



Request for Proposal Public Relations Services

Released December 12, 2018 - Due Wednesday, January 2nd, 2019

Introduction and Background:

- 1) The Uptown Whittier Improvement Association (UWIA), is a non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals to fulfill needed services for our organization. Three Requests for Proposals (RFPs) are being posted simultaneously to the two main proposal outlets for Los Angeles area CBDs; namely,
 - 2) International Downtown Association (IDA) website
<https://www.ida-downtown.org/eweb/DynamicPage.aspx?webcode=IDAJobsRFPS>
 - 3) California Downtown Association (CDA) website
<https://californiadowntown.com/jobs-rfps/>

The RFPs are for the following services:

- 1) Responsive Website Design
- 2) Content Management System & Social Media Manager
- 3) Public Relations Services**

The UWIA is looking for an Independent Company or Contractor (ICOC) or multiple companies or contractors to provide these services in the most efficient manner to satisfy the needs of the UWIA. The UWIA requests that ICOCs provide separate proposals for one or more of the services proposed. Each proposal should be a separate proposal as the UWIA will mix and match submissions to get the best value to satisfy all the requirements of the UWIA. In the case where an ICOC can provide services for two or all three of the proposals, a separate addendum should be included to note the cost efficiency of providing the combined services by the ICOC.

The UWIA's primary function is to administer the Uptown Whittier Community Benefit District (CBD or District). The UWIA has a contract with the City of Whittier to administer the revenues for this assessment district. The Fiscal Year 2018-19 revenues for the CBD are anticipated to not exceed \$ 500,000. This will be the second year of operation of the District.

The special benefit services funded by the UWIA include maintaining security, cleanliness and order in the public rights of way, improving district identity, running the organization's website and all district events, serving the organization's administrative needs and advocating on behalf of the district's property owners, business owners and residents. The function of the UWIA is also one of an advocacy organization that seeks

to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

Public Relations Services Requirements:

1) General Requirements:

The UWIA is seeking a professional public relations (PR) services contractor to provide public relations for the Association and its activities. The PR Firm will work directly with the District Manager, his/her designee, the Chair of the District Identity Committee and the Committee as a whole in concert with the Content Manager.

2) Specific Public Relations Requirements:

- a) promote introduction of new public spaces in the Uptown District;
- b) promote special events and ongoing media relations for new development and business activities on behalf of the Association occurring in Uptown Whittier;
- c) work with the Association staff to identify material for the UWIA website and social media (i.e., Facebook, Twitter, Instagram, Pinterest, etc.);
- d) develop strategies to put the UWIA and its activities in the best light;
- e) work on the development of videos that promote the UWIA;
- f) work with the website content manager to constantly update the website and social media;
- g) develop relations with local and national print media and television media;
- h) develop and purchase advertising placement;
- i) respond to the media about issues that might arise within the district;
- j) provide talking points for media coverage; and
- k) write, distribute and promote press releases on any issues affecting the UWIA, etc.

3) General Management Requirements

- a) Source stock photos and obtain or take specific photos from mutually agreed upon shot list. Obtain all necessary publication rights
- b) Assist UWIA personnel with the following objectives:
 - i) Drive local consumers to visit Uptown Whittier restaurant, bar and retail businesses and music, art and cultural venues and attend UWIA special events and festivals.
 - ii) Promote the Uptown Whittier and UWIA Uptown brand.
 - iii) Create buzz about Uptown Whittier and the UWIA organization
 - iv) Promote Uptown Whittier as the region's premier gathering, celebration, entertainment and cultural center.
 - v) Present the Uptown Whittier community with interesting and exciting things to do

Other Considerations

1) Terms and Conditions:

- a) UWIA will own the rights to the materials developed.

2) Terms of Proposal:

- a) All proposals must include a statement of authorization to bid by a principal of the responding firm

- b) Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits
 - c) Proposal must include items listed under "Proposal to Include" (below).
- 3) Proposal to Include:
- a) Executive summary
 - b) Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples
 - c) Project timeline
 - d) Break-down of cost by production hours, tools, functionalities and potential additional annual/maintenance fees
 - e) Biographies of all who will work on the account
- 4) Preference for Local ICOCs:
- a) Knowledge and understanding of Uptown Whittier will be a consideration in the selection process. However, the Board will consider any and all applications. Therefore, the UWIA Board encourages local ICOCs to bid on this proposal.
- 5) Insurance: Include a description of professional liability insurance including policy provider and limits.
- 6) Budget: The budget range is \$3,000-\$5,000 including labor, design and materials which are all inclusive in the monthly amount. The contract will be for a six-month period, with consideration given to an ongoing annual relationship. The UWIA Board has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
- a. The UWIA Board has given staff authorization to move forward with this project immediately after the firm is selected. Projected start date: March 2019.
 - b. UWIA will not pay the firm's direct cost for preparing the proposal.
- 7) References: Please submit at least three references for similar work in the LA region over the past three years. List the company, contact person, phone, and email of the contact.
- 8) ICOC Representations: The ICOC, by submitting a bid, represents that
- a. The ICOC has read and understands the contents of the RFP information pack and the bid is made herewith.
 - b. The ICOC, before submitting a proposal, understands that the ICOC must:
 - 1. Examine this RFP information packet
 - 2. Visit Uptown Whittier if necessary, to become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services.
- 9) UWIA Evaluation Criteria:
- a. The proposal should include at least enough information to provide for the following: UWIA will consider following factors when evaluating candidate firms: Innovation and creativity, suitability of the proposal, professional qualifications, experience, fee and feedback from references.
- 10) Due Date:
- a. All proposals are to be submitted to Brent Haskell, District Manager, GM Properties, brent@gmpropertiesinc.com in PDF format via email. Please submit any questions or requests for additional information by email to djломont@earthlink.net by January 2, 2019. For procedural information, contact

Donald J Lomont, Vice President UWIA and Proposal Manager at 562 714-8061.
Questions, replies, and information asked for by any one ICOC will be distributed
to the other candidate ICOCs

PROPOSALS ARE DUE BY WEDNESDAY, JANUARY 2nd, 2019 BY 5 PM PST

Any or all proposals may be rejected or accepted for any reason deemed appropriate by
the Board of Directors.