



REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

East Village Association (EVA), a management association that oversees the vibrant business district in Downtown San Diego known as East Village. EVA represents the businesses of the district and uses a portion of the revenues from the assessments to promote East Village San Diego and its stakeholders. EVA 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 upon the contract being awarded for one (1) year; with the potential to extend the contract for an additional year. In the next 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 \$65,000 with an 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 East Village San Diego stakeholders through EVA 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, 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 Friday, January 27, 2023, at 5:00 p.m.

Please address to:
Terry McCleary, President
c/o East Village Association
1041 Market Street #200
San Diego, CA 92101

Or e-mail to Dominic Li Mandri, District Manager: info@eastvillagesandiego.com.

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

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ■ San Diego, CA 92101 ■ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ■ Website: www.EastVillageSanDiego.com
Facebook / Instagram / TikTok / Twitter: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ■ [#EastVillageSD](https://www.instagram.com/EastVillageSD)



REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

Contact: Dominic Li Mandri
District Manager
info@eastvillagesandiego.com
East Village Association

Date of Issue: January 3, 2023

Deadline: Friday, January 27, 2023, by 5:00 PM

East Village Association (EVA) 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 East Village San Diego. Efforts are intended to enhance the brand of the district and support the growth of its economic tourism.

The selected vendor will be retained for one-year for signed contract 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. Proven experience in destination marketing, district and/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 EVA is to leverage earned media in target markets to promote East Village San Diego as a unique destination in the greater Downtown San Diego area.

Priorities include promoting:

1. East Village San Diego as a premier destination and neighborhood;
2. Special events;
3. Seasonal promotions and special initiatives; and

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
Email: info@EastVillageSanDiego.com ▪ Website: www.EastVillageSanDiego.com
Facebook / Instagram / TikTok / Twitter: [@EastVillageSD](https://www.instagram.com/EastVillageSD) ▪ [#EastVillageSD](https://www.facebook.com/EastVillageSD)

4. New projects and businesses.

Management of:

1. Crisis communications.

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

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

Outside of the public relations and social media goals, EVA 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 EVA administrative staff member before publishing.
2. All spokespersons must be reviewed with and approved by EVA Special Events & Marketing (SE&M) Committee Chair or assigned administrative staff member.
3. Vendor will provide monthly status public relations and social media reports for Board and SE&M Committee to review.
4. Vendor to have staff member present at Board and SE&M Committee to go over monthly reports.
5. Vendor may be requested to have a Spanish speaking staff member act as EVA spokesperson for interviews with Latin and/or Mexican media outlets.
6. Additional advertising/boosting budget will be allocated above contract amount.

Budget

1. The budget range is \$7,000-\$10,000.
 - a. The EVA M&SE Committee has given staff the ability to negotiate on contract price based on the experience and scope of work proposed by the firm selected.
 - b. Hosting fees are not included in this budget range but are requested as a part of your overall proposal.
2. The EVA M&SE Committee has given staff and the Task Force authorization to move forward with this project immediately after the selected vendor has been selected (Projected date: Friday, February 10, 2023).

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/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; and
 - 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 info@eastvillagesandiego.com with a confirmation call to Chris Gomez at 619-454-1596 once you have sent proposal to verify receipt on or before Friday, January 27, 2023 at 5:00 PM.

Proposals should be titled "EVA PR & SM RFP," and addressed to:

Terry McCleary, President
c/o East Village Association
1041 Market Street #200
San Diego, CA 92101

Provisions

EVA 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.

EVA 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 East Village San Diego.

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

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