

Request for Proposal (RFP)

Explore North Park Campaign FY 2018-19

The North Park Main Street Business Improvement District (NPMS) is seeking proposals to develop and manage a 12 month campaign beginning in November 2018, designed to increase our organization's visibility and attraction to out of town visitors to San Diego and locals looking for dining, shopping and arts & entertainment. The components of this campaign include design, planning and coordination of all social media platforms associated with Explore North Park as well as content updates for the Explore North Park website. In addition this contract will require the design of marketing assets and social media promotion for Small Business Saturday, The SDCCU Festival of Arts in North Park, The North Park Thursday Market, and the Explore North Park Campaign, which includes a Concierge Event and The Taste of North Park.

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.

The Explore North Park marketing program has put North Park on the map as a San Diego destination and all marketing efforts must strengthen that message within San Diego County and the Tourism Industry.

Budget

\$45,000

SCHEDULE OF EVENTS

This request for proposal ("RFP") will be governed by the following schedule:

Release of RFP 10/30/2018

Deadline for Written Questions 11/05/2018

Responses to Questions Delivered 11/9/2018

Proposals are Due 11/12/2018

Proposal Evaluation and Interviews Completed 11/20/2018

Respond to angela@northparkmainstreet.com

SCOPE OF WORK

Marketing company to oversee the following marketing programs and events. The marketing company must have adequate and experienced talent, including a Marketing Lead, Graphic Designer(s), Web Developer, Digital Marketer(s) and Social Media Marketer(s). This is a robust program with high volume events fit for an established and strong team with experience promoting events, retail, a cultural district, hospitality and tourism. Team will oversee marketing for North Park Main Street programs, making sure content is seamlessly updated across all platforms.

Programs and events include our Tourism Marketing Campaign, Explore North Park, weekly North Park Thursday Market, Annual SDCCU Festival of Arts in North Park, Annual Taste of North Park, Annual Small Business Saturday and Concierge related events throughout the year.

Candidate & Team Lead must attend monthly Promotions Committee meeting and provide an overview ongoing marketing efforts to include above campaigns and events. Candidate must provide ongoing marketing materials to be used by North Park businesses, its vendors and sponsors as well as one sheet for each event with marketing outline and social media execution plan. During the meeting, Candidate and Team should provide analytics/performance metrics for each ongoing marketing initiatives. Figures and data should be measured against previous year campaigns (when previous data is known), in order to provide a year-over-year analysis.

Explore North Park

Candidate and Team will develop, design and execute annual marketing plan to include monthly activation calendar based on holidays, San Diego Conventions and North Park events. Plan must encompass North Park businesses, engage North Park businesses and all this unique community offers to San Diego.

Campaign to include marketing plan, content planning, content creation, engagement, management of content provided by North Park businesses for weekly, monthly or annual events.

Marketing

- Annual Marketing Plan
- Work closely with the NPMS team and member businesses
- Be the liaison between NPMS press, publications, event coordinator and businesses when needed
- Provide database of creative & social assets
- Manage ad buys & communicate with publications
- Provide PR database of photography & design assets
- Provide Concierge event support
- Provide ongoing database of graphic design assets for businesses for each event and promotion.

- Send emails using existing MailChimp database. These include weekly blog posts, event promotions, and one-off marketing blasts.
- Grow email database of businesses, residents and those interested in North Park events

Social Media Marketing

- Monthly Content Plan
- Engagement / Growth
- Management of all social media including both organic and paid efforts - Facebook, Instagram, Twitter
- Manage & create Facebook advertising
- Reporting of KPIs

Content Creation

- Content curation and creation
- Gather content for weekly Things to do in North Park blog post
- Write monthly blog posts
- Write business profiles
- Reach out to businesses to capture real-time content
- Monitor local business pages for new content / events
- Design one sheets for promotions committee
- Create PPT recaps
- Create misc marketing pieces (2) per month
- Design email marketing campaigns
- Design PR Kit North Park Main Street
- Design Sponsor Kit for events
- Design Media Kit
- Design Concierge event invite
- Design Concierge event handout
- Monthly Things to Do in North Park email blast

