



530-A Grand Avenue
Carlsbad, CA 92008
carlsbad-village.com
(760) 434-2553

Request for Proposals for Marketing and Communications Services

I. GENERAL INFORMATION

A. INTRODUCTION

The Carlsbad Village Association (CVA) is seeking proposals from qualified individuals or firms to provide marketing and communications services for the CVA. Successful applicants will demonstrate an ability to provide all of the following: development of a marketing plan; creative development of advertising (including but not limited to print and digital); promotions; marketing; and media support services.

B. BACKGROUND

Carlsbad Village (Village) is the downtown core within the City of Carlsbad (City). In the past two years, the Village has benefitted from increased improvements and investment as the City began a multi-year revitalization effort. The Village is just steps from the beach and has over 300 businesses, hundreds of nearby residents, a Coaster and Amtrak station, and an environment conducive to biking and walking.

The CVA is a 501c(6) non-profit organization dedicated to leading the continual improvement of Carlsbad Village. Its five-member Board of Directors is comprised of residents, business owners, and property owners in the Village, and will be expanded to seven members in June 2014, and to nine members in December 2014.

The CVA runs a number of events that benefit the Village community:

- State Street Farmers' Market: Over 50 produce, prepared food, and craft vendors gather every Wednesday afternoon on State Street between Carlsbad Village Drive and Grand Avenue.
- Friday Night Live: Two to three musicians play live on the sidewalks of State Street every Friday night between April and October, adding to the evening ambiance and encouraging visitors to stroll, shop, and dine.
- Flicks at the Fountain: An outdoor movie series held over eight Thursday evenings in July and August in the parking lot at State Street and Grand Avenue. Each movie attracts between 200 and 300 people, who bring their own chairs and, often, their own dinner.
- Art in the Village: A one-day, juried fine art event in August, held on State Street between Carlsbad Village Drive and Christiansen Way, as well as Grand Avenue between the train tracks and Roosevelt Street.

C. ANTICIPATED SELECTION SCHEDULE

The CVA anticipates the following general timeline for its selection process:

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| • RFP Announcement | March 7, 2014 |
| • Submission Deadline | March 28, 2014 at 5:00 p.m. |
| • Proposal Review & Interviews (as needed) | Week of March 31, 2014 |
| • Contract Approval | April 4, 2014 |
| • Commencement of Contract | April 7, 2014 |

D. QUALIFICATIONS AND EXPERIENCE

Proposals will be accepted from individuals or organizations that are qualified to conduct business in the City of Carlsbad.

Proposers shall have substantial experience with the following:

- Providing professional, effective communication services
- Producing quality copywriting and related research and distribution
- Devising, implementing, and coordinating marketing campaigns and promotions
- Developing, implementing, monitoring, and adjusting communication strategies while working within a modest budget to promote programs and events

Some knowledge of Carlsbad Village, the City of Carlsbad, the North County San Diego region, downtown or economic development, or a combination thereof, is desirable.

E. SCOPE OF WORK

The selected individual or firm will develop a simple and concise 12-month marketing plan to assist the CVA in promoting initiatives, events, and programs. The selected firm will be responsible for implementing all aspects of the marketing plan, which at a minimum incorporates the following existing tactics:

1. Copywriting - Produce web copy; weekly blog posts; weekly e-newsletters; social media content; bimonthly press releases for major news and events; monthly Village column for Carlsbad Chamber of Commerce print newsletter; copy for advertising and collateral materials; event sponsorship packets; and “Space for Lease” and “Businesses Looking for Space” website listings as well as all related research, publication and distribution of these materials.
2. Digital and Print Communications Management – In addition to the above regular copywriting responsibilities, update and maintain the Village website; and work with CVA interim staff to produce effective online and print marketing and communications pieces through editing, proofing, graphic design and photography support.
3. Media Relations – In addition to producing, distributing and following up on press releases; negotiate, oversee and evaluate advertising services provided by media outlets.

