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Atlanta Development Authority
Urban Residential Finance Authority
Downtown Development Authority

REQUEST FOR PROPOSALS FOR MEDIA AND PUBLIC RELATIONS SERVICES

PREPARED BY:

INVEST ATLANTA

September 28, 2012

RESPONSES DUE: October 10, 2012

REQUEST FOR PROPOSALS

Media and Public Relations Services
Invest Atlanta

INTRODUCTION

The Atlanta Development Authority d/b/a Invest Atlanta (“Invest Atlanta”) is soliciting competitive sealed proposals (each, a “Proposal”) for services from interested and qualified professional companies and individuals with the appropriate experience and expertise to provide media and public relations services as more particularly outlined in the Scope of Services of this Request for Proposals (this “RFP”).

Your complete response to this RFP must be received at the offices of Invest Atlanta at 86 Pryor Street, S.W., Suite 300, Atlanta, Georgia 30303, no later than 5:00 p.m. on Wednesday, October 10, 2012 (the “Response Deadline”).

Detailed submission guidelines and requirements are outlined in the RFP, available as of Friday, September 28, 2012, at <http://www.investatlanta.com>.

BACKGROUND

Invest Atlanta is a public authority that serves as the official economic development authority for the City of Atlanta (the “City”), population 420,000 and growing. As a research-based economic development organization, it represents a consolidation of the City’s economic and community development efforts in real estate, finance, marketing and employment, for the purpose of providing a focal point for improving Atlanta’s neighborhoods, business environment and the quality of life for all of its citizens. Invest Atlanta is the cornerstone of an overall effort to provide economic and redevelopment services in a more effective and efficient manner, thus attracting, creating, retaining businesses and creating jobs. Invest Atlanta, governed by a nine-member board of directors chaired by the Mayor of Atlanta, has approximately 45 employees who regularly partner with over 55 economic development organizations. For additional information on Invest Atlanta, please go to:

<http://www.investatlanta.com/aboutADA/documents/InvestAtlantaAnnualReport2011.pdf>.

PURPOSE OF RFP

The purpose of this RFP is to solicit competitive proposals from qualified vendors for the development and execution of a strategic public relations program. The potential vendor must be an established media services and public relations firm with the requisite experience and resources to partner with Invest Atlanta to accomplish its public relations objectives, which are detailed within the Scope of Services section of this RFP.

This RFP has been sent to a list of interested parties, advertised in the Atlanta Journal-Constitution and posted on Invest Atlanta’s website (www.investatlanta.com) to invite submittals from any interested firms.

SCOPE OF SERVICES

Media Services and Public Relations Overview

Invest Atlanta believes that strengthening our public profile and increasing awareness and understanding of our mission, vision, and offerings among strategic audiences is critical to its ongoing success. As economic development organizations, cities and regions compete for business attraction and job creation, it is crucial that key business decision-makers are aware of the Atlanta narrative and our city's major assets.

Externally, we have three main objectives as we continue to raise the level of awareness and understanding:

- Distinguish ourselves and our programs (Economic Development, Redevelopment, and Housing Finance) from other municipalities and development authority organizations so that we attract new investors and new opportunities to serve the public;
- Promote our services and abilities to local companies and organizations; and
- Create a greater public understanding of the core competencies and achievements of the organization that will generate a level of goodwill that promotes and protects the Invest Atlanta brand.

Invest Atlanta intends to target the international and national markets with respect to business attraction while targeting the local market with respect to business creation, expansion and retention. The local market will also be targeted for the promotion of Invest Atlanta's redevelopment and housing finance programs.

Invest Atlanta seeks to engage a firm to manage an aggressive, proactive and integrated communications and public relations program.

To achieve our objectives, Invest Atlanta intends to implement a number of strategies, including, but not limited to, the following:

- Enhance the depth and breadth of Invest Atlanta media coverage to increase overall awareness and to raise the profile of Atlanta's economic development efforts and accomplishments;
- Identify strategic clusters and compete more aggressively and strategically for business creation, retention, expansion and attraction;
- Cultivate proactive relationships with reporters to improve the quality and substance of the media coverage that the City and Invest Atlanta receive;
- Develop an online community that includes a strong social networking component among relevant stakeholders; and
- Develop a spokesperson program for Invest Atlanta.

Specific Media and Public Relations Services

The selected respondent shall provide media services to Invest Atlanta and all related entities in support of the vision and mission of Invest Atlanta. Activities include, but are not limited to, the following:

1. Create an annual comprehensive strategic communication plan for Invest Atlanta, its related entities, and each of its operating units, including but not limited to Redevelopment, Economic Development and Housing Finance.

