



**Request for Proposal
Brand Manager
Released July 14, 2023 Due August 11, 2023**

Introduction and Background

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 of our organization. A Requests for Proposal (RFP) is being posted to the two main proposal outlets for Los Angeles area CBDs; namely,

- International Downtown Association (IDA) website
<https://www.idadowntown.org/eweb/DynamicPage.aspx?webcode=IDAJobsRFPS>
- California Downtown Association (CDA) website
<https://californiadowntown.com/jobs-rfps/>

The RFP is for the following services:

- 1) Marketing and Communications Management, Including:
 - a. Website Content Development
 - b. Social Media Content Development and Platform Management
 - c. Proactive and Reactive Media Relations
 - d. Streetscape decoration coordination
- 2) Community Relations

Proposal

The UWIA is looking for an Independent Company or Contractor (ICOC) to provide the following services in the most efficient manner to satisfy the needs of the UWIA. The UWIA requests that ICOCs provide a comprehensive proposal that details experience in the followings areas:

- 1) Develop annual marketing communications plan, write copy and implement tactics as needed to promote the District and support growth of the businesses within the District, including but not limited to website management, social media, newsletters, digital advertising, collateral and events.
- 2) Write scripts, press releases, speeches, presentation materials, and other communication tools as needed.
- 3) Take and edit photographs for use in public relations, digital marketing and communications materials.
- 4) Manage the accuracy and timeliness of social media content, communication materials, digital tactics, website content, press releases, and photos for the District.
- 5) Identify media opportunities that will strategically promote the district. Develop media pitches, manage reactive media calls.

- 6) Develop and maintain positive relationships with business owners, property owners, media, elected officials, community leaders and civic organizations for the purpose of positively promoting the District brand.
- 7) Develop ideas, write content and acquired photography or images to develop creative for owned and purchased media outlets.
- 8) Schedule and manage postings on social media platforms
- 9) Respond to public inquiries on social media platforms
- 10) Develop content and work with web developer to maintain District website(s)
- 11) Manage design and installation of seasonal streetscape decorations.
- 12) Have knowledge or willingness to be trained in Brown Act requirements.
- 13) Provide District Director and Board of Directors with progress reports on deliverables.

Terms and Conditions

1. UWIA will own the rights to all intellectual property and materials developed on behalf of UWIA

Terms of Proposal

1. All proposals must include a statement of authorization to bid by a principal of the responding firm
2. Bidder must disclose any relevant conflicts of interest and/or pending lawsuits
3. Proposal must include items listed under "Proposal to Include" (below).

Proposal to Include

1. Executive summary
2. Qualifications and experience, including examples of writing and social posts.
3. Fee structure
4. Biographies of all who will work on the account

Preference for Local Companies

1. Knowledge and understanding of Whittier will be a consideration in the selection process. However, the Board will consider any and all applications.
2. Onsite attendance will be required for events, meeting and other city and district functions as directed by the District Executive Director or Board.

Insurance

1. Include a description of professional liability insurance including policy provider and limits.

Budget

The initial 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.

1. The UWIA Board has given staff authorization to move forward with this project immediately after the firm is selected.
2. UWIA will not pay the firm's direct cost for preparing the proposal.

References

Please submit at least 3 references for similar work in the Los Angeles/Orange County region over the past three years. List the company, contact person, phone, and e-mail of the contact.

Contractor's Representations

The Contractor(s), by submitting a bid, represents that

1. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.
2. The Contractor, before submitting a proposal, understands that the Contractor must:
 - a. Examine this RFP information packet
 - b. Visit the existing website and social media platforms and become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services.

UWIA Evaluation Criteria

1. UWIA will consider following factors when evaluating candidate firms: Innovation and creativity, suitability of the proposal, professional qualifications, experience, fee, feedback from references.

Due Date

1. All proposals are to be submitted to Hans Fritz, UWIA District Director, at Hans@UWIA.org in PDF format via email. Please submit any questions or requests for additional information by email to Hans Fritz, UWIA District Director, at Hans@UWIA.org Questions, replies, and information asked for by any one company will be distributed to the other candidate companies.
2. **PROPOSALS ARE DUE BY Friday, August 11, 2023**
3. Any or all proposals may be rejected or accepted for any reason deemed appropriate by the Board of Directors.