

Request for Proposal (RFP)

Explore North Park Campaign 2017

The North Park Main Street Business Improvement District (NPMS) is seeking proposals to develop and manage a 9 month campaign beginning in April, designed to increase our organization's visibility and attraction to out of town visitors to San Diego. The Components of this campaign include 1) design, layout and coordination of the Explore North Park Magazine 2) complete social media content development on Facebook, Instagram, & Twitter 3) content updates and management of the Explore North Park website.

Background

North Park Main Street has been a major catalyst for North Park's emergence as San Diego's hippest, most colorful urban village. The business association has galvanized local volunteer efforts to preserve the business district's historic character while helping recruit exciting new entrepreneurs, and bringing renewed energy to North Park's downtown core. Building on the district's success, North Park Main Street is now focused on catching the attention of families, conventioners, vacationers and other tourists visiting San Diego. Our goal is to add North Park to the known list of hot spots such as the beaches, Balboa Park, the Gaslamp District and La Jolla.

Budget

\$10,000

2. SCHEDULE OF EVENTS

This request for proposal will be governed by the following schedule:

Release of RFP 2/20/17

Deadline for Written Questions 3/13/17

Responses to Questions Delivered 3/17/17

Proposals are Due 3/24/17

Proposal Evaluation and Interviews Completed 3/31/17

Respond to angela@northparkmainstreet.com

3. SCOPE OF WORK

Following the submittal of a Proposal, potential candidates may be invited to an interview with NPMS in which they would present their qualifications, proposal and methodology for project implementation. The consultant or consultant team must demonstrate experience managing and implementing successful branding and marketing campaign to include social media and website development. In addition, proposal must substantiate adequate company resources to fulfill the large task of producing a 120 page community magazine. Applicants should demonstrate expertise in all aspects of design, marketing, promotions, printing and intricate knowledge of web site and social media best practices, as well as an understanding of the needs of a business improvement district as it supports the work of small business and improving vibrancy in the community.

Explore North Park Magazine Scope of Work:

- Design and layout of 2 separate Explore North Park Magazine issues (not to exceed 44 pages each)
- Insure that magazine is formatted to display on Explore North Park web site
- Work with hired photographer to coordinate all images needed for NPMS business pages and editorials
- Provide timelines for ad and business page submittals
- Coordinate and interface with magazine sponsors and advertisers to allow for appropriate style and branding of ads
- Develop a full scope media kit for use with coordinating social media and web site efforts of the campaign
- Contractor will provide upon request any image or work product associated with this contract in a format required by NPMS to allow NPMS to fulfill its professional obligations. Contractor will be informed on the purpose of any such request.

Social Media Scope of Work:

- Facebook- 3-5 boosted posts per week designed to highlight a variety of businesses that attract tourists to North Park
- Instagram – Daily posts and reposts featuring the people, places and products that represent North Park
- Twitter – 5-10 tweets daily aimed at travelers, hotels, and conventions
- Contractor will provide monthly reports to the NPMS Promotions Committee

Website Scope of Work:

- Management of content on website
- Curate monthly blog content
- Update new businesses information
- Insure that all new content from Explore Magazine is accurately displayed on website
- Work in coordination with Search Engine Optimization consultant to make recommended changes to website