



## NORTH PARK MAIN STREET REQUEST FOR PROPOSAL (RFP)

### **Brand Management: Explore North Park**

The North Park Organization of Businesses, doing business as North Park Main Street (NPMS) is requesting proposals for the management of Explore North Park. The contractor will manage day-to-day operations and work in conjunction with NPMS to create and execute long-term marketing strategies. Explore North Park is a branded platform with a mission to promote the business of our district, attract local and regional tourists, and provide connective tissue to all things North Park.

### Introduction

NPMS is responsible for the North Park Business Improvement District (BID) and the Special Enhancement District (SED).

The SED and BID are managed by North Park Main Street in accordance with its operating agreement with the City of San Diego. It is governed by the North Park Main Street Board of Directors consisting of business and property owners within the district. The program is financed through the levy of assessments upon real property that benefit from the services provided. NPMS 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.

### Request

NPMS is requesting a contractor that can manage day-to-day operations with oversight from NPMS to create and execute long-term marketing strategies. Explore North Park is a branded platform with a mission to promote the business of our district, attract local and regional tourists, and provide connective tissue to all things North Park.

**Please note that all types of proposal structures will be considered: service for a fee, service by donation, service through monetization of platforms, purchase of platforms, etc..**

## Scope of Work

The scope of work shall include the following:

### **Social Media Management** (current platforms: Facebook, Instagram, & Twitter)

- Provide a cohesive social media strategy to promote all businesses, all events (new openings, anniversaries, expansions, special events, etc.), and the character of North Park.
- Generate or collect real content from North Park (no stock imagery) using contractor's resources. Assets owned by NPMS will be available to contractors, but it is not NPMS's responsibility to collect, or article share assets. Additionally, any assets collected for Explore North Park will be owned by NPMS, not the contractor.
- Maintain a business promotions tracker to make sure we are evenly promoting all businesses in North Park.
- Maintain the 'pulse' of North Park.
- Utilize NPMS's tools for posting and scheduling.

### **Reporting**

- Provide requested KPI to NPMS on a monthly basis and as additionally requested.
- Present social media and marketing plans to NPMS for approval.
- As required by NPMS; must be able to present results in person at a NPMS Board of Directors or Promotions Committee meeting.
- Maintain transparent records of platform access with NPMS. NPMS owns Explore North Park, and the contractor is operating at their discretion.
- Maintain all necessary records and files in accordance to NPMS policy. Deviations are allowed if there is a process to make all documents readily accessible by NPMS.

### **Community Engagement**

- The contractor (or an applicable subcontractor) must attend all major North Park events to collect and publish live content to social media platforms.
- Manage all responses sent to Explore North Park. Contractor must utilize NPMS's topic reference guide where applicable.
- Build relationships with local businesses and organizations.
- As required by NPMS, provide marketing help for community events.

### **General Marketing Management**

- Create long-term marketing plans for Explore North Park.
- Research current trends and new ideas that can help improve Explore North Park's mission.
- Update & manage new businesses information.

### **Specific Activities could include, but are not limited to:**

- Daily posting on all social media platforms that highlight businesses, event, and promotions in North Park
- Monthly reporting to NPMS on health of Explore North Park.

- Expand Explore’s holdings through assets like a website, magazine, or similar creative projects.

## Performance Standards

You will report on the following monthly for Explore North Park. Reports must be submitted by the 3<sup>rd</sup> Friday of every month and (as required) presented at the Events Committee meeting on the 4<sup>th</sup> Tuesday of the month. Reports should include, but are not limited to:

- Social Media KPI which can include, but are not limited to:
  - Total Followers
  - Growth Rate
  - Engagement Rate
  - Reach / Impressions
  - CTR
- Website analytics for applicable landing pages utilized for Explore North Park
- Community engagement metrics
  - Events attended
  - Relationships Built

## Proposal Format and Content

All respondents are required to submit proposals to the following point of contact:

Jennifer Coleman  
Marketing Manager  
jcoleman@northparkmainsreet.com

**Deadline: electronic submittal shall be delivered by January 27<sup>th</sup>, 2023 by 12 pm.**

The format is specified below.