Website Management

- Add SSL to Explore website
- Weekly Things to Do in North Park Blog Post
- Weekly website updates
- Update monthly with photos
- Update monthly with Press Hits
- Work with NPMS web team to maintain consistent messaging
- Schedule & execute all email marketing campaigns

SDCCU Festival of Arts in North Park

Candidate and its team will plan, design and execute all design, marketing & social media marketing for SDCCU Festival of Arts in North Park working directly with NPMS and contracted events coordinator. Event marketing starts on 1/1 of each year and will wrap up last week in May.

Campaign to include marketing plan, content planning, content creation, graphic design, ongoing website updates, engagement, management of content and marketing of ticket sales for event.

Marketing

- Create Event Marketing Plan
- Design all event assets
 - Event poster, flyer (2) tickets, all event signage including stage banners, ads (digital and print), website graphics, design website pages for Explore and NPMS, sponsor deck, vendor sheets, press kit, promotions one sheet.
- Update Websites - Explore & NPMS
- Manage and Promote Ticket Sales
- Social Media - Plan, execute and manage Explore, NPMS and SDCCU Festival of Arts in North Park social media pages
- Schedule & send all email marketing campaigns
- Provide wrap up report
- Be able to adapt strategy based on weekly ticket sales
- Attend Festival meetings, offer input and ideas to better the event
- Work closely with the NPMS team & contracted events coordinator
- Be the liaison between NPMS press, publications, event coordinator and businesses when needed
- Provide database of creative & social assets
- Manage ad buys & communicate with publications
- Provide PR database of photography & design assets
- Provide ongoing database of graphic design assets for businesses for each event and promotion.

Social Media Marketing

- Social media plan
- Manage Facebook and Instagram paid ads
- Management of all organic social media promotion - Facebook, Instagram, Instagram Stories, Twitter

- Manage & create Facebook advertising

Content Creation

- Gather content from entertainment, sponsors and vendors
- Write event blog posts (6)
- Reach out to businesses to capture their day of event specials
- Monitor business pages for new content / events
- Design one sheets for promotions committee
- Create PPT recaps
- Design email marketing campaigns
- Design PR Kit
- Design Sponsor Kit
- Design Media Kit

Website Management

- Update websites as needed to adopt event marketing design and copy
- Update as new event details are released in regards to bands, brewers, vendors and sponsors.
- Update Press Hits
- Work with NPMS web team to maintain consistent messaging on NPMS website

Taste of North Park

Candidate and its team will plan, design and execute all design, marketing & social media marketing for Taste of North Park working directly with NPMS and contracted events coordinator. Event marketing starts on 5/1 of each year and will wrap up last week in October.

Campaign to include marketing plan, content planning, content creation, graphic design, ongoing website updates, engagement, management of content and marketing of ticket sales for event.

Marketing

- Event Marketing Plan
- Design all event assets
- Event poster, flyer (2) ,tickets, all event signage, ads (digital and print), website graphic, design website pages for Explore and NPMS, sponsor deck, brewer / restaurant sheets, press kit, promotions one sheet.
- Website - Explore & NPMS
- Manage Ticket Sales
- Social Media - Plan, execute and manage Explore, NPMS social media pages.
- Manage Facebook advertising

- Create & execute email marketing campaigns
- Provide wrap up report
- Be able to adapt strategy based on weekly ticket sales. Event sells out every year
- Attend Taste of North Park meetings, offer input and ideas to better the event
- Work closely with the NPMS team & contracted events coordinator
- Be the liaison between NPMS press, publications, event coordinator and businesses when needed.
- Provide database of creative & social assets
- Manage ad buys communicate with publications
- Provide PR database of photography & design assets
- Provide ongoing database of graphic design assets for businesses for each event and promotion.

