



REQUEST FOR QUALIFICATIONS (RFQ)

Title: Marketing Services for French Quarter Task Force App

Issue Date: September 26, 2025

Submission Deadline: October 3, 2025, 5:00PM

I. Overview

The French Quarter Management District (FQMD), a Louisiana state political subdivision, invites submissions from qualified marketing firms or individuals to provide marketing services for the French Quarter Task Force app. The purpose of this RFQ is to secure a consultant who can develop and execute marketing deliverables to increase awareness, adoption, and use of the app.

II. Background

The French Quarter Task Force app allows residents, businesses, and visitors in the French Quarter to report incidents quickly and confidentially, including photos and real-time images. The app also facilitates oversight through electronic trip sheets, time sheets, and end-of-shift reporting. Response times average under two minutes.

FQMD does not operate its own social media platforms. Instead, this campaign will rely on the communications channels of FQMD's appointing organizations, community associations, and physical collateral. FQMD also retains a public relations firm for media coverage; this RFQ is restricted to marketing services only.

III. Purpose

FQMD seeks a qualified consultant to deliver a short-term marketing campaign that will:

- Increase awareness of the Task Force app among residents, businesses, and visitors.
- Drive new downloads and active use of the app.
- Highlight benefits such as rapid response times, transparency, and accountability.

IV. Statement of Needs

1. The consultant will be expected to provide the following marketing services:

- Content Development: Flyers, posters, QR code signage, one-pagers, and digital graphics.
- Collateral Production: Prepare files for print and oversee production of physical collateral for hotels, restaurants, resident associations, and businesses.
- Partner-Ready Materials: Turnkey digital assets (graphics, captions, copy blocks) for use by FQMD appointing organizations including:
 - VCPORA
 - Louisiana Restaurant Association
 - Greater New Orleans Hotel & Lodging Association
 - French Quarter Business Association
 - French Quarter Business League

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- French Quarter Citizens, Inc.
- North Rampart Main Street, Inc.
- New Orleans & Company

- Community Activation: Inserts for hotel guest packets, table tents, neighborhood flyers.
- Campaign Tracking: Provide a final report with distribution counts, estimated impressions, and app download data.
- Coordination with PR Firm: Align messaging with FQMD's PR firm without duplicating PR functions.

2. Produce final deliverables:

- Comprehensive final report including Executive summary (1-page)
- Printed materials visualizations and infographics (and electronic version)
- Presentation of key findings to FQMD Security & Enforcement Committee, 10/27/2025, 11AM
- Proposal of Marketing Schedule (November thru December 2025)

V. Minimum Qualifications

- Demonstrated experience executing marketing campaigns, preferably for civic, nonprofit, or public safety organizations.
- Ability to develop creative, high-quality design assets within a limited budget.
- Capacity to manage both digital and physical collateral distribution.
- Familiarity with community-based outreach and partner-driven campaigns.
- Ability to deliver final products within the project timeline.

VI. Submission Requirements Submit in one PDF:

Submissions must be provided in one PDF and include:

1. Cover letter.
2. Consultant/firm profile and relevant experience.
3. Brief outline of proposed approach and work plan.
4. Budget breakdown within the \$7,500 limit.
5. Portfolio submission of at least two (2) samples of prior marketing work, preferably civic or community campaigns.
6. Consultant/firm website and / or Social media handles

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VII. Evaluation Criteria (100 points total)

Submissions will be evaluated on the following criteria:

- Relevant experience & past work – 30 points
- Creativity & quality of portfolio samples – 25 points
- Proposed approach & methodology – 25 points
- Cost-effectiveness & clarity of budget – 20 points

VIII. Submission Instructions

Email proposals to: info@fqmd.org

Subject: " RFQ Submission – Task Force App Marketing "

Deadline: October 3, 2025, 5:00PM CST

IX. Contact for Questions

Michelle Courseault, info@fqmd.org

www.fqmd.org/task-force-app/

X. Disclaimers

FQMD reserves the right to cancel this RFQ, request additional information, or reject any and all submissions.