



LIBERTY STATION

SAN DIEGO, CALIFORNIA

REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS FIRM

The Liberty Station Community Association (LSCA), a management association that oversees the vibrant district in San Diego known as Liberty Station. The LSCA represents the property owners of the district and uses a portion of the revenues from the assessments to promote Liberty Station and its tenants. LSCA is seeking a professional services contractor to provide public relations for the Association's initiatives, activities, and events.

The contract period shall commence on April 1, 2017 and end on December 31, 2017; with the potential to extend the contract for an additional year to match the LSCA's fiscal year (January 1st to December 31st). In the new year contract, there may be additional services requested including, but not limited to, social media, etc. Additional services will be projected in the new year's budget. The budget for the initial term of this proposal is \$41,000.

The selected firm shall be responsible for securing traditional media for special events and new initiatives, blogging support, short video segments (coordination and concept of videos), mitigate negative media coverage on behalf of the Association and collaborate with Liberty Station owners/tenants public relations firm. The selected firm shall work with the Association for media placement, advertising placement, media coverage, press releases, email marketing, media tracking/analytics, etc.

Proposals should include past and existing work on business districts or BIDs in San Diego, include at least 3 references. They must be submitted to the Association Office by Friday, March 17, 2017 at 5:00 p.m.

Please address to:
Joe Haeussler, President
c/o Liberty Station Community Association
2701 Lytton Street
San Diego, CA 92106

Or e-mail to Chris Gomez, Branding & Communications Manager: info@libertystation.com

For more information, please contact Chris Gomez at 619-454-1596.

LIBERTY STATION COMMUNITY ASSOCIATION

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