



REQUEST FOR QUALIFICATIONS AND PROPOSAL FOR MARKETING AND PR FIRM

PROPOSALS DUE JULY 15, 2016

The Downtown Modesto Partnership, a public benefit non-profit corporation, is seeking professional services for marketing and public relations for the organization and its activities. The contract period shall commence on or around August 1st, 2016 and end on July 31st, 2017, with options for renewal and extensions for up to a 3-year period. The contract amount shall not exceed \$4,000 (four thousand dollars) per month for that period of time, and could be adjusted based upon the level and quality of work performed. The selected public relations firm shall be responsible to:

- Develop an authentic and unique identify for downtown based on its positive attributes, culture and/or history that will resonate with and appeal to the community and be attractive to visitors;
- Develop organizational logo, colors, fonts, style and feel that reflects the image and unique commercial strengths and attributes of downtown;
- Develop and manage the deployment of various collateral, including all forms of hard and soft or electronic media;
- Develop and manage the organization's website and social media pages;
- Assist with the development and promotion of special events and activities;
- Manage ongoing media relations for activities within the district;
- Develop strategies to promote downtown and paint the organization and its activities in a positive light.

The PR Firm will report directly to the CEO or his designee, and work with the Chair of the Promotions Committee and the Committee as a whole.

Interested parties responding to this request shall demonstrate qualifications by including past and existing work on business districts, CBDs or BIDs in Northern California on the bulleted items listed above, and provide at least 3 references. Firms within a 90-mile radius of Modesto will be considered eligible.

Please submit three copies of a response providing qualifications and a strategic plan for the scope of work listed above by 5:00pm, Friday, July 15, 2016 to:

Josh Bridegroom, CEO, Downtown Modesto Partnership

PO Box 4816 Modesto, CA 95350

or email to:

josh@domopartnership.org

*Josh Bridegroom,
CEO*

Officers:

*David L. Gianelli,
Chair*

*Ryan Swehla, Vice
Chair*

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