1. Cover Letter — The cover letter should be brief, and any changes to the format or deletions of requested material should be explained in the cover letter. The cover letter should also include the title and signature of the company's contact person for this procurement. The signatory shall be a person with official authority to bind the company.
2. Qualifications and Experience — One to three pages that outline past experience conducting Marketing and Social Media operations, a summary of past experiences and backgrounds of the individuals to be involved with providing the services under this contract.

3. Business Action Plan – How you will run Explore North Park. What is your social media strategy, what is your management plan, unique ideas you have and highlight what you can bring to our team.
4. Rate — This section shall contain the following: proposed fee and schedule of rates as a single proposal.
5. References — This section shall contain the following: two to three past or current clients, performing this type of work, with contact names and phone numbers.

## Proposal Evaluation Criteria

Proposals received will be evaluated according to the following criteria.

- Demonstrated ability to deliver the services requested
- Proposed methods to accomplish work in a competent and timely manner
- Specialized experience and technical competence
- Competitive fees and rates

## Proposal Schedule

- Interviews Starting January 13<sup>th</sup>, 2023.
- Selection of Contractor: End of January
- Beginning of Contract: February 1st, 2023.

## Subcontracting

If the Contractor intends to use subcontractors, the Contractor shall submit a list of subcontractors for approval by NPMS. Contractor may not subcontract 50% or more of the awarded contract work. Any such lists shall show the names of each subcontractor or supplier, describe the portions of the work or product that each provides and provide a detailed description of qualifications, Without the approval of NPMS/ the Contractor shall not substitute any subcontractor or supplier in place of the subcontractors designated in the list.

## Public Disclosure

As a general rule, all documents received by NPMS are considered public records and will be made available for public inspection and copying upon request. If you consider any documents submitted with your response to be proprietary or otherwise confidential, please submit a written request for a determination of whether the documents can be withheld from public disclosure no more than ten (10) days prior to the due date of your response If you do

not obtain a determination of confidentiality prior to the submittal deadline, any document(s) submitted will be subject to public disclosure.

## Terms and Conditions

The issuance of this RFQ does not commit NPMS to award a contract, to pay any cost incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFQ is dependent upon the approval of the NPMS Board of Directors. NPMS retains the right to reject all submittals. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. Each submittal shall be valid for not less than ninety (90) days from the date of receipt. Any contracts awarded as a result of this request will be effective for a period of twelve (12 months).

## Contract Extension

At the sole discretion of the NPMS, any resulting contract may be extended on a year to year basis; however, in no case shall the renewal extend beyond five years from the date of award of the original contract.

## Equal Opportunity Program Requirements

The City of San Diego and NPMS are strongly committed to equal opportunity in the solicitation of professional service consultants. To assure that consultants doing business with, or receiving funds from the City of San Diego, and NPMS are equal opportunity contractors and employers, Respondents shall comply with requirements of San Diego Ordinance No. 18173, section 27.2701 through 22.2708.

## Living/Prevailing Wage

The Contractor must comply with the City of San Diego Living Wage ordinance and Prevailing

Wage requirements. You may visit the following links for specific requirements.

<http://www.sandiego.gov/purchasing/programs/livingwage/>

<https://www.sandiego.gov/eoc/laborcompliance>

## Nondiscrimination Policy

The respondent shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring or treatment of employees, subcontractors, vendors, or suppliers.

## NPMS Contact

NPMS looks forward to receiving a submittal from your company, if you have any questions regarding this RFQ please direct them to:

Jenn Coleman  
Marketing Manager  
jcoleman@northparkmainsreet.com  
619.294.2501  
3939 Iowa Street Suite 2  
San Diego, CA 92104