



Emic Media Interactive Media Marketing

October 2, 2012

Request For Proposal: Downtown San Diego Partnership

The Downtown San Diego Partnership (DSDP) is requesting proposals for the development of its multi-media center and social media platforms. Submitting companies will follow the guidelines set forth below and submit proposals as completely and detailed as they like for final evaluation and award. Proposals are due no later than **Friday, October 19th at 5:00pm** and will be awarded to the agency by no later than **Oct. 30th**. Proposals can be emailed in either Word or Word for Mac formats to DSDP's consultant for new media at: Imarkham@emicmedia.com. Contact information is provided below.

The DSDP is part of a nationwide 501(c) 6 organization whose chief mission is to galvanize and orchestrate growth and prosperity of its downtown urban core and to also promote, market and collaborate with its citizens, through commerce and infrastructure, a destination-rich community to "Work, Enjoy, Live and Learn". The website portal, or media center envisioned, will take advantage of the most relevant design tools, programing, applications, content design and interactive tools across all User platforms. DSDP's media center wishes to become the "one stop shop" for anyone living, visiting, playing, or building downtown San Diego into a thriving, prosperous community center of the Region.

- **A brief background of DSDP and Clean and Safe (PBID) companies –**
The Downtown San Diego Partnership is a leading advocate for the economic growth and revitalization of Downtown. The Partnership works closely with regional business organizations and government agencies to identify needs,

develop strategies, shape public policy and implement programs that strengthen the business climate and quality of life in Downtown San Diego.

- **Overview –**

The Downtown San Diego Partnership is a privately funded non-profit 501(c) 6 business organization. The Partnership was formed in 1993 by the merger of two Downtown business organizations: San Diego Downtown Association / Central City Association (formed in 1952), and San Diegans, Inc. (formed in 1958). Our membership consists of companies and individuals committed to strengthening the business, residential and cultural environment of Downtown San Diego.

- **Mission –**

As the "Voice of Downtown," it is our mission to advance Downtown San Diego as the leading economic, cultural and governmental center of the region through leadership, advocacy, education and information.

- **Products and Services –**

- Represent membership before governmental agencies and community organizations
- Serve as Downtown's watchdog
- Support redevelopment that stimulates business and economic growth Downtown
- Advocate for improvements that enhance Downtown's quality of life
- Promote development of public facilities and infrastructure that serve Downtown
- Support Downtown San Diego as the center for the arts and culture for the region
- Coordinate member efforts to improve Downtown social services and outreach programs
- Educate San Diego communities about the importance of a vibrant and healthy Downtown

- **Funding –**

Membership – The Partnership has a membership base of more than 325 companies representing a variety of business sectors including real estate,

banking, law, insurance, communications, energy, hospitality and many others. Members' dues range from \$1,200 to \$10,000.

Downtown Property-based Business Improvement District (PBID) – The Partnership manages the Downtown Clean & Safe Program, a Property-based Business Improvement District (PBID) which oversees enhanced maintenance and safety services in the following Downtown districts: Core, Columbia, Marina, Gaslamp Quarter, East Village and Cortez. The Partnership receives funds from property tax assessments on owners within the PBID to administer the program.

Downtown Business Improvement District (BID) – The Partnership manages the Downtown BID from First Street to Tenth Avenue and Ash Street to E Street for which it receives City funding.

- **Special Events –**

The Partnership plans, produces and promotes a variety of special events throughout the year, including membership luncheons and mixers, the annual golf tournament, the Taste of Downtown and the Alonzo Awards. DSDP's events have earned a reputation for their substance, relevance and entertainment value. (More events and signature annual events will be targeted in the coming year).

- **Other Partners –**

As further background and significance to the on-going content of the media center, the DSDP, in collaboration with The San Diego Foundation, has contracted with Progressive Urban Management Associates www.pumaworldhq.com or P.U.M.A, along with significant community ambassadors and the community at large, to present a Downtown Vision Plan – a working blueprint over the next 10–20 years, similar the San Diego Foundation's Greater San Diego Vision project for all stakeholders involved. This project will be a one-year process beginning January 2013 and have overlapping opportunities for content with DSDP's media center agency partner.

- **Budget –**

There is not a set budget at this time as each submission will be evaluated based on the most efficient use of monies, creative use of design and architecture, understanding DSDP is a non-profit with limited funding but whose base business collaborators will be eager to support a highly relevant portal.

DSDP understands its media center to be a work in progress at all times adding those digital components as demand necessitates for our Users with our agency partner.

- **Time frame –**

Winning agency award will be October 26th, via email. Initial design meeting will take place in November and target completion of site by end of January 2013 to coincide with the initial outreach efforts of the DSDP Vision Plan. Timelines and or project management system by the agency are very important to track project for all involved.

- **User demographics –**

The target Users are residents, businesses, and employees throughout San Diego. Visitors are important but a subset target. Residents, (both full and part-time dwellers), millennials and baby boomers whose main concerns are accessibility of destinations as reasons to frequent businesses both on-line and physical locations, (shopping, events, dining, events) are the “low hanging fruit” for Downtown. They will want to share their experiences with their “friends” and family. The site should also have a “flavor and attitude” that encompasses the diversity of downtown cultures and ethnicities.

- **User comfort level with technology –**

Currently, the DSDP members are the main audience. They are low-tech but would be engaged to use a more sophisticated site that provides value and marketing opportunities for their businesses.

- **Interactive elements –**

The media center will have relevant social media strategies/platforms: mobile architecture, Twitter, Facebook, RSS feeds, Dig, Pinterest, etc., have mobile applications, a mobile app, UGC area, e-commerce, member sign in, external links, posts, interactive mapping and Facebook Fan Page at a minimum. The media center must take advantage of the latest in security design applications with Privacy being of utmost concern.

- **Audience base/measurement –**

DSDP’s current analytics are not useful as presently targeted to current members. We expect significant growth from our current User base. The site will

have measurement capabilities as provided by the agency (with delineated relationship in RFP of current use). SEO, SMM via software providers such as Shoulet, Omniture, Altimeter, KISSmetrics, Wildfire, Virtue, with emphasis on specific social interaction platforms as in tweetreach, Bloglevel, Kickapps etc. are required.

- **E-Commerce –**

There is currently an on-line membership database and outreach platform (ChamberMaster) that is utilized and can tie into the site for forms and member-based information. There is a possibility this software may be used for ticket purchase online/mobile as well.

- **Backend –**

The media center needs to be built so it can be maintained In-House by any person who is not versed in code or heavy design metrics. A digital media person (intern with full-time hiring potential) will be used to update center, tweet, blog on behalf of site, respond to PR, (good and bad) and keep media center relevant on a daily basis. Please do not quote a format that requires highly technical web-designer capabilities. WordPress is best.

- **HTML pages/examples –**

DSDP is open to ideas. Dropdowns are good for larger screen devices but not as user-friendly for mobile viewing. Examples of websites liked by DSDP are: <http://www.downtownseattle.com> for look/style/mapping (but needs more interactive elements), www.sdsu.edu, and www.milwaukeekeepolicenews.com for graphic appeal. Sites we don't like are: www.downtownmpls.com and www.downtownaustin.com.

Please call, email, or text for any questions or clarifications to Lisé Markham at lmrkham@emicmedia.com, cell: 619-318-6849. Office: 619-583-0037.

Thank you for participating in this proposal. We are eager to get started and look forward to a mutually collaborative, successful and fun working experience with you and your team!