

Role: Artificial Intelligence (AI) – Based Interactive Marketing System

Deadline for Proposals: April 18, 2025

Start Date: May 1, 2025

Introduction:

Overview

The Stamford Downtown Special Services District (Stamford Downtown) is seeking a multi-platform, marketing tool to help communicate the short-term impacts and long-term benefits of pending infrastructure and development projects. Stamford Downtown wishes to incorporate this tool into its marketing efforts at the street-level beyond the completion of these projects.

Project Detail

In the Summer 2025, the City of Stamford's central business corridor will host a series of transformative infrastructure and mixed-use development projects within in its Broad and Bedford Street corridor. Stamford Downtown is crafting a marketing and outreach plan to notify residents, business owners, employees and visitors of the temporary disruptions, and benefits, resulting from these projects.

These projects include a:

200-unit, mixed-use in-fill development at 128-136 Broad Street,

280-unit, mixed use redevelopment project at 74 Broad Street AND a

Complete Streets Project to include the:

Re-alignment of the Prospect and Forest Street intersection,

Conversion of a parking area at Bedford and Forest Streets into a permanent dining area with landscaped, public open-space and

Traffic calming measures and sidewalk improvements near the intersection of Bedford and Spring Streets.

The transformative nature of these projects necessitates that Stamford Downtown undertake a comprehensive outreach and meeting plan to minimize business disruption and communicate the benefits of these projects.

Stamford Downtown is seeking leading-edge technologies - specifically AI - that may assist pedestrians to visualize these improvements and receive notifications regarding project timelines, temporary traffic changes, impacts on pedestrian access and marketing efforts designed to off-set any disruptions to existing businesses.

The organization wishes to implement this marketing plan by July 1, 2025.

Stamford Downtown invites qualified vendors to submit a summary of qualifications for an AI-Based Interactive Marketing System. The system should enhance visitor assistance, public engagement, optimize marketing campaigns, and provide insightful analytics through AI-driven automation and personalization.

Product Expectations:

Stamford Downtown seeks to implement an AI-based platform capable of real-time interaction with customers across multiple channels. The system should:

- Personalize content based on user behavior and preferences.
- Boost engagement and reach
- Give visitor recommendations.
- Provide detailed performance analytics and predictive insights.
- Ensure data privacy.

The scope of work should include the following:

- **AI-Driven Personalization:** Content, recommendations, and messaging tailored to individual users.
- **Boost Engagement and Reach:** Connect with a larger audience more effectively.
- **Reduce Operational Costs:** Cut costs by automating routine tasks and Offer constant availability without extra staffing.
- **Collect Diverse and Inclusive Feedback:** Gather insights and data from a broad range of voices.
- **Integration:** Compatibility with existing CRM, CMS, and marketing platforms.
- **User Interface:** Intuitive dashboard for marketers to design and manage campaigns.

Submittal Requirements:

Proposals should include:

- Company profile and relevant experience.
- Detailed project plan with milestones and timeline.
- Cost breakdown (licensing, implementation, support).
- System architecture and security measures.
- Three case studies or references from similar projects.

Submission Guidelines

- Submission Method: Marisa@stamford-downtown.com
- Contact for Questions: Marisa Rogo, marisa@stamford-downtown.com, 203-348-5285

Terms and Conditions

Stamford Downtown reserves the right to accept or reject any submission and is not liable for any costs incurred in submittal preparation.