



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

### **Marketing Management: North Park Music Festival**

#### Introduction

The North Park Organization of Businesses, doing business as North Park Main Street (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 proposals for the marketing management of North Park Music Festival (NPMF). The contractor will manage the execution of a marketing campaign relating to the 2023 NPMF.

**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 & Marketing**

- Provide a cohesive social media strategy to promote NPMF to our target demographic. To include the generation of at least 40 social media postings which can cover tickets, band announcements, sponsors, giveaways.
- Collaboration with local, regional, and state partners to market our event. This could include but is not limited to large San Diego hotels, SDTA, San Diego Airport, North Park Businesses;
- Management of event pages and their details. Including but not limited to NPMS website, Explore North Park, Facebook, Eventbrite, Events.com;
- Email blast campaign with 12 dedicated blast. To include planning, content writing, design, execution, and analytics.
- 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.
- 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.

### **Graphic Design**

- Festival T-shirt design
- 5 x 7 Flyer Design
- Day of signage which could include up to 20 unique graphics.
- Images to be posted on website (hero images, sliders, thumbnails, etc..)

## 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 NPMF

## Proposal Format and Content

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

Jennifer Coleman  
Marketing Manager  
jcoleman@northparkmainstreet.com

**Deadline: electronic submittal shall be delivered by March 15<sup>th</sup>, 2023 by 12pm**

ONLY PLAN TEXT PROPOSALS WILL BE CONSIDERED

1. Cover Letter
2. Qualifications and Experience
3. Marketing Action Plan – How you will execute a NPMF campaign with regard to the requested scope of work.
4. Rate — This section shall contain the following: proposed fee and schedule of rates as a single proposal.

## 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

## 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 the duration of NPMS planning and execution in 2023.

## 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@northparkmainstreet.com  
619.294.2501  
3939 Iowa Street Suite 2  
San Diego, CA 92104