

**Wynwood BID
Request for Proposal
(RFP) #10-272021**



RFP Number: 10-272021

Title: Integrated Marketing Communication Services

Issue Date/Time: 10-27-2021

RFP Closing Date/Time: 12-8-2021 at 5:00pm

Deadline for Request for Clarification: 11-17-2021 at 5:00pm

Hard Copy Submittal Location: Wynwood BID
50 NW 24 St, Suite 104
Miami FL 33127

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SPECIFICATIONS/SCOPE OF WORK -We consider this RFP to be a starting point for discussion with qualified vendors: while it reflects our best thinking so far, we are flexible. We are looking for a vendor that will guide the process with their experience and expertise to recommend refinements, identify and develop innovative solutions, and produce better results.

All communication services must include consideration of English and Spanish media and stakeholders.

Public Relations:

The overall objective of the provider is to position Wynwood as the premier destination for street art, shopping, living, dining, and working in the City of Miami. The primary focus is to promote the Wynwood Arts District, the secondary focus is promoting the initiatives of the Wynwood Business Improvement District (BID).

The provider shall assist the BID with the marketing and economic viability of the 397 properties and their respective tenants within our 50 city-block district.

Media Outreach / Management:

- Research and understand the current marketing/media relations efforts and identify areas of strength and areas of improvement.
- Develop a comprehensive profile of current and potential markets.
- Create an editorial calendar establishing relevant news topics for the destination to be pitched to targeted press at the appropriate time.
- Set goals for a specific PR campaign, activity or BID event by developing positioning points, conveying the effective angle of stories released and monitor the media to track results.
- Writing, pitching and distribution of press releases, articles, advertorials and op-ed pieces. Topics will be suggested by the provider and the Wynwood BID will either approve or recommend alternative as needed.
- Distribute monthly media newsletters to local press.
- Pitch Wynwood stories and news to producers for television broadcast and radio coverage.
- The BID organizes and participates in multiple meetings and events per year, including press conferences and participation in events of other agencies. Assistance for events includes, but is not limited to:
 - Involvement in event coordination/logistics
 - Press invitations and coordination
 - Speaking points/speech writing

- Promote holidays and special events in Wynwood including but not limited to: Pride Month, Halloween, 4th of July, Mother's Day, Father's Day, New Year's Day, Wynwood Life Festival, Miami Art Week + Art Basel, Art Wynwood and Second Saturday Art Walks, as needed.
- The agency will ensure that all press releases are written using SEO best practices to ensure digital amplification of messaging.
- Monitor and submit for awards and recognition opportunities (Board and staff; ex: SFBJ, Chamber, professional associations, etc.)

Photography:

- In order to enhance marketing efforts, the Wynwood BID desires original, high quality photography of the district during annual, district-wide events. These events include Miami Art Week (December), Halloween and Wynwood Pride (June).
- Photographer must also provide photos of businesses, murals, special events, and BID initiatives totaling up to 10 hours per month. Examples of desired photography include photos of murals, active construction sites, streetscapes, business facades, business interiors, aerial, etc.
- Photography to also include professional headshots of Board members, staff and other officials during the Wynwood BID's annual retreat.

Graphics and Maps:

- Provider must create up to two final versions of the district business map annually to BID staff for printing and distribution. The current version can be found at WynwoodMiami.com/Map.
- Provider must also provide a stylized annual report, complete with pictures and graphics. Annual report is due to the City of Miami in January. Please note the Wynwood BID will provide all of the information for the report. The 2020 version can be viewed at WynwoodMiami.com/AnnualReport.
- Provider must provide the Wynwood BID signage design for various initiatives and events throughout the year. Examples of initiatives include wayfinding signage, trash receptacle logo plate, CCTV camera signage and mural identification plaques. Event signage examples include utility pole banners and overhead banners. Signage design projects not to total more than 10 per year.
- The Wynwood BID will be advocating to renew the organization for an additional 10-year period. Provider must assist in the composition of any graphics needed to assist in this effort.
- The firm must provide seasonal newsletter design templates for the weekly newsletter.

- Provider to create ad templates for print and digital advertisements. Templates must be scalable to fit common sizing requirements. Ads to be utilized in print media such as Miami Herald and Miami Today and in digital media such as Google Display and website banner locations.

Press Trip / Media Visit:

- The Wynwood BID will host up to two annual media visits to Wynwood, highlighting the business district, new and unique shopping, residential projects dining and new art installations.
- The provider will be responsible for pitching and securing journalists and influencers to attend this event, in addition to working with BID staff to organize news coverage of the event, as needed.
- Provider will also be responsible for providing any graphics and photography associated with annual media visits, as needed.
- The provider and the Wynwood Marketing team will facilitate the tour - at least one representative from the PR Firm will be required to attend.

