

# NORTHERN LIBERTIES

## **REQUEST FOR PROPOSALS (RFP)** – Northern Liberties Business Improvement District Public Relations Firm

**DATE:** January 1, 2025

**TO:** Interested Bidders

**FROM:** Northern Liberties Business Improvement District Marketing Committee

The Northern Liberties Business Improvement District (NLBID) seeks proposals from public relations firms and seasoned PR professionals with experience in strategic communications and media relations for small, non-profit organizations. The Public Relations Consulting Contract will create an agency of record for NLBID who will be tasked with:

- Drafting and editing press releases for NLBID events and neighborhood business promotions.
- Securing media coverage for NLBID events and businesses.
- Compiling media reports.
- Including NLBID businesses in thematic promotions and round-ups on a monthly basis, including holidays.
- Coordinate influencer relations, events and individual promotions.
- Relationship building with influencers and media.
- Advising on additional media strategies and opportunities.
- Available for counsel for crisis-related communications.
- Assisting with event ideas and brainstorming.

### **WHO WE ARE**

NLBID was created in July 2018 to supplement the municipal services of the City of Philadelphia; maintain a safe, clean, and vibrant commercial district for the benefit of all users; create opportunities for the business and residential communities to make improvements in the district; and develop and implement programs and services that ensure Northern Liberties continues to be a desirable place to live, work, shop, invest and visit.

The NLBID is made up of about 15 square blocks, roughly bounded by Girard Street to the north and Spring Garden Street to the south. The BID is made up of over 200 businesses and 10,000 residents, and is expecting another several thousand new residents in the next few years as new development projects wrap up.

### **CURRENT CHALLENGES**

NLBID is a staff of only two-full time employees, and with only one staff member assigned to marketing efforts, there is limited bandwidth to execute comprehensive and specialized PR strategies. The field of public relations is highly specialized, and NLBID current staff lacks the

specific expertise, media contacts, and industry insights necessary to execute targeted and impactful PR campaigns. As a result, NLBID's outreach efforts may not be reaching their full potential. NLBID is looking to secure a PR firm who is able to feature Northern Liberties businesses in a more holistic, thematic and complementary way.

23% of the development currently underway in Philadelphia is happening in Northern Liberties and Fishtown neighborhoods. This is bringing thousands of new residents and many more commercial spaces to the neighborhood. Northern Liberties is at a critical point as it continues to evolve- it is experiencing major growth and new development while also maintaining its neighborhood character. This is a pivotal moment for NLBID to help shape its narrative.

## **OBJECTIVES**

The goal is to develop a clear and comprehensive public relations plan for promoting NLBID events, businesses, and organizational efforts.

The selected firm/person will work with NLBID staff and Marketing Committee to determine desired outcomes and develop a coordinated set of strategies for successful outcomes. The plan should consider the diverse needs and desires of NLBID's different target audiences, including current business owners, those who may be interested in opening a business in Northern Liberties, Philadelphia residents, and visitors to the City, in addition to current and future residents and employers.

The selected firm/person should also consider NLBID's immediate needs and press opportunities, such as event promotion, but also think strategically about a broader narrative for Northern Liberties.

The selected firm/person should be collaborative and professional. They should provide NLBID with weekly or biweekly meetings, provide lead time and clear schedules, and send regular media and press reports.

NLBID has a projected budget of \$10,000 for a six month PR contract. This budget can be flexible for the right firm/individual.

The selected firm/person will be responsible for, but not limited to, creating a proposal for a six-month contract, with an intention to renew, that includes the following elements:

- Strategic PR Plan
- Media Outreach
- Crisis Communication Plan
- Reporting and Analytics

## **PROJECT DELIVERABLES**

Please provide a written response to this request which includes the following:

- Company Name

- Principal Name(s)
- Contact Information
- Budget Proposal:
  - A detailed breakdown of costs, such as hourly rates, project fees, and any additional expenses.
- Communication Protocols:
  - Detail your communication protocols, such as frequency of update, preferred communication channels, and responsiveness expectations.
  - Explain how you keep clients informed about progress, challenges, and successes.
- Project Timelines:
  - Provide insights into how your agency develops and manages project timelines, ensuring timely delivery of milestones and project completion.
  - Describe any tools or methodologies used to keep clients updated on project timelines and potential adjustments.
- Client Feedback and Approval Processes:
  - Describe how your agency seeks, values, and incorporates client feedback during the course of a project.
  - Provide details on your approval processes for key deliverables.
- Qualifications
  - At least two recent examples or case studies of successfully executed PR plans promoting events and the media coverage secured.
  - At least two recent examples or case studies of successfully executed PR plans demonstrating narrative storytelling for business initiatives or neighborhood growth and media coverage secured.

Selected firms will be asked to complete a virtual presentation to the NLBID staff and Marketing Committee.

NLBID reserves the right to accept or reject any and/or all proposals and grant final acceptance to the proposal that best meets the needs and interests of the sponsoring organization. NLBID will be the sole judge of whether a proposal meets the required criteria.

#### **DEADLINE**

Respondents are asked to provide this information on or before January 31, 2025 via email to [info@explorenorthernliberties.org](mailto:info@explorenorthernliberties.org).

#### **NEXT STEPS**

Responding firms must agree to keep their proposed project budget and the other terms of their engagement open for at least ninety (90) days past the submission deadline.

Once a firm is selected, NLBID and the selected firm must execute a written contract prior to the selected firm commencing services. Should NLBID and the selected firm be unable to agree on the terms of a contract within a reasonable time (at NLBID's discretion), NLBID reserves the

right to suspend or terminate negotiations without advance notice, and to pursue negotiations with another firm to provide the requested services. Any suspension or termination of negotiations shall be without liability to the selected firm(s). Alternatively, NLBID may terminate this process (at its discretion), and either discontinue this project or issue a new RFP for the requested services. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating a contract with NLBID. NLBID shall bear no liability to any respondent for any costs, fees, or liability incurred in connection with this RFP or any response thereto.

### **QUESTIONS**

Questions about this RFP should be directed to Cassidy Martin, Executive Director, via email at [cassidy.martin@explorenorthernliberties.org](mailto:cassidy.martin@explorenorthernliberties.org). Please note that phone calls will not be accepted. All questions will be made available to all potential RFP respondents, upon request.

### **IMPORTANT**

In the interest of fairness, we kindly ask that you do not directly contact any Board members of the NLBID, or those who may otherwise have an affiliation with the BID. Candidates who do not abide by these guidelines may be disqualified from the RFP process.