



Glendora Village Business Improvement District

Request for Proposals - Social Media Manager

Glendora Village BID
c/o Glendora Chamber of Commerce
224 N. Glendora Ave.
Glendora, CA 91741

Issued by: Glendora Chamber of Commerce on behalf of the Glendora Village Business Improvement District (BID)

Release Date: 12/9/25

Proposal Due Date: 12/29/25, 5:00 PM

Overview

The Glendora Village Business Improvement District (BID) is seeking proposals from qualified, creative, and community-minded individuals or agencies to serve as Social Media Manager for the Glendora Village's official Facebook and Instagram accounts. This role is key to growing engagement, showcasing our merchants, and highlighting the welcoming, vibrant spirit of our downtown community. The ideal candidate will blend on-the-ground photography and videography with digital community building, creating authentic content that resonates with locals and visitors alike.

About the Glendora Village BID

The Glendora Village Business Improvement District represents the heart of Glendora a charming, walkable downtown filled with local shops, dining, and events that celebrate our community spirit. The BID works collaboratively with the City of Glendora, merchants, and community partners to enhance business vitality, beautify the area, and promote the Village as a premier destination.

Qualifications

Interested parties should have experience with social media management. Selection will require the consultant to carry at minimum \$1,000,000 insurance with the City of Glendora & Glendora Chamber of Commerce named as an additional insured.

Scope of Work

a. Content Strategy & Calendar

- i. Develop and maintain a monthly content calendar outlining featured merchants, community events, and seasonal or thematic posts.
- ii. Share the calendar with Village merchants to encourage collaboration and input.
- iii. Align all content with BID goals and community brand voice.

b. Photography & Videography

- i. Capture high-quality photos and short videos that reflect the life and energy of Glendora Village, its people, shops, dogs, kids, and events (with proper permissions).
- ii. Edit and optimize all images and videos for best performance on Facebook and Instagram.
- iii. Maintain a library of evergreen content and merchant imagery for ongoing use.

c. Posting & Engagement

- i. Write engaging and authentic captions that match the Village's tone.
- ii. Schedule and publish posts, Stories, and Reels on a consistent basis.
- iii. Monitor and respond to comments, messages, and tags in a timely, professional manner.
- iv. Track post-performance and audience analytics to guide strategy improvements and report results to the BID Board.

d. Influencer & Community Outreach

- i. Identify and engage with local influencers, photographers, and community leaders for collaboration and cross-promotion opportunities.
- ii. Repost and credit high-quality user-generated content from merchants and residents that supports BID goals.
- iii. Encourage merchants to tag the official Village account and submit photos or updates for potential reposting.

e. Reporting

- i. Provide a written monthly report to the Glendora Chamber of Commerce by the 20th of each month. The report should cover the period from the 15th day of the prior month to the 15th of the current month and any year-to-date accomplishments.
- ii. Be present for both the monthly BID Advisory Board meeting and the monthly Social Media Committee meeting, either in person or via Zoom.

Proposal Requirements

Interested applicants should submit the following:

- Cover Letter introducing your background, interest, and approach.
- Relevant experience including social media accounts you managed (with links).
- Sample Work such as photography, Reels, or campaigns showcasing your creativity and engagement style. Please include examples of your original content, not collaborations
 - i. - Photography, including products and people/portraits
 - ii. - Videos, reels
 - iii. - Campaigns
 - iv. - Any other work showcasing your creativity and engagement style
- Proposed Budget (monthly retainer or project-based, with a breakdown of deliverables).
- References from at least four current or past clients.

Selection Criteria

- Selection of the consultant will be made by the Business Improvement District Advisory Board. The social media committee will review responses and make a recommendation to the Board based on the proposal package received and the pricing of the proposals.
- Proposals will be evaluated based on:
 - i. Creativity and alignment with Glendora Village's community aesthetic.
 - ii. Proven experience managing public-facing social media accounts.
 - iii. Photography/videography and editing skills.
 - iv. Responsiveness, professionalism, and ability to collaborate with merchants and BID leadership.
 - v. Cost-effectiveness and overall value.

Proposals May Be Delivered Or Mailed To:

Glendora Chamber of Commerce
Attention: Joe Cina
224 N. Glendora Ave.
Glendora, CA 91741
(626) 963-4128
Or Email: Joe@Glendora-Chamber.org

Proposals must be received by 12/29/2025 and 5:00 PM.

Contract

- Billing: Contractor shall furnish to the Chamber an original invoice for all work performed and expenses incurred during the preceding month. Invoice to include a detail of work performed and time spent on each task.
- Transition and Conclusion: Consultant will cooperate with successor consultant to transfer all information related to the websites at the conclusion of the agreement as applicable.