Advertisements:

- In the case the Wynwood BID would fund a co-op advertisement campaign in tandem with a marketing partner, provider will work with Wynwood BID and GMCVB to help develop and purchase advertisement placements.
- Track any purchased digital media on behalf of the Wynwood BID, if ever executed, in addition to tracking the progress, results and ROI of each advertisement campaign.

Social Media:

- The PR Firm will have a principal role in securing earned social media placements by working with bloggers and influencers and increasing viral-ness of traditional press efforts.
- The firm will monitor and report the social chatter on all BID media channels as part of media monitoring responsibilities.
- Provider to write one monthly business spotlight to be used as a blog post. Each blog post will be shared across all social media channels. This initiative is intended to highlight a specific businesses in depth on the BID's channels. Each monthly spotlight will provide insights of their staff, operations and offerings.

- The firm will also be responsible for providing a monthly content calendar for each social media channel. The calendar will be due the 25th of each month for final approval.
- The Wynwood BID Marketing Manager is currently responsible for actively posting via Wynwood BID's owned channels including Facebook, Instagram and Twitter, however we envision all of these services flowing through one entity, our PR firm provider.
- The internal Wynwood BID Marketing Manager will work closely with the PR Firm to coordinate messaging strategy.

Media Monitoring and Reporting:

- By 5pm on the 1st of each month, a media report capturing the major headlines for Wynwood will be emailed to the Wynwood BID's marketing team. This provides a real-time look at the brand positioning monthly.
- By 5pm on the 1st of each month, a media report capturing the PR agency's work will be emailed to the Wynwood BID's marketing team. This report should only include activities and press clippings resulting directly from the PR Firm's work.

Meetings and Status Calls:

- The Wynwood BID requests that the PR Firm team have a bi-weekly call (approximately one hour) to review current initiatives and status updates with the Wynwood BID's marketing team.
- There are up to 12 board and committee meetings a year that must be attended by at least one of the firm's team members to provide an update to the Board as needed.

Crisis Management

- As needed, a crisis management plan is in place. The provider will initiate both proactive and reactive responses to a crisis situation i.e., COVID-19 pandemic, security related issues in Wynwood, Zika and Post Hurricane events that may impact Wynwood negatively.

Media Outreach / Management:

- Write, pitch and distribute 15-20 press releases per year. Topics will be provided by the Wynwood BID Marketing team and suggested topics should be presented by the PR Firm.
- The PR agency will ensure that all press releases are written using SEO best practices to ensure digital amplification of destination messaging.
- Distribute monthly media newsletters to local press list. The Wynwood BID Marketing team will create the newsletter (content and photography) the PR Firm may make suggestions and will be responsible for distribution of the newsletter.

- The PR Firm will pitch Wynwood stories and news to producers for television broadcast and radio coverage.
- Create an editorial calendar establishing relevant news topics for the destination to be pitched to targeted press at the appropriate time.
- Promote holidays and special events in Wynwood including but not limited to: 4th of July, Mother's Day, Father's Day, New Year's Day, Wynwood Life Festival, Miami Art Week + Art Basel, Art Wynwood and Second Saturday Art Walk.

Press Trip / Media Visit:

- The Wynwood BID will host an annual media visit to tour Wynwood, highlighting the business district, new and unique shopping, dining and new art installations. The PR Firm will be responsible to pitching and securing journalists and influencers to attend this event. The PR Firm and The Wynwood Marketing Team will facilitate the tour - at least one representative from the PR Firm be required to attend.

Social Media:

- The PR Firm will have a principal role in securing earned social media placements by working with bloggers and influencers and increasing viral-ness of traditional press efforts.
- The PR Firm will monitor and report the social chatter as part of media monitoring responsibilities.
- The Wynwood BID Marketing Manager is responsible for actively posting via Wynwood BID's owned channels including Facebook, Instagram, Twitter and Mailchimp e-newsletters. The internal Marketing Manager will work closely with the PR Firm to coordinate messaging strategy.

Media Monitoring and Reporting:

- By noon on the 1st of each month, a media report capturing the major headlines for Wynwood will be emailed to the Wynwood BID's marketing team. This provides a real-time look at the brand positioning monthly.
- By noon on the 1st of each month, a media report capturing the PR agency's work will be emailed to the Wynwood BID's marketing team. This report should only include activities and press clippings resulting directly from the PR Firm's work.

Meetings and Status Calls:

- The Wynwood BID requests that the PR Firm team have a bi-weekly call to review the monthly report with the Wynwood BID's marketing team. Additionally, there are up to 12 board and committee meetings a year that must be attended by at least one of PR Firm team members.