

WACE PRESENTATION: Sample Scope of Work

IMPORTANT TERM: Competition Impractical

A Procurement option utilized when a Professional Service is available from more than one Vendor, however, because of standardization, warranty, or other factors, a competitive Procurement is deemed impractical. A Chamber of Commerce is the only business entity in the community with the name recognition, credibility among businesses and consumers, and a readily known for its buy local efforts, to successfully implement a grassroots BRE campaign of this scope and size.

OVERVIEW

Surprise Regional Chamber of Commerce has created business retention and expansion (B.R.E.) program called Shop Surprise. The B.R.E program recruits local businesses to participate in an electronic/digital promotional marketing campaign that distributes coupons/discounts/announcements to residents. The program encourages and educates residents to shop and buy from local merchants. The BRE program promotional elements include business education, social media, web page, digital SMS text marketing, email, and personal selling.

The Scope of Work:

Overall Management of the Project

- a. BRE program design and implementation
 - b. Program evaluation: Program effectiveness, needs assessments, cost-benefit, and cost-effectiveness analysis
 - c. General promotions and communications
 - d. Business recruit efforts
 - e. Customer (Resident) enrollment activities
 - f. Deal/Coupon management services
 - g. Business database management services
 - h. Identify and recruit key stakeholders, partners, and other local resources as required for promotional assistance and funding
2. Deal Management and Distribution Services
 - a. Distribution of flyers to 500+ local businesses (printing, distribution coordination, and delivery services)
 - b. Recruitment of community partners
 - c. Electronic coupon/text deal vetting and distribution
 - d. Tracking and monitoring deals (enrollment rates, messages sent, opt-out rates, etc.)
3. Other Deliverables:
 - a. Program naming rights/Title sponsorship: "Shop Surprise – Shape Surprise."
 - b. City logo on promotional materials and website
 - c. General art, layout and design services
 - d. Program updates and status reports
 - e. Create Shop Surprise website page
4. City Responsibilities
 - a. Opportunity cross-promote the program as a City Sponsored, BRE program for local merchants
 - b. Promote Shop Surprise in print publications, utility bills, etc.
 - c. Place Shop Surprise opt-in links/instruction on the City website and other digital media
 - d. Opportunity for the Economic Development Dept. to provide suggestions during the roll-out period.
 - e. Opportunity to produce a Shop Surprise video for residents (Chamber branding not required)

Investment: \$55,000 (12-month program) **Pricing Reminders: Factor in Direct Costs, Indirect Costs (labor and admin), and Opportunity Costs (you could be selling memberships).** Remember a non-profit organization does not mean you can't make a profit!