2. Manage and coordinate media relationships to facilitate positive media coverage to include press releases, advisories, media pitching, coordinating media interviews, media inquiries and similar activities for Invest Atlanta.
3. Develop news stories or announcements that generate quantifiable media value.
4. Provide guidance, training and professional development to Invest Atlanta staff for improving media communications skills, use of social media, and emerging media.
5. Design, develop and produce creative informational materials as needed, such as newsletters, videos, brochures, ads, flyers, PSAs and mailing pieces.
6. Monthly archival of online and multimedia coverage of Invest Atlanta activities in hardcopy and electronic formats for permanent storage and reference purposes.
7. Plan and execute special events, press tours, press conferences, etc.
8. Monitor local, national and other on-line press articles and news stories relevant to Invest Atlanta, its related entities and operating units for dissemination to partners and project and community stakeholders.
9. Provide crisis management training to Invest Atlanta staff; work with Invest Atlanta senior staff to develop crisis management action plans and procedures; and execute crisis management in situations where such is deemed appropriate or necessary.
10. Assist in development of communications plans for **all** Invest Atlanta programs.
11. Design trade show materials and create/print according to procurement guidelines.
12. Identify opportunities to establish meaningful rapport between Invest Atlanta and the City's neighborhoods resulting in grassroots and community support.
13. Secure placements in trade publications such as Site Selection, Expansion Magazine, National Real Estate Investor, etc.
14. Providing assistance in the planning and execution of public forums related to all aspects of Invest Atlanta.
15. Manage social media such as Twitter and Facebook accounts and activity. (Respondents should have very strong social media skills and documented history of successes.)
16. Coordinate writing and distributing press releases in a timely manner.
17. Attend local events and presentations to capture Invest Atlanta activities to include, print, photography and video.
18. Translate marketing materials into languages other than English.

Deliverables shall include weekly reports, press releases, media tours, media scheduling of Invest Atlanta staff interviews, media follow-up discussions, public relations outreach and archiving media

documentation. Monthly invoices shall be sent to Invest Atlanta documenting work performed and amount billed.

INSTRUCTIONS

From the time of release of this RFP through the conclusion of the selection process, there shall be no communication between any respondents and/or their lobbyist(s) or authorized/unauthorized agent(s) with any staff of Invest Atlanta, any elected or appointed official of the City, except as provided for in this RFP, unless such communication is initiated by Invest Atlanta and is unrelated to this RFP process. Any violation of this provision by any respondent and/or its lobbyist or authorized/unauthorized agent(s) shall be immediate grounds for disqualification for award of a contract in connection with this RFP.

Style and Page Limitations: Responses shall be limited to a maximum of 50 pages of text on 8½" X 11" paper, single-sided, one-inch margins, using a minimum 11-point font. Efforts should be made to provide concise responses.

Delivery of Proposals: By no later than 5:00 p.m. on the Response Deadline, all respondents should submit six (6) hard copies and one (1) electronic copy (via disc, flash drive or other similar digital storage device) of its response to this RFP to:

**Bill Cronin
Vice President, Economic Development
The Atlanta Development Authority d/b/a Invest Atlanta
86 Pryor Street, SW
Suite 300
Atlanta, GA 30303**

Responses should be inserted into an envelope clearly labeled as follows:

**RESPONSE TO REQUEST FOR PROPOSALS
[Respondent Name]
Media Services and Public Relations Firm**

Invest Atlanta reserves the right to award the scope of work in its entirety or some portion(s) thereof. Furthermore, Invest Atlanta reserves the right to reject any and all proposals and to waive irregularities.

Invest Atlanta maintains a policy of encouraging firms to present innovative ideas and we appreciate ideas that result in a tangible benefit to the City and Invest Atlanta. Proposals are encouraged from minority-owned and women-owned businesses. In addition, Invest Atlanta encourages proposals from Atlanta-based businesses and small businesses.

Proponents will not be reimbursed for any costs incurred to prepare proposals or for any work performed in connection therewith or during any negotiations on proposed appointments. All materials submitted in response to the RFP will become the property of Invest Atlanta.

Submission Guidelines

A. Transmittal Letter

Provide a cover letter which summarizes the key points of your response and is signed by an officer or employee of the respondent firm who is authorized to commit the firm's resources to the Scope of Services described herein. Please limit your transmittal letter to two (2) pages.

B. Content of Proposal

Responses to this RFP shall include the following sections:

- 1) Organizational Overview
- 2) Media Strategy and Public Relations Program Development
- 3) Client Services and Partnership
- 4) Budget and Fees
- 5) Equal Business Opportunity

Organizational Overview

- Provide a firm profile indicating length of time the firm has been in operation and describe the firm's core competencies.
- Provide a brief history of the firm. Include the firm's mission statement and values, if applicable.
- Provide the firm's organizational structure, together with the number of full-time, part-time and contract employees. List any contractors or third-parties which will be potentially involved in providing services to Invest Atlanta.
- Provide three references which are the firm's current clients. Please include the company name, address, phone number and contact name for each reference. References will not be contacted prior to an on-site presentation.
- Summarize the firm's experience working with:
 - the nonprofit industry
 - economic development agencies
 - real estate developers and property owners
 - site selection firms
 - community stakeholders and elected officials
 - boards of directors
 - community residents and business owners

