Request for Proposals

Public Relations Services

April 11, 2017

Contact:
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PURPOSE OF RFP
The purpose of this Request for Proposals is to select and retain a professional public relations firm to:

- Distinguish the Centennial Park District as Atlanta’s premier entertainment district
- Influence positive perceptions about the Centennial Park District brand and assets
- Drive increased visitation and length of stay within the District among metro residents

BACKGROUND
The Luckie Marietta District (LMD) was established in 2008 as a private membership alliance to promote the burgeoning entertainment district that surrounds Centennial Olympic Park. In 2016, LMD stakeholders embarked on an extensive rebranding effort to create what is now known as the Centennial Park District, or CPD. CPD is supported by area businesses and is administered through Central Atlanta Progress (CAP).

The Centennial Park District features a wide variety of entertainment venues, restaurants, lounges, hotels, professional sports teams, retail, businesses and residential homes. The District’s unique experiences make it the ideal escape for date night, a day with the family, happy hour with coworkers or cheering the Falcons to victory with 71,000 of your closest friends. It is a special place where iconic memories are made.

SCOPE OF SERVICES, DELIVERABLES AND TIMELINE

A. Project Scope
Develop and implement a robust public relations program that elevates the image of the Centennial Park District (CPD) among identified audiences.

- Develop and implement necessary tactics to effectively promote CPD
- Provide recommendations for allocation of limited funds, by target audience and by tactic
- Evaluation and measurement methods to track project effectiveness
- Drive traffic to the CPD website, associated social media and newsletters
- Grow awareness of CPD’s reputation and brand
- Proactively identify opportunities for media coverage--locally, regionally, and nationally--and work to facilitate that coverage
- Develop relevant messaging that can take advantage of current opportunities and events and that can be used by CPD staff and membership
- Propose and facilitate approved media events to promote the District

B. Deliverables
We are asking Firm(s) to suggest appropriate deliverables associated with a winning bid submission of this type.

C. Project Schedule
- April 11, 2017 - RFP Issued
- April 21, 2017 - Proposals Due by 5:00 p.m.
April 28, 2017 - Successful Bidder Notified
May 1, 2017 - Contract commences
December 31, 2017 - Contract completion

SUBMISSION GUIDELINES

Firms should provide the following information, organized in this order. Every effort should be made to make proposals as concise as possible. The body of the submittal should not exceed twenty pages. An appendix of no more than 10 pages in length may also be provided for supporting material if absolutely necessary.

- Executive Summary
- Outline of Expertise
  - Firm history and profile
  - Qualifications/experience of all personnel proposed for the assignment, summary of management, vendors
  - Examples of relevant case studies, past experiences/successes
  - Client references
  - Availability/accessibility of project personnel
  - Proximity/knowledge of and commitment to Downtown Atlanta
- Scope, Approach and Methodology
  - Outline of tactical approach
  - Approximate timeline
  - Staff requirements
  - List of deliverables
  - Proposed approach to provision of services
  - Methodology for managing project
  - Methodology for communicating with CPD team
- Evaluation and Metrics
  - Evaluation methods and measures for project objectives
  - Definition of success or failure of project
- Budget and Fees
  - Include the firm’s proposed budget and fees. Provide a detailed list specific to the objectives provided herein. Total budget for the duration of the contract should not exceed $35,000.

PROPOSAL EVALUATION

Proposals will be evaluated by a team that may include Central Atlanta Progress staff and CPD members. These individuals will score proposals using a 100-point scale based on the following criteria:

- Firm Profile (15 points)
  - Project personnel resume in the professional areas listed in the RFP
  - Accessibility/availability of project personnel
- Experience (15 points)
  - Qualifications in the professional areas listed in the RFP
The team’s specific experience in working with the marketing and promotion of neighborhoods
Project success relative to similar projects
Demonstrated ability to establish and communicate clear messaging strategies
Demonstrated ability to complete projects timely and efficiently
Demonstrated ability to provide all of the necessary coordination to complete projects

- Scope, Approach and Methodology (40 points)
  - Proposed approach to the provision of services
  - Philosophy and understanding of the services
  - Methodology to managing the project
  - Specific techniques relative to developing effective public relations programs

- Evaluation and Metrics (10 points)
  - Ability to measure the success of the campaign

- Allocation of dollars/fee schedule (10 points)
- References (5 points)
- Overall completeness and clarity of submission (5 points)

It is our intent that the requested submission shall serve as the primary means of review and selection; however, Central Atlanta Progress may call references provided in the submittal and/or require phone or personal interviews with firms included on a short list.

DELIBERATION OF PROPOSALS

Proposals are due no later than 5:00 p.m. on Friday, April 21, 2017
Proposals received after this deadline may be rejected. All respondents should submit three (3) printed copies or one (1) single file, PDF format electronic copy (via flash drive or other similar storage device) to:
Wilma Sothern
Vice President of Marketing
Central Atlanta Progress/Atlanta Downtown Improvement District
84 Walton Street, NW, Suite 500, Atlanta, GA 30303
404-658-5910 or wilmas@atlantadowntown.com

Please address any questions in writing via email to wilmas@atlantadowntown.com

All questions must be received in writing by Wednesday, April 19 at 3:00 p.m. Answers will be made available to all parties via email in a timely manner.

No proposal development or delivery costs are reimbursable or billable. Release of this RFP does not constitute a commitment to proceed with this project. Central Atlanta Progress is an equal opportunity employer and will select a consultant without regard to age, disability, religion, creed or belief, political affiliation, race, sex or ethnicity.