



REQUEST FOR PROPOSALS - MEDIA RELATIONS PROGRAM
BAYSIDE DISTRICT CORPORATION

The Bayside District Corporation (BDC) is accepting proposals for publicity and communications representation to promote awareness of Downtown Santa Monica and Third Street Promenade as well as Bayside District Corporation as an entity.

BAYSIDE DISTRICT CORPORATION

Background

The Bayside District Corporation is a nonprofit entity (501c3) created in 1984 to manage 30 blocks of Downtown Santa Monica, including the destination location of the Third Street Promenade.

The Third Street Promenade is a popular outdoor retail, dining and entertainment destination that runs three blocks from Wilshire Boulevard to Broadway and is closed off to vehicle traffic. The Promenade is adjacent to Santa Monica Place and is just two blocks away from the historic Santa Monica Pier and the Pacific Ocean.

The Bayside District Corporation is undertaking a process to enhance the management of Downtown Santa Monica. The new district will be a special benefit assessment district that conveys special benefits to the properties located within its boundaries. As described in the proposed Management Plan, the new business improvement district will provide enhanced maintenance, an ambassador program, additional marketing and special projects, above and beyond those provided by the City of Santa Monica. This approach has been used successfully in downtowns throughout California and the nation, helping to preserve and improve sales, occupancies and overall quality of life.

Retail, Restaurants & Entertainment Venues

Popular retailers on the Promenade include **Max Studio, Diesel, Anthropologie, The Gap, J. Crew, Old Navy, Puma, Pottery Barn, Urban Outfitters and Abercrombie & Fitch**, among many other specialty retailers in Downtown, such as **Fred Segal, Hanna Hartnell Studio, Adamm's Stained Glass, REI and Dragon Herbs**. The area also has 21 movie screens, with seating capacity of 5,500. A variety of eclectic street performers add to the area's local color.

Santa Monica Place closed after the 2007 holiday season for a major redevelopment with plans to reopen in mid 2010. In place of the formerly enclosed suburban mall, Macerich, the management agency for Santa Monica Place, is creating a distinctive, open-air shopping center. Santa Monica Place will maximize its beachside setting and promises to be a safe haven for wonderful retail that will be a fit for stylish Santa Monica. To date, they have secured two new anchor department stores, **Bloomingdale's and Nordstrom**. Retailers include **BCBG Max Azria, Coach, Joe's Jeans, Kitson, Lacoste and True Religion**.

There is also a bevy of high-end eating establishments throughout the Downtown area, such as the **Ivy at the Shore, Houston's, The Lobster, JiRaffe Restaurant, Riva, FIG, Boa Steakhouse and Sushi Roku**, as well as reasonably priced fare at **California Pizza Kitchen, Johnny Rockets, Sham** and the Promenade's food court featuring **Wolfgang Puck Express**.

The cuisine choices are bountiful. From Japanese to British pub food, as well as Italian, Mexican, Thai and Chinese, Downtown Santa Monica has a little of everything. The Bayside District includes numerous coffeehouses such as **Starbucks, Coffee Bean & Tea Leaf and Caffe Bellagio** and clubs, such as **Zanzibar, Chloe, The Yard and Harvelle's Blues Club**.

Brand Redevelopment

As part of a two-year marketing initiative, BDC Marketing will work to strengthen the image of Downtown Santa Monica through brand redevelopment. In a time when the global economy is facing serious challenges and consumer confidence is at an all-time low, it is critical to re-establish a strong, clear, brand identity for Downtown Santa Monica. The redevelopment of Santa Monica Place, centennial of the Santa Monica Pier and the return of Cirque may all contribute towards diluting the market share for this area. Santa Monica has been fortunate to have maintained a favorable brand throughout the years and taking an aggressive stance to reaffirm, protect and grow the brand equity will have a substantial impact not just on future marketing campaigns but on various other projects including sponsorships and strategic alliances or partnerships with other like brands.

The Media Relations Program for BDC must include promotion of the new brand messaging. The program should be geared to support the new brand promise and lend itself towards reinforcing this brand to the community, stakeholders, consumers and BDC partners.

Challenges

The area has experienced tremendous growth and success during the past decade, but there has been growing competition from nearby destinations such as The Grove and Century City. We realize that consumers have many destination choices for their shopping, dining and entertainment, but hope to differentiate this destination through an emphasis on a unique experience based on a bevy of special events, affordable parking, wide array of retail offerings, unparalleled dining, casual entertainment venues and the overall charm of the area.

In addition, the common space of Third Street Promenade and Downtown is public space, creating some challenges that private venues do not face. Specifically, Santa Monica has a visible transient problem in its public spaces that the City and Bayside are working aggressively to alleviate.

Crisis Management

Bayside District includes approximately 30 city blocks and over 300 commercial outlets. In the event of a natural or man-made disaster, BDC, in conjunction with the City of Santa Monica is responsible for disseminating critical information to area businesses and employees. All public relations agencies that plan to submit a response to this RFP must possess experience in crafting a media crisis management plan and must be able to give site-specific examples of their use.

More Information

For more information about Downtown Santa Monica and the City of Santa Monica, visit www.downtownsm.com and www.smgov.net. For information on Santa Monica Place, visit www.santamonicaplace.com or www.macerich.com.

