

Request for Proposal (RFP)

Morris County Agritourism Branding & Marketing Campaign

Issued by:

c/o Ms. Samantha Rutledge
Director, Strategic Partnerships
Morris County Economic Development Alliance /
Morris County Tourism Bureau
6 Court Street
Morristown, NJ 07960

Date Issued: September 5, 2025

RFP Response Deadline: October 10, 2025

Anticipated Award Announcement: October 31, 2025

1. Introduction

The Morris County Economic Development Alliance (MCEDA) (d/b/a Morris County Tourism Bureau (MCTB)) is seeking proposals from qualified firms to develop and implement a comprehensive agritourism branding and marketing campaign. The purpose of this project is to increase awareness and engagement with Morris County's agritourism destinations while promoting specialty crops*, improving farm viability, and supporting rural economic development year-round.

** Specialty crops are defined by the U.S. Department of Agriculture (USDA) as fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops, including floriculture.*

2. Project Summary & Purpose

This project aims to increase customer awareness of farms located in Morris County that offer agritourism experiences. Deliverables include branded marketing materials, a county-wide farm trail, a web presence on morristourism.org, and a redeemable trail punch card or farm passport to incentivize multi-farm visitation.

This initiative will address challenges faced by farms and specialty crop producers in accessing new markets by creating a centralized platform for residents and visitors to discover locally grown products, value-added goods, and seasonal agritourism events. It

also helps address the current limited visibility of year-round agritourism offerings beyond the traditional fall season.

Morris County's proximity to major urban markets makes it well-positioned for tourism growth. This campaign will help drive awareness and visitation by educating audiences on seasonal offerings and clustering experiences for easy one-day trips or even a weekend stay.

3. Scope of Work

The selected consultant will be expected to complete the following:

Stakeholder Engagement & Steering Committee

- Conduct at least three (3) stakeholder engagement meetings with steering committee members (committee assembled by MCTB)
- Collect feedback to shape brand and materials

Brand Development

- Create a comprehensive agritourism brand identity
 - Logo
 - Tagline
 - Messaging framework
- Ensure alignment with county-wide tourism strategy and seasonal farm offerings

Web Presence & Interactive Map

- Build a dedicated agritourism landing page on morristourism.org
- Feature searchable interactive map showcasing:
 - Participating farms
 - Seasonal availability
 - Specialty crop offerings
 - Proximity and sample itineraries

Print & Digital Collateral

- Design a new, year-round Morris County Farm Guide (digital + print)

- Design a redeemable trail punch card or “farm passport” to track farm visits
- Provide additional supporting collateral (rack cards, signage, downloadable trail maps)

Campaign & Rollout Plan

- Develop a rollout strategy with timeline, launch phases, and KPIs
 - Include strategies for earned and paid media
 - Provide estimated print and media costs (not to be included in budget)
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4. Objectives

- Complete market research on Morris County’s agritourism landscape
 - Compile overview of specialty crops, seasons, and offerings
 - Define the marketing needs of agritourism to effectively guide MCTB’s marketing efforts
 - Develop an interactive map showing seasonal opportunities and clusters
 - Reach a goal of engaging 5% of the target NYC metro audience (approx. 1.5 million)
 - Increase visits to agritourism farms with a goal of 5% over two years
 - Increase multi-farm visitation with a goal of 10% through passport incentives
 - Track campaign results using farm-provided sales data, passport redemptions, and MCTB’s Google Analytics
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5. Deliverables

- Final written report and executive summary
 - Brand identity guide and logo assets
 - Interactive map and digital content
 - Farm passport and print collateral
 - Launch and campaign strategy document
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6. Budget

- Project budget **not to exceed \$25,000**, inclusive of all planning, design, and execution deliverables
 - Printing and advertising costs to be itemized separately as recommendations
 - All deliverables become property of MCTB and may be reused or repurposed as needed
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7. General Notes

- The RFP may be obtained at the Morris County Tourism Bureau website at <https://morristourism.org/rfps-studies/>
 - At a minimum, vendors must submit all materials requested in accordance with the specifications of this RFP to be considered complete and responsive.
 - The MCTB will award contracts to the responsible and eligible vendor(s) whose proposal is responsive to the Request for Proposals (RFP) and is deemed by the MCTB to be the most highly advantageous and in the best interest of the MCTB.
 - Lowest bidder is a consideration, but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.
 - Vendors may apply to any or all of the services requested, indicating whether they would be partnering with other companies or professionals and/or utilizing subcontractors.
 - Proposals received after time stipulated will not be accepted and any request for an extension will not be granted on an individual basis. However, the MCTB and Review Committee may decide to extend the submission deadline for all vendors if it is determined that the timeframe is inadequate; an addendum to the RFP may be released and will be posted on the MCTB website.
 - The MCTB prefers that the project be led by one (1) prime contractor providing a single point of contact and coordination with the other vendors.
 - Please submit one (1) proposal if you are bidding on multiple items, and include information regarding subcontractors preferred co-collaboration with another vendor.
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8. Proposal Requirements

Respondents should include the following in their proposals:

- **Cover Letter**
 - **Firm Overview** – Relevant experience and qualifications
 - **Project Team** – Bios and roles of key personnel
 - **Work Plan & Timeline** – Project milestones and estimated completion dates
 - **Budget & Fee Structure** – Itemized costs, hourly rates, total cost
 - **References** – Minimum of three (3) references from similar projects
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9. Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated experience in tourism, agriculture, and branding
 - Creativity and clarity of proposed approach
 - Cost-effectiveness and value
 - Capacity to meet project timeline
 - Quality of past work and references
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10. Submission Instructions

Please submit **one (1) digital copy (PDF)** of the proposal emailed to:

Ms. Samantha Rutledge

Director, Strategic Partnerships

Morris County Economic Development Alliance /

Morris County Tourism Bureau

6 Court Street

Morristown, NJ 07960

samantha@morriscountyalliance.org, please cc opportunity@morriscountyalliance.org

Questions regarding this RFP must be submitted by **September 19, 2025**. A summary of all Q&A will be shared with interested bidders upon request. Submit all questions to

samantha@morriscountyalliance.org and please cc opportunity@morriscountyalliance.org.

11. Timeline

Milestone	Date
RFP Issued	September 5, 2025
Deadline for Questions	September 19, 2025
Responses to Questions (no later than)	September 29, 2025
Proposal Submission Deadline	October 10, 2025
Virtual Interviews of Finalists	Week of October 20, 2025
Award Announcement (anticipated)	October 31, 2025
Project Completion (anticipated)	January 2026

12. Terms and Conditions

- MCTB reserves the right to reject any or all proposals.
 - This RFP does not commit MCTB to award a contract or pay costs associated with response preparation.
 - All submitted materials become property of MCTB.
 - The selected contractor must be available to begin the project immediately upon award and complete work in accordance with proposed schedule.
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About the Morris County Economic Development Alliance (d/b/a Morris County Tourism Bureau):

The Morris County Tourism Bureau (MCTB) is a 501(c)3 not-for-profit organization with the interchangeable DBA of “The Morris County Economic Development Alliance” (MCEDA). The organization is an affiliated division of the 501c6 Morris County Chamber of Commerce

(MCCC) and Morris County Economic Development Corporation (MCEDC). The organization holds the distinction of being the official Destination Marketing Organization (DMO) for Morris County.

The organization's mission is to serve as the primary destination marketing organization for Morris County NJ, that positively affects the economy by promoting the area's exceptional historic, cultural, dining, and recreational attractions. The Morris County Tourism Bureau also provides services to residents, business travelers and tourists.