



September 25, 2023

**Subject:** Request for Proposal (RFP) - Business Development, Store Staging, Product Merchandising, and Marketing Consultation for **Pop-Up Downtown**.

We are pleased to invite proposals for the provision of business development, store staging, product merchandising, and marketing consultation services for the upcoming holiday series of Pop-Up Downtown in Downtown Tulsa, OK. The program is organized by the Downtown Tulsa Partnership, and we are seeking qualified consultants to support five local businesses during the program period from November 10th, 2023, through January 13th, 2024.

**Background:**

Downtown Tulsa Partnership is committed to fostering a vibrant and thriving Downtown community, supporting local businesses, and creating memorable shopping experiences for residents and visitors. Pop-Up Downtown aims to bring together a diverse range of small businesses, offering them a unique opportunity to showcase their products and services during the holiday season – activating underutilized spaces in our Downtown while broadening retail and holiday shopping and experiences. Pop-Up Downtown prioritizes non-traditional business owners and concepts, specifically minority- and women-owned enterprises.

**Scope of Work:**

The selected consultant(s) will be responsible for providing a total of 42 hours of professional services for up to seven participating businesses, equating to 6 hours per business.

The services required include, but are not limited to:

A. Business Development:

- Providing guidance on improving general operational efficiency, inventory management, and customer retention during the business' program participation.

B. Store Staging and Product Merchandising:

- Collaborating with the businesses to recommend attractive and engaging store layouts that optimize the use of the allocated space.
- Advising on product positioning, visual merchandising, and display techniques to enhance the overall shopping experience.

### C. Marketing Consultation:

- Providing recommendations, including utilizing digital and traditional marketing channels.
- Guiding the development of eye-catching promotional materials, signage, and displays.
- Identifying potential partnership opportunities and cross-promotion strategies to increase brand visibility and foot traffic.

### Proposal Submission:

Interested consultants or groups of consultants are requested to submit their proposals electronically to Emily Scott at [emily@downtowntulsa.com](mailto:emily@downtowntulsa.com) **no later than 5 PM on October 16, 2023**. Please include the following in your proposal:

1. Consultant Profile: Details about your company, relevant experience, and qualifications in providing similar services.
2. Project Team: The key personnel who will be involved in delivering the services, along with their respective roles and expertise.
3. Work Plan: A detailed plan outlining how you intend to execute the scope of work within the specified timeframe.
4. Budget: A breakdown of the proposed fees, including any additional costs, expenses, or hourly rates.
5. References: Contact information for at least two references from previous clients for whom similar services were provided.

### Selection Criteria:

The proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in business development, store staging, product merchandising, and marketing consultation.
- Relevance and creativity of proposed solutions for the specific needs of the local businesses and the pop-up program.
- Cost-effectiveness and overall value of the proposed budget.
- Experience and commitment to providing diversified and unique business development support to nontraditional and minority entrepreneurs.
- Availability and commitment to deliver the required services during the specified program period.

### Schedule:

- RFP Release: September 25, 2023
- Proposal Submission Deadline: October 16, 2023

- Consultant Selection: October 25, 2023
- Program Period: November 13th, 2023, to January 19th, 2024

For any inquiries or clarifications regarding this RFP, please contact:

Emily Scott

[Emily@downtowntulsa.com](mailto:Emily@downtowntulsa.com)

918-221-8635

We look forward to receiving your proposals and partnering with qualified consultants to make the Pop-Up Downtown Program in Downtown Tulsa a resounding success for our local businesses and community!