



REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

The Downtown Chula Vista Association (DCVA) is the management association that oversees the vibrant commercial district predominantly on Third Avenue in Downtown Chula Vista. The DCVA represents the business and property owners of the district and uses a portion of the revenues from the assessments to promote Downtown Chula Vista and its stakeholders. The DCVA is seeking a professional services contractor to provide public relations and social media management for the Association's initiatives, activities, and events.

The contract period shall commence on March 1, 2024 and end on February 28, 2025; with the potential to extend the contract for an additional year. In the new year's contract, there may be additional services requested including, but not limited to, additional social media support, blog copywriting, etc. Additional services will be projected in the new year's budget. The budget for the initial term of this proposal is \$60,000 with additional budget for social media advertising.

The selected firm shall be responsible for securing traditional media and managing social media platforms for special events, new initiatives, and manage crisis communications on behalf of the Association and collaborate with Downtown Chula Vista stakeholders through DCVA administrative staff. The selected firm shall work with the Association for strategic planning, media coverage, press releases, social media campaigns, email marketing, media tracking/analytics, crisis communications, etc.

Proposals should include past and existing work with business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association Office by 5:00pm on Tuesday, January 23, 2024.

Please address to:
Dr. Gonzalo Quintero, President
c/o Downtown Chula Vista Association
353 Third Avenue
Chula Vista, CA 91910

Or e-mail to Chris Gomez, Brand Communication & Public Affairs Manager: chris@newcityamerica.com.

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



REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

Contact: Christopher M. Gomez
Brand Communications & Public Affairs Manager
Downtown Chula Vista Association

Date of Issue: Tuesday, January 2, 2024

Deadline: Tuesday, January 23, 2024 by 5:00 PM

The Downtown Chula Vista Association (DCVA) is requesting proposals for planning, coordination, implementation, and administration of public relations services including, but not limited to, social media.

The purpose of this Request for Proposals (RFP) is to select a qualified vendor to plan, coordinate, and administer public relations services and social media management and to leverage coverage about Downtown Chula Vista. Efforts are intended to enhance the brand of the district and support the growth of its economic tourism.

The selected vendor will be retained until February 28, 2025, with the potential of a contract extension and possible increased services with an increased budget.

Overview

The prospective vendor replying to this RFP will be or represent a firm, company or corporation possessing relevant experience and expertise. Supporting documentation must thoroughly describe how the vendor has supplied expertise for similar contracts and work related to planning, coordination, and implementation of public relations and social media strategies, and how vendor would approach the projects outlined below. A proven experience in destination marketing, district or multi-tenant shopping/dining centers marketing, public relations and social media management are recommended. Target markets include those local, national and Baja California media outlets.

The public relations goal of the DCVA is to leverage earned media in target markets to promote Downtown Chula Vista as a unique destination in greater Chula Vista and South San Diego.

Priorities include promoting:

1. Downtown Chula Vista as a premier destination;
2. Special events;
3. Seasonal promotions and initiatives; and

4. New projects and businesses.

Management of:

1. Crisis communications.

The social media goal of DCVA is to organically grow followers and engage on three social media platforms ([Facebook](#), [Instagram](#), and [TikTok](#)). The platform focus may change based on new and active industry outlets coming online (i.e., Twitter, Snapchat, Threads, etc.).

Priorities include:

1. Posting 2-3 posts per week;
2. Create content strategy;
3. Strategic advertising;
4. Create event pages to promote upcoming DCVA events; and
5. Engaging followers when inquiries are made.

Outside of the public relations and social media goals, DCVA would like to be sure that the selected vendor understands the following:

1. All press releases, media/public communications, and social media posts must be reviewed and approved by assigned DCVA administrative staff member before publishing.
2. All spokespersons must be reviewed with and approved by DCVA District Identity & Placemaking (DI&P) Committee Chair or assigned administrative staff member.
3. Vendor will provide monthly status public relations and social media reports for Board and DI&P Committee to review.
4. Vendor to have staff member present at Board and DI&P Committee to go over monthly reports.
5. Vendor may be requested to have Spanish speaking staff member act as DCVA spokesperson for interviews with Latin and/or Mexican media outlets.
6. Additional advertising/boosting budget will be allocated above contract amount.

Proposal Requirements

The proposal should focus on addressing the vendor's ability to provide the services outlined in the Overview. Please provide the following:

1. Cover Letter: A letter signed by an officer of the firm, company or corporation, binding the firm/company/corporation to all comments made in the proposal. Include a primary contact person for the proposal.
2. Qualifications and Experience: Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors* to perform work. Please include:
 - a. Resumes and biographies of all principals assigned to the project.
 - b. List of capabilities corresponding to the Overview.
 - c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
 - d. References from similar projects your firm/company/corporation has undertaken.

** If any element of the work will be subcontracted, please provide the same information for the subcontracting firm.*

3. Approach: Provide a detailed description of your approach to Overview.

Submission Requirements

Prospective service providers should submit an electronic version of your proposal to chris@newcityamerica.com with a confirmation call to Chris Gomez at 619-454-1596 once you have sent proposal to verify receipt on or before 5:00pm on Tuesday, January 23, 2024.

Proposals should be titled "DCVA PR & SM RFP," and submitted to the attention of:

Dr. Gonzalo Quintero, President
c/o Downtown Chula Vista Association
353 Third Avenue
Chula Vista, CA 91910

Provisions

DCVA assumes no responsibility and no liability for costs incurred relevant to the preparation and submission of the RFP by prospective vendors, or any other costs prior to issuance of a contract.

DCVA also retains the right to reject any and all of the proposals submitted, and to make any award deemed to be in the best interest of Downtown Chula Vista.

A contract between DCVA and the selected vendor will be subject to and be in accordance with all Federal, State, and local laws as may be applicable.

DCVA is an Equal Opportunity Employer. Minority and women-owned business enterprises are encouraged to submit proposals.