PUBLICITY AND COMMUNICATIONS NEEDS

BDC is looking to increase coverage on a regional and national level. We are seeking an agency that can garner media interest by creating fresh story angles, publicizing the free events and highlighting all the great stores, restaurants and entertainment available to customers. In the past, we have achieved national coverage from *Forbes* and *Variety*, as well as local television coverage from all the major network stations. Also, we have received front cover stories in all the local Santa Monica newspapers.

Key Tasks

- Develop and maintain a targeted media list and pitch various story ideas to garner media coverage.
- Initiate, plan and execute a minimum of two media events per year.
- Spearhead strategic meetings to develop and execute ideas/stories based on a program of events that will generate consumer interest for the destination with a goal of achieving an ongoing stream of media coverage.
- Provide merchant product placement through morning shows, weather segments and news features.

- Write, disseminate and conduct follow-up to news releases and media alerts.
- Must be available for various events to liaison with press as needed throughout the year.
- Provide a monthly media status report. This report should include a complete summary of the month's activities with story clips, sound bites and video footage. Report must include ad equivalency, circulation and viewership when relevant.

Qualifications

Candidates must have experience working with national and regional media outlets including print, online, and broadcast. Experience working with a travel or shopping destination is a bonus, especially in the Santa Monica area. Coverage should be targeted to both consumer and trade media outlets.

Submissions must include the following items. Each item should be labeled with the corresponding assigned Item Number:

ITEM 1: Cover Letter

Indicate your interest in and qualifications to represent Bayside District Corporation, Downtown Santa Monica and Third Street Promenade.

ITEM 2: Portfolio

Include a portfolio highlighting various media coverage garnered in the past twelve months.

ITEM 3: Writing Samples

Please include a minimum of three writing samples or press releases.

ITEM 4: Creative Ideas

Express your strength in pitching original ideas by including a minimum of two story ideas specific to Downtown Santa Monica and/or Third Street Promenade. A comprehensive media plan is preferred, but not required. You may also wish to provide samples of successful media program(s) geared around a brand strategy. All samples should be creative and include execution strategy, demonstrate a return on investment and have an itemized budget.

ITEM 5: Client List & References

Complete client list (past 36 months) with a minimum of five client references. Provide name, title, address, email address and phone number for the contact person for each example project submitted.

ITEM 6: Personnel & Hourly Rates

Indicate agency team structure, including key personnel that will be assigned to this account, as well as their bios, hourly fee structure and any other rate structure(s) that may apply.

ITEM 6: Billing

Annual billing for the agency

ITEM 7: Agency History

Length of time in business

Additional Requirements

All vendors must hold a City of Santa Monica Business License. Depending on scope and budget of individual projects, vendors may be required to meet the City's insurance guidelines.

At its sole discretion, the BDC reserves the right to (1) withdraw this Request for Proposals (RFP) without notice, (2) accept or reject any or all submittals, and (3) accept submittals which deviate from the RFP as the BDC deems appropriate and in its best interest. The BDC reserves the right to negotiate with any, all or none of the applicants responding to the RFP. Following submission, the applicant agrees to deliver such further details, information, and assurances relating to the purpose of

providing a Media Relations Program. Presentations regarding submissions may be required at the sole discretion of the BDC and may include a review of current services offered at other locations.

Any and all costs and expenses associated with the preparation of any report or statement in response to the RFP shall be borne by the applicant.

The BDC shall have no obligation or liability with respect to this RFP and/or this selection and award process or whether any award will be made. Any recipient of this RFP who responds hereto fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof. The BDC reserves the right to use any information submitted in response to this document in any manner it deems appropriate in evaluating the services proposed.

Terms and Conditions of the Contract

The term of this contract will be for twelve (12) months from contract execution. Thereafter, BDC will have the option to renew said contract for a minimum period of three (3) months or up to two (2) additional years. BDC may terminate the contract without penalty at any time, with or without cause, by giving the contractor thirty (30) days prior written notice of its election to terminate. In the event the contractor fails to perform services or is in default under the terms of the contract, BDC may terminate the contract immediately and the contractor shall be paid only for the services provided, less any damages or costs incurred by BDC in the termination of the contract.

Proposal Guidelines

Deadline for proposals: 3:30pm Tuesday, May 12, 2009

This is not a postmark deadline. Submissions must arrive prior to the deadline. Late or incomplete submissions will not be accepted. Emailed submissions will not be accepted. Failure to comply with the requirements described in this RFP may result in disqualification.

Mail to: Debbie Lee
Director, Marketing & Communications
Bayside District Corporation
1351 Third Street Promenade, Suite 201
Santa Monica, CA 90401-1321

- ☐ Preferred format: PDF, PowerPoint or print (Please provide five copies of your proposal).
- ☐ Proposals from individuals and agencies will be reviewed.
- ☐ Questions should be sent via email to marketing@baysidedistrict.org.

Review Process

You will receive notification after Monday May 18, 2009, if we are interested in your proposal and you qualify for the presentation portion of the RFP process. Presentation interviews will be scheduled the week of May 25, 2009.