Media Strategy and Public Relations Program Development

- Describe the firm's philosophy and strategy for developing media and public relations programs.
- Provide a description of successful media and public relations programs that the firm has developed that have relevancy to the objectives of Invest Atlanta. Include innovative approaches that were successful in achieving the client's public relations objectives.
- What metrics does the firm use to quantify program effectiveness?
- Describe the firm's expertise developing alternative media, including social networking program development.
- Describe the firm's media contacts, including international and national media relationships and/or partnerships, as well as those based in the Metropolitan Atlanta Area.
- Provide the firm's training capabilities in connection with preparing Invest Atlanta staff to be interviewed and field questions from the media.
- Describe the firm's approach to cultivating opportunities for speaking engagements for identified spokespeople at Invest Atlanta.

- Please include samples, case studies, program summaries and/or other communications that exemplify the firm's capabilities and successes. Include examples from crisis management, public relations and marketing.

Client Partnership

- Describe in detail the team that will be involved on a day-to-day basis.
- Describe each person's role. Provide a biography for key individuals, including tenure with the company.

Budget and Fees

- Include the firm's proposed budget and fees. Provide a detailed list specific to the objectives provided herein. Indicate the firm's willingness to consider flexible fee arrangements.

Equal Business Opportunity

- Describe the firm's plan, if any, to utilize disadvantaged, minority-owned, woman-owned and small business enterprises in performing the scope of work.

CONTRACTUAL TERMS

The respondent must be prepared to perform the required services beginning November 15, 2012 (the "Commencement Date"). The term of the contract shall be for twelve (12) months, expiring on the first (1st) anniversary of the Commencement Date. Invest Atlanta may terminate the contract without cause by giving not less than thirty (30) days prior written notice to the selected service provider. Invest Atlanta may terminate the contract with the service provider immediately for cause. Cause will include, but is not limited to, concern for financial integrity, irregularities, fraud or failure to perform service.

ASSESSMENT OF PROPOSALS

The following criteria will form the basis upon which Invest Atlanta will evaluate each respondent's proposal:

Overall capabilities to meet the media services and public relations objectives as described in this RFP

- Ability to deliver creative and innovative ideas and solutions
- Expertise in development of thought leadership programs
- Capabilities in alternative media, including social networking websites and advocacy
- Experience in the nonprofit, community development, real estate and economic development industries
- Crisis management experience

Strength and reach of relationships

- Local/regional government leaders, corporate executives, real estate developers, community residents/stakeholders, financial and investment community
- Regional and Atlanta-based media
- National top-tier media
- International media experience or partnerships

Internal and external communications expertise

- Positioning the Invest Atlanta name
- Shaping Invest Atlanta 's economic development messages

- Motivating and inspiring employees
- Leveraging communication as a component of economic development marketing and business attraction
- Leveraging public relations as a component of telling the narrative of Atlanta and Invest Atlanta
- Training (including media training capabilities)

Account Team

- Qualifications, tenure and commitment
- Commitment to service, flexibility and responsiveness
- Cultural fit with Invest Atlanta
- Enthusiasm for Invest Atlanta 's mission and programs

Reputation and stability of the firm

- Quality of the overall team, to include current and past client work
- Competitive nature of the fee proposal

Responses to this RFP will be evaluated based on the respondent's response to all relevant criteria stated in this RFP. Invest Atlanta has the right to reject any and all proposals. Proposals will be evaluated by a committee consisting of Invest Atlanta's staff. Committee members will review the proposals individually and collectively to determine total points and rank them accordingly. If determined necessary by Invest Atlanta, interviews may be conducted with the respondents determined to be the most qualified. Additional information may be required at that time. After reviewing submittals (and conducting interviews, if deemed necessary), Invest Atlanta will select the winning proposal.

It is the policy of Invest Atlanta to prohibit discrimination against any person or business in pursuit of business opportunities on the basis of race, color, sex, religion, national origin, or geographic location and to conduct its contracting and purchasing programs so as to prevent such discrimination.

TIMELINE

<u>DATE</u>	<u>ACTION</u>
SEPTEMBER 28, 2012	RFP DISTRIBUTION
OCTOBER 3, 2012	DEADLINE FOR SUBMISSION OF QUESTIONS
OCTOBER 5, 2012	RESPONSES TO QUESTIONS POSTED ON WEBSITE
OCTOBER 10, 2012	RESPONSE DEADLINE; SUBMITTALS DUE
NOVEMBER 1, 2012	FINALIST INTERVIEWS, IF DEEMED NECESSARY
NOVEMBER 9, 2012	TENTATIVE SELECTION DATE

QUESTIONS

All questions should be directed in writing to the following e-mail address: wcronin@investatlanta.com

All questions must be received before 2:00 on October 3, 2012. Questions not received by that date and time will not be considered or receive a response. Only inquiries received in writing will receive a response. Invest Atlanta will publish all received written inquiries and responses to all such inquiries on its website at www.investatlanta.com on or before October 5, 2012.