

The City of Desert Hot Springs requests qualifications from a professional full-service agency to provide services related to marketing and design/creative.

Purpose:

Located in the northwest portion of the Coachella Valley, the City of Desert Hot Springs is the fastest growing, most diverse, and safest city in the region. Desert Hot Springs is the gateway to the Sand to Snow National Monument and Joshua Tree National Park. It is also just minutes away from the many attractions and activities that make the region such an attractive destination to visit and live.

Desert Hot Springs is known for its beautiful views, fantastic outdoor activities, and most special water. Just beneath the surface exists both hot and cold aquifers that produce some of the world's purest sources of healing mineral and drinking water. The hot mineral springs have been praised for their therapeutic attributes while the drinking water has been recognized as the world's best in global competitions. Legal cannabis found its first California home in Desert Hot Springs. This cannabis friendly community is now working to help shape the future of the industry by establishing therapeutic and recreational opportunities.

Desert Hot Springs is seeking the ideal agency to create and implement a strategy to build familiarity of the city as a premier destination for health and wellness. The agency will also provide design services in the creation of a variety of marketing material related to tourism, economic development, and city events.

Services Requested:

Services and products to be rendered in performing all work associated with this effort may include, but may not be limited to:

- A. Brand identification and refinement for marketing purposes
- B. Establishment and management of social media channels
- C. Marketing strategy
- D. Media buys and management thereof
- E. Design/creative of promotional materials and collateral as needed
- F. Coordination of videography and photography as needed

Proposal Format:

Cover Letter, Company Portfolio, Similar Project History (with examples of work), Scope of Proposed Work, Work Schedule, and Fee Proposal.

Please submit your proposal via email with subject line "Marketing Services" to Sean Smith, Economic Development Director, at ssmith@cityofdhs.org by 3:00 PM, January 11, 2023.

If you have any questions regarding this Request For Qualifications, please contact Sean Smith at (760) 329-6411 ext. 120.