The marketing strategy and its implementation should also incorporate the following:

4. Marketing Campaigns – Develop and implement 3 to 5 Village-wide marketing campaigns per year focused around holiday or other special events happening in the Village as well as 4 seasonal marketing campaigns for the State Street Farmers’ Market. These should meet the general objectives of the overall marketing strategy with event-specific tactics.
5. Additional Tactics – Identify, plan and execute additional digital and print marketing and communications strategies, including joint market opportunities, as appropriate and effective.

F. BUDGET

The total budget for this proposal is \$20,000 for one year, including professional services and project costs.

II. PROPOSAL INSTRUCTIONS

A. PROPOSAL SUBMITTAL AND DUE DATE

Proposers shall email a PDF of their proposal with the email subject line: "CVA Marketing and Communications Services Proposal" to ashley@urbanplaceconsulting.com. Proposals shall be submitted by 5:00 p.m. on March 28, 2014.

Proposals that are not received by the above specified time and date will not be considered.

B. INQUIRIES

Questions concerning this RFP should be submitted to:

Ashley Westman
Carlsbad Village Association
530-A Grand Avenue
Carlsbad, CA 92008
Email: ashley@urbanplaceconsulting.com

The CVA will not respond to questions received after March 21, 2014.

C. RESERVATION OF RIGHTS

The CVA reserves the right to: 1) seek clarifications of each proposal; 2) negotiate a final contract that is in the best interest of the CVA; 3) reject any or all proposals; 4) cancel this RFP at any time; 5) award the contract to any proposer based on the evaluation criteria set forth in this RFP; 6) request any additional information CVA deems reasonably necessary to allow CVA to evaluate, rank, and select the most qualified Proposer to perform the services described in this RFP.

D. PROPOSAL CONTENTS

Proposals shall include, at a minimum, the following items:

- Cover Letter. A one page cover letter containing:
 - The name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
 - Entity name and address; and
 - Phone, website, and email address.
- Staffing. Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities.
- Approach/Work Plan. Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?
- Experience/Work Samples. Provide previous work examples that demonstrate how you meet the experience requirements of this RFP. Submit three projects undertaken in the past

three years that involved services similar to the services listed in this RFP. For each example, provide the following information:

- The scope and goals of the project and how success was measured.
- A description of your role in the project and, if applicable, a description of the work of other contractors.
- Identify individuals who you identified under “Staffing” and who worked on the project and describe their role.
- Provide a reference for the project – client’s name, title, email address and telephone number.
- If applicable, attach relevant work samples or a visual representation of the work (for example, a URL for a website, a printed screenshot, etc.).
- Cost/Budget. Provide hourly rates or other fee structures for the services listed in Section 1-E, Scope of Services, of this RFP.
- Capacity. Explain proposer’s workload capacity and level of experience commensurate with the level of service required by the CVA.
- Subconsultants. A list of the tasks, responsibilities, and qualifications of any subconsultants proposed to be used on a routine basis.

E. COSTS

Proposers responding to this RFP do so solely at their own expense.

III. PROPOSAL EVALUATION

A. EVALUATION CRITERIA

Proposals will be evaluated by the CVA using the following criteria:

CRITERIA	MAXIMUM POINTS
Specialized experience in the type of work to be performed, specifically including work for a city or downtown.	20
Qualifications and experience of the staff assigned by proposer to perform these services.	20
Quality of proposed approach/work plan.	15
Quality of work samples.	20
Familiarity with North County San Diego and Carlsbad Village.	10
Interview (if conducted).	15
Maximum Total Points	100

Special consideration may be given to proposers with marketing experience within the Carlsbad area. Interviews may be requested prior to final selection. Award will be made to the highest ranked Proposer according to the evaluation criteria. If contract negotiations are unsuccessful with the highest ranked Proposer, the CVA reserves the right to enter into negotiations with the next highest ranked proposer.

B. CONTRACT

The CVA desires to enter into a professional services agreement, which includes all necessary marketing and communications services, whether or not the services are specifically outlined in this RFP.