Social Media Marketing

- Event content plan
- Facebook ad plan
- Engagement / Growth
- Execution of all social media - Facebook, Instagram, Instagram Stories, Twitter
- Manage & create Facebook advertising

Content Creation

Content curation

Gather content from restaurants, brewers & boutiques.

Write event blog post

Reach out to businesses to capture their day of event specials

Monitor business pages for new content / events

Design one sheets for promotions committee

Create PPT recaps

Design email marketing campaigns

Design PR Kit

Design Sponsor Kit

Design Media Kit

Website Management

- Weekly website updates
- Provide daily ticket sales updates

- Update as new event details are released in regards to bands, brewers, vendors and sponsors.
- Update Press Hits
- Work with NPMS web team to maintain consistent messaging on NPMS website
- Schedule & execute all email marketing campaigns

North Park Thursday Market

Candidate and its team will plan, design and execute all design, marketing & social media marketing for North Park Thursday Market working directly with NPMS and Brian's Farmer Market.

Event marketing is on a weekly basis.

Campaign to include marketing plan, content planning, content creation, graphic design, ongoing website updates, engagement, management of content and marketing.

Marketing

- Market Marketing Plan
- Work closely with the NPMS team & Brian's Farmers Market, taking the lead on the communication and execution of weekly specials provided by Brian's team.
- Be the liaison between NPMS press, publications, event coordinator and businesses when needed.
- Provide database of creative & social assets
- Manage ad buys communicate with publications
- Provide PR database of photography & design assets
- Provide ongoing database of graphic design assets for businesses for each event and promotion.

Social Media Marketing

- Weekly content plan
- Facebook ad plan
- Engagement / Growth
- Execution of all social media - Facebook, Instagram, Instagram Stories, Twitter
- Manage & create Facebook advertising
- Provide day of live coverage at the Thursday Market

Content Creation

- Content curation

- Gather content from Market vendors and North Park businesses.
- Write Thursday Market blog post
- Reach out to businesses to capture their Market specials and highlight those businesses that shop weekly at the NPTM.
- Monitor business pages for new content / events
- Design one sheets for promotions committee & vendors
- Design monthly coupon page to be distributed and added to all websites.
- Design email marketing campaigns
- Design Farmers Market poster
- Design Farmers Market flyer
- Design Farmers Market Bags
- Design all digital assets weekly to promote the NPFM.

Website Management

- Weekly website updates
- Update as new event details are released in regard to vendors, specials and coupons.
- Update Press Hits & weekly specials.
- Work with NPMS web team to maintain consistent messaging on NPMS website
- Schedule & execute all email marketing campaigns

Small Business Saturday

Candidate and its team will plan, design and execute all design, marketing & social media marketing for Small Business Saturday working directly with NPMS and American Express.

Campaign to include marketing plan, content planning, content creation, graphic design, ongoing website updates, engagement, management of content and marketing.

Marketing

- Market Marketing Plan
- Work closely with the NPMS team & gather all North Park businesses specials for Small Business Saturday.
- Provide database of creative & social assets
- Manage ad buys communicate with publications
- Provide PR database of photography & design assets
- Provide ongoing database of graphic design assets for businesses for each event and promotion.

Social Media Marketing

- Content plan
- Facebook ad plan *if budget allows
- Engagement / Growth
- Execution of all social media - Facebook, Instagram, Instagram Stories, Twitter
- Manage & create Facebook advertising *if budget allows
- Provide day of live coverage at Small Business Saturday

Content Creation

- Content curation
- Gather content from North Park businesses
- Write Small Business Saturday blog post
- Monitor business pages for new content / events
- Design one sheets for promotions committee & vendors
- Design event poster / flyer / passport if needed.
- Design email marketing campaigns
- Design all website assets for Explore and the NPMS website.
- Design items for Amex as gifts
- Design all digital assets to promote event

Website Management

- Weekly website updates as new content becomes available.
- Update Press Hits & weekly specials.
- Work with NPMS web team to maintain consistent messaging on NPMS website
- Schedule & execute all email marketing campaigns