



**TOWN OF TEMPLETON
SELECT BOARD
160 Patriots Road ~ P.O. Box 620
EAST TEMPLETON, MASSACHUSETTS 01438
TEL: (978) 894-2755**

ISSUE DATE: 9/14/2023

QUESTIONS TO: TCTV@TEMPLETONMA.GOV

RFP 1 for Digital Lab partnerships

The Town of Templeton seeks a partnership or partnerships in the non-profit or profit-based sectors for Templeton Community Television (TCTV). Partners will enter into co-management and possible fiduciary agreements with TCTV.

This RFP seeks partners in developing a regional Digital Lab to provide digital and media literacy services, high-tech workforce development programs, and a feeder system for community and other media.

This RFP is open to:

- Non-profit or for-profit businesses
- Higher education institutions
- Financial and financial management concerns
- Legal sector
- Other related entities

Potential partners may submit mutually beneficial business and marketing proposals for:

- Providing work and studio space for TCTV, the Digital Lab and Montachusett.TV.
- Primary partner will have fiduciary responsibilities for Montachusett.TV website: collecting and processing electronic fees, accounting and providing funding to TCTV as required by agreement.
- Business planning assistance and possible formation of the Digital Lab as a 501c3 charity as an educational foundation.
- Partner(s) will assist TCTV with the development and management of a Digital Lab, Montachusett.TV and TCTV marketing and promotions.
- Partner(s) will work together to secure operational and capital grants for the Digital Lab and Montachusett.TV staffing and operation.
- Partners will share marketing lists and other resources as outlined in an agreement such as a Memorandum of Understanding.

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RFP 2 for Montachusett.TV partnerships

The Town of Templeton seeks partnerships to work with Templeton Community Television (TCTV) to develop and promote the regional Montachusett.TV website.

Montachusett.TV partners will get in on the ground floor of a regional website targeted at a regular audience of 250,000+ throughout North Central Mass., from Littleton to Orange.

Montachusett.TV provides information on arts, culture and community events throughout the Montachusett Region, and features a business platform to build resilience among area businesses.

Despite funding challenges, arts and culture have been identified as crucial in building community spirit, engagement, economic development, and overall community health and resilience.

A thriving arts and culture scene in our region can be supported by businesses that can benefit from a regional digital marketing and business platform in Montachusett.TV.

Proposals are welcome from entities with a presence or impact on the 30-plus communities in the Montachusett Region.

This RFP is open to:

- Web developers
- Digital marketers
- Business leaders and business developers
- Access TV stations and community media centers
- Regional and community media outlets
- Arts organizations and Cultural Councils
- Business incubators
- Maker Spaces
- Chambers of Commerce
- Commercial and residential real estate companies
- Regional organizations, NGOs, and charities

Potential partners may submit mutually beneficial business and marketing proposals for:

- Marketing Services - including SEO and social, e-marketing w/newsletters
- Website and App Development
- Business Platform development for website
- Content development and content sharing
- Ad Platform and E-commerce development

- General Montachusett.TV website partnerships
- Hyperlocal news and video or multimedia programming from area media centers
- Sponsorships of website or Montachusett.TV shows
- Referral programs
- Cross-marketing agreements
- Fee and revenue sharing
- Participation in digital literacy and workforce development training
- Other related proposals

SEALED PROPOSALS ARE DUE ON WEDNESDAY, NOVEMBER 15, 2023 at 2.00pm in the Select Board office at which time they will be opened publicly.

**SHOULD BE DROPPED OFF IN HAND TO THE ADDRESS BELOW;
160 Patriots Road, Rm. 6
P.O. Box 620
East Templeton, MA 01438**

PLEASE BE SPECIFIC ON ADDRESSING RFP 1 or 2 ON SUBMISSION.

All proposals meeting the Minimum Evaluation Criteria will be further reviewed in accordance with the following Comparative Evaluation Criteria. Proposals will be evaluated on how they address the goals and public purposes outlined above using the criteria specified below. Each duly submitted proposal will be reviewed by the Cable TV Advisory Committee according to the following technical criteria and scored according to the following characteristics.

SELECTION PROCESS & EVALUATION CRITERIA

1. Overall Responsiveness to the submission requirements

Not Responsive	Somewhat unresponsive	Somewhat responsive	Responsive	Highly Responsive
1	2	3	4	5

2. Overall costs

Not Responsive	Somewhat unresponsive	Somewhat responsive	Responsive	Highly Responsive
1	2	3	4	5

3. Compatibility with the needs and goals

Not Responsive	Somewhat unresponsive	Somewhat responsive	Responsive	Highly Responsive
1	2	3	4	5

Highest Score Available: 15

Lowest Score Possible: 3

TERMS AND CONDITIONS

All proposals are subject to the terms, conditions, and specifications herein set forth.

1. The Town makes no express or implied representations or warranties as to the accuracy and/or completeness of any of the information provided as part of the Request for Proposals, including information that is available upon request.
2. The Town reserves the right to seek additional information or revised proposals from respondents at any time prior to selection through written notice to all respondents.
3. The Town reserves the right to suspend, withdraw, or amend this RFP at any time, without notice.
4. All materials submitted by the Respondent become the property of the Town. The Town is under no obligation to return any of the material submitted by a Respondent in response to this RFP.
5. The Town reserves the right to reject, in its sole discretion, any proposal not submitted in conformance with this RFP and any amendments hereto, or to reject any and all proposals, in its sole discretion, for any reason. The Town further reserves the right to waive or decline to waive irregularities in any proposal when it determines that it is in the Town's best interest to do so.