to exceed one (1) page

City Park Conservancy reserves the right to reject any or all proposals received, to negotiate separately with competing agency(s) or individual(s), and to modify or cancel the RFP process at any time. Proposals will be analyzed for conformance with the instructions and requirements of the RFP. Submission of a proposal indicates acceptance of the terms and conditions outlined in this document. All proposals and related materials become the property of City Park Conservancy and will not be returned.



VII. Proprietary or Confidential Information

Respondents are asked to clearly mark any portion of the response deemed to be confidential or containing proprietary information. CPC will maintain the confidentiality of all materials marked as such in accordance with, and subject to, the laws of the State of Louisiana.



Exhibit A

Park Brand and Awareness

- City Park Plan
- Brand Awareness
- Community Engagement Initiatives

Facilities and General Park Operations

- City Putt
- Carousel Gardens Amusement Park + Season Passes
- Storyland
- Gift Shop/Shopify
- Botanical Garden
- Pelican Greenhouse Plant Sales (Mar-Jun/Sept-Nov)
- Venue Rentals
 - Birthday Parties
 - Corporate Events
 - Weddings/Special Occasions
- Tennis
- Sports Fields/Stadiums
- Bayou Oaks / Filmore in the Oaks

Special Events

- Thursdays At Twilight (Mar-June/Sept-Nov)
- Big Bass Fishing Rodeo (Mar)
- Egg Scramble (Apr)
- Evenings With Enrique (Apr + Oct)
- Swing in the Oaks (Apr)
- Happy 3rd of July (Jul) Spring Garden Show (Mar/Apr)
- Fall Garden Festival (Sept/Oct)
- Ghosts in the Oaks (Oct)

Fundraising Events

- Celebration in the Oaks (Nov/Dec)
- Lark in the Park (Mar)
- Heart of the Park Hat Luncheon (Apr)
- Magic in the Moonlight (Sept/Oct)

Development/Community Support

- Spring Appeal
- GiveNOLA Day
- FOCP Membership
- Dog Park Membership
- Fall Appeal
- Volunteer Initiatives



Who We Are

OUR MISSION

Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes

For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most-iconic park. The Park is home to the New Orleans Botanical Garden, Couturie Forest and Arboretum, the New Orleans Museum of Art, the Louisiana Children's Museum, and the largest grove of mature live oaks in the world, some of which are nearly 800 years old.

The Park's 1,300 acres make it one of the largest urban parks in the United States, and a popular place to fish on the bayou, picnic, experience safe outdoor play, or engage in athletic pursuits—as evidenced by more than 16 million visits each year. In addition to offering an array of recreation and cultural amenities, City Park Conservancy is committed to preserving natural habitats and biodiversity in the Park:

- The Botanical Garden is home to more than 2,000 varieties of plants.
- The 30-acre Couturie Forest has eight distinct ecosystems.
- Birder's World Magazine named City Park the best birding spot in New Orleans with more than 280 bird species sighted.
- Through volunteer efforts of citizen scientists, 819 species have been documented.

City Park continuously improves quality of life in the region by promoting inclusivity, protecting natural resources, and offering diverse park programming. As the stewards of the Park, the Conservancy is committed to serving the public's best interests and providing the oversight and expertise necessary to ensure that this world-class greenspace is accessible to all.

OUR WORK

Environment

As a large urban park, City Park mitigates the harmful effects of pollution, encourages biodiversity, helps to control temperatures and humidity, and is a haven for numerous animal and plant species. City Park Conservancy prioritizes natural habitats, native vegetation, and the historical elements of the Park.



Mental and Physical Health

The Park provides access to nature and promotes physical and mental wellbeing. City Park Conservancy fosters this access to nature for improved wellness and quality of life. Offering expansive greenspace, bike and walking trails, athletic venues, and quiet reflection spaces, City Park is an ideal place to stay active, or to relax.

Social Connection

City Park is the people's park. City Park brings together neighbors and visitors of all ages, contributing to a sense of community, education, and fun. Cultural experiences including concerts, exhibitions, museums, markets, and art installations appeal to the diverse interests of guests and strengthen social connection.

Expertise and Impact

At City Park, our experienced employees care for over 1,300 acres of expansive greenspace and operate numerous cultural, recreational, and educational facilities. The Park team maintains landscapes, lagoons, historic trees, benches, buildings, playgrounds, and infrastructure—all enjoyed by over 16 million guests a year.

Memory Keeper

For over 170 years, City Park has been entrusted with the memories of our guests and community. These memories are enshrined in the trees and flora. From weddings to birthdays to family reunions, a first fish, or a first team win, City Park preserves the memories of generations past and offers an essential space for future generations.

OUR IMPACT

Who We Serve

In 2019, New Orleans City Park welcomed an estimated 3,206,300 unique visitors from around the country, with 2,470,920 of those visitors being from Louisiana.

The majority of its visitors 2,147,290 (67%) reside in Orleans, Jefferson, St. Tammany, East Baton Rouge, St. Bernard, and St. Charles Parishes of Louisiana. The average median household income among these six parishes is \$53,360, equating to an average of 17% of its residents living in poverty. Regionally, 24% of children below 18 years of age live in poverty.

City Park provides open space and recreation services for a large segment of the city, Metropolitan Area, and State of Louisiana's low- and moderate-income population and serves a large number of



both regional and city residents who are considered low or moderate income, living below the poverty line.

The Park provides access to greenspace, recreation opportunities, walking trails, playground adventures, and safe outdoor interactions. Research shows that these types of experiences improve physical and mental health.

Economic Impact

Operating City Park, which includes operating the Park's attractions, venues, and activities, has a direct impact on the local economy. In 2019, visitor spending in New Orleans generated \$2.9 billion in earnings and created over 105,000 jobs.³

The spending impact of City Park on the area economy consists of spending of the Park itself, spending of Park visitors, and Park-entity spending. Total 2019 direct spending by the Park itself – salaries, benefits, local purchases, insurances, and capital upkeep – equaled \$44 million. Total visitor spending, both local and out-of-area visitors, totaled \$240 million. The spending on attractions, venues, and activities in the Park, coupled with the secondary spending, totaled \$97 million.

The operations and activities of City Park support a total of 3,708 jobs in the New Orleans area.² Total visitor spending was determined by categorizing expenditures by lodging, restaurants, transportation, nighttime entertainment, shopping, recreation, and gambling. Visitation to state parks increased in New Orleans and statewide.³

¹. City Park is a very large, 1300-acre regional park. Attendance estimates must come from sources other than a direct count of visitors such as Estimated Visitor, Visitor By State and Visits By County data from the Quick Summary page on New Orleans City Park's AirSage Dashboard. This does not include international data.

². The Economic Impact of City Park on the New Orleans Economy Report, November 2013, Timothy Ryan, Ph.D.

³. Tourism Spending in Louisiana Parishes 2019 Report, Louisiana Dept of Culture, Recreation and Tourism and The University of New Orleans Hospitality Research Center, May 2020