

**REQUEST FOR PROPOSAL:  
Creative/Press Agency Firm  
SOMA West Community Benefit District (San Francisco)  
Released on July 9<sup>th</sup>, 2020  
Due on Friday, July 31<sup>st</sup>, 3:00 p.m.**

**I. Introduction and Background**

The SOMA West Community Benefit District (SWCBD) of San Francisco, is a non-profit 501(c)(3) Community Benefit District (CBD) that is requesting proposals for a creative agency to manage the district's brand identity and to provide public relations and social media for the corporation and its activities.

The SOMA West CBD's primary function is to administer the SOMA West Community Benefit District which was approved by an overwhelming vote of the property owners in July 2019. The SWCBD has a contract with the City of San Francisco to administer the revenues for this assessment district. The Fiscal Year 2019-20 revenues for the CBD are anticipated to not exceed \$ 3,800,000. This is the first year of operation of the District.

The selected agency or contractor(s) shall work with and attend all monthly Marketing and Advocacy Committee meetings and work closely with the Chair of that Committee as well as staff of the SOMA West CBD.

**II. DESCRIPTION OF SERVICES SOUGHT:**

**1. Brand Identity Development**

- a. Assist SOMA West CBD staff and stakeholders in the streamlining of a comprehensive media strategy to market the Community Benefit District presence, services, projects and programs to local media, outlets, and publications. The SOMA West brand should be cohesive yet representative of the varying constituencies encompassed by the district.
- b. Coordination of brand synchronicity across all mediums and platforms (SM, Website, Mailings, Reports, etc.).

**2. Development/Implementation of SWCBD Press Relations and Social Media Strategy**

- a. Developing a strategic public relations, outreach, and advertising plan for the SOMA West Corporation.
- b. Assembling a TBD pitching cycle for upcoming stories and/or developments articulated by the Marketing Committee.
- c. Securing 2-3 Social Media Channels on behalf of the CBD to begin operating under

- d. Creation of weekly, monthly, seasonal social media campaigns highlighting different dimensions of the district and its constituencies.
- e. Producing weekly reports demonstrating the progress of campaigns and reach of posting
- f. Follow up engagement on social media with audience and troubleshoot
- g. Promoting various special events and ongoing neighborhood developments as defined by staff & Committee members.
- h. Developing relations with local and national print media and television media
- i. Providing regular media relations counsel when responding to press inquiries and/or unexpected events in-district.

**III. BUDGET**

- a. The budget range is not to exceed \$ 30,000 and
  - 1. The SOMA West Board has given staff and its Committee the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
- b. The SOMA West Board has given the Committee authorization to move forward with this project immediately after the firm is selected by the Board.

**IV. TERMS AND CONDITIONS**

- a. SOMA West staff must own, have full access to and have the right to customize site code.
- b. Terms of proposal:
  - 1. Proposals should be addressed to Christian Martin, Executive Director of the SOMA West DCBD.
  - 2. Proposals must be submitted in a PDF to the SOMA WEST CBD on or before Friday, July 31<sup>st</sup>, 2020, no later than 3:00 pm;
  - 3. All proposals must include a statement of authorization to bid by a principal of the responding firm.
  - 4. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
  - 5. Proposal must include items listed under “Proposal to Include” (below); and
  - 6. No proposal, with attachments, shall be over 15 pages in length.

**V. PREFERENCE FOR LOCAL COMPANIES**

The SOMA West Board prefers, however does not require local companies (including the Peninsula and East Bay) to bid on this proposal. However, the Board will consider any and all applications.

**VI. PROPOSAL TO INCLUDE**

- a. Executive summary:
  - 1. Qualifications and experience: relevant case histories with screen shots and links to design and formatting examples.
- b. Project timeline.

- c. Break-down of cost by production hours, tools, functionalities, and potential additional annual/maintenance fees.
- d. Biographies of all who will work on the account.
- e. Professional references; and
- f. If relevant, monthly maintenance services charges.

**VII. Submittal of Proposals**

All bids should be submitted in in PDF format to the SOMA West CBD **No later than 3:00pm on July 31<sup>st</sup>, 2020.** Please ensure that all bids are addressed to:

**The SOMA West San Francisco Community Benefit District  
1066 Howard Street, San Francisco, 94103  
Attn: Christian Martin, Executive Director**

**VIII. Contractor's Representations:**

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

- a. The Contractor(s) has/have read and understands the contents of the RFP information pack and the bid is made herewith.

**IX. Award of Contract**

The award date of the contract is anticipated to be sometime in August 2020.

**The SOMA West Board reserves the right to accept, amend, reject, or completely alter the use of a private contractor in this RFP process.**