



Hollywood Property Owners Alliance
Request for Proposal
Branding Project

Issued November 15, 2019

Due: 6:00 p.m. PST, Friday, January 10, 2019

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Project Overview

The Hollywood Property Owners Alliance is seeking a qualified, creative and dynamic firm to prepare an organizational brand that encompasses its new mission and vision. Hollywood is a rapidly changing urban center that is home to the entertainment industry and is arguably the world's most famous neighborhood. HPOA seeks to be the voice of the community, connecting the growing residential population within the commercial district and bringing a sense of cohesion and placemaking to the area. HPOA would like to begin rolling out components of its new brand in early 2020 to demonstrate its new vision for Hollywood in this new chapter of the organization.

Organizational Overview

The Hollywood Property Owners Alliance is a 501(c)6 nonprofit corporation that manages the Hollywood Entertainment District property business improvement district (BID). The HPOA is governed by 22 property owners and/or representatives representing the diverse array of property types in the District: commercial, residential, hotel, parking lot, nonprofit and government owned. The HED is funded by approximately 632 property owners who assess themselves more than \$7.4M annually to pay for cleaning, security, streetscape and marketing services. In 2019, the Hollywood Entertainment District was renewed and expanded to include the area formerly known as the Sunset & Vine District. There are six full-time staff members employed by the HPOA.

Vision

HOLLYWOOD: Where Experiences Exceed Expectations

Mission

To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

Current Situation

The organization is currently known by several different names. In addition to the full business names above and the associated acronyms (HPOA, HED, BID), the consumer-oriented social media handle for the organization is Only in Hollywood (OIH).

In 2013, the organization underwent a branding initiative to develop its current brand guidelines and logos. Since then, in addition to the merger of the Sunset & Vine District with the Hollywood Entertainment District, the organization went through a renewal process (which provides the organization with funding through 2028) as well as a strategic planning process. The new strategic plan, titled *Hollywood: In Focus*, provides a path for the next five years for the organization.

Project Scope and Deliverables

The selected firm will work with the newly formed Stakeholder Engagement Committee to develop components of the brand, to include:

- A name representative of the organization's newly refined direction
- New logo(s) / mark(s) in vector, jpg, and pdf formats; high-res/web-ready
- Brand Guidelines with color palette, fonts, standards, and graphic identity
- Templates for letterhead, agendas (10), business cards, power point presentations
- Proposed initiatives and strategies intended to reach, inform, and educate area stakeholders about the organization's new brand identity

These shall be developed through a process to include a minimum of four (4) meetings with staff and stakeholders to guide and refine the development of the brand.

Proposed Timeline

The selected firm will begin working with the committee upon executing a contract. Initial research and development will occur in early 2020, with a goal to develop a name and logo by March, 2020.

Budget

The current budgeted amount for this RFP is \$25,000. An additional \$10,000 is allocated for the design and creation of templates, as specified above in the scope.

Instructions

Please submit a single electronic PDF file submission to consist of the following sections:

- Title Page: includes company name, address, phone number, email address and primary contact person
- Proposal Submission Requirements to include:
 - Your company description, including your values and approach
 - Strategic planning and services description, including an outline of the proposed process and specific approach as well as key milestones
 - Experience and similar successful projects previously undertaken by your company and individuals
 - Staff, including a description of proposed staff, availability and expertise specific to this Request for Proposal
 - References, including name, phone number and e-mail address for references from 2-3 previous clients for similar projects
 - Budget, including proposed staff and hourly rates. The current budgeted amount for this RFP is \$25,000

Evaluation Criteria

The criteria used in the evaluation of the proposals will include, but not be limited to, the following:

- Demonstrated capacity to successfully complete the project
- Performance of the company on similar projects
- Suitability of the proposal – the proposal meets the needs and criteria set forth in the RFP

- Innovation – demonstration of innovative approaches and work
- Candidate experience
- Depth and breadth of staff
- Value and pricing structure
- Review of references
- Qualified vendors with a permanent business address within the Hollywood Entertainment District BID shall receive a 2.5% bid discount. Additionally, qualified minority- and women-owned businesses with a permanent business address within the Hollywood BID shall receive an additional 2.5% bid discount.

Due Dates and Notifications

Proposals Due:	Friday, January 10, 2020
Notification to finalists:	Friday, January 17, 2020
Interviews:	Week of January 27, 2020
Contract Award/Project Begins:	February 3, 2020

Questions

Qualified vendors are encouraged to send an email ASAP indicating their intent to submit a quote or proposal.

Faxed submittals are not acceptable. Late bids are not acceptable and will not be considered in this process.

Any questions regarding this Request for Proposals (RFP) should be emailed to Devin Strecker at Devin@hollywoodbid.org. Answers will be forwarded to all vendors whom sent an email indicating their intent to submit. Phone calls and other solicitation discouraged.