

*City of El Segundo*  
*Economic Development Advisory Council*  
*Ted Shove, Economic Development Analyst*

**REQUEST FOR PROPOSAL (RFP)**  
**CITY OF EL SEGUNDO**

**PUBLIC RELATIONS FIRM**  
**RFP NO. 13-12**

Dear Sir/Madam:

The City of El Segundo invites qualified consultants to provide a detailed response to an information request that may lead to a preliminary identification and selection process for contracted public relations services for the City of El Segundo.

An original and 3 copies of the proposal are due to the Planning and Building Safety Department on:

**Tuesday, September 24, 2013, by 11 a.m.**

City of El Segundo  
ATTN: Ted Shove – Planning and Building Safety Department, Economic Development  
Division  
350 Main Street  
El Segundo, CA 90245

## **1. BACKGROUND INFORMATION**

The City of El Segundo has a rich tradition of being a community built by business. From the founding of Standard Oil 100 years ago, through the growth of aviation and aerospace industries and now with the emerging technology and media-based businesses, El Segundo has been and remains a favorable place to conduct business.

In fact, El Segundo was the winner of the 2006 Los Angeles Economic Development Corporation's "Most Business Friendly City" as well as a 2012 and 2013 Finalist for the coveted award. Our friendly, professional and efficient staff, low taxes, and streamlined licensing and permit turnarounds appeal to businesses, as does our location, quality of life, and attractions.

City of El Segundo enjoys a positive business climate that helps maintain and expand our economic base. El Segundo is ideally situated between the Pacific Ocean to the west, Los Angeles Airport to the north, Interstates 105 and 405 to the north and east and the Green Line light rail to the east. This location, combined with the presence of the highest concentration of Fortune 500 companies in Los Angeles County and ample office and industrial real estate make El Segundo a highly desirable business location. From a cost-of-doing-business perspective, El Segundo is generally cheaper than our competition. With Utility User Tax at 3% (2% for telecommunication) and Transient Occupancy Tax at 8%, El Segundo has one of the lowest tax structures in the region. Along with having accessibility to a large, educated work force and a desirable quality of life factors, El Segundo is an ideal place to do business. An important tool in the economic development strategy is leveraging the City's pro-business climate to attract and retain quality businesses and jobs.

In spite of this record of success and a recent up tick in economic growth regionally, El Segundo has been impacted by the overall decline in the economic climate over the last five years. Despite El Segundo's office vacancy rates decreasing and being among the lowest in the South Bay, recent losses with aerospace contractors have impacted the City's business base. The Downtown Corridor businesses have seen fewer customers, resulting in key commercial storefront vacancies.

It is important that El Segundo look for ways to be both proactive and innovative in aggressively attracting, expanding and retaining its business base, while continuing to diversify its workforce. We believe this aspect is critical in 'telling the story' on a regional and national basis with a well-honed target audience. The primary function of the public relations firm will be demonstrating successes by clearly identifying measurable outcomes. A specific target market shall be defined through defensible market research.

## **2. SCOPE OF SERVICE - OBJECTIVES**

The City of El Segundo is seeking a qualified firm to complete the objectives identified herein and may consider retention of the selected public relations firm over multiple fiscal years as follows:

- Create brand identity for the City of El Segundo which differentiates us from other cities as the preferred place to locate businesses
- Produce logo and other creative properties to support brand identity
- Develop advertising strategy
- Assist with media buys
- Develop and execute PR and media strategy
- Develop and execute social media strategy

The selected public relations firm will work with an initial budget of \$100,000. Other mechanisms of funding may be available and will be discussed during the interview process.

## **3. PROPOSAL FORMAT**

Proposal submitted must include the following information.

1. Knowledge of the Project: Consultant's understanding of the project. Include how your firm will address the following:
  - a. How will you attract new young high tech firms? What media will you use and how can we evaluate the results?
  - b. Based on the employment history in El Segundo, what types of new companies should we look to attract?
  - c. Describe the media types you feel will be the most productive for El Segundo.
  - d. What is the "El Segundo" message we should emphasize?
  - e. Based on identifying the "desired companies" what amenities should the City of El Segundo provide to attract this group?
  
2. Qualifications & Experience: Consultant's qualifications and experience within the last five (5) years as primary consultant for local municipal agencies of a similar nature and scope with names and current telephone numbers of references that can be contacted (up to 3). Please also respond to the following:
  - a. Is the agency a full service agency? If so, what capabilities does your firm possess 'in-house'?
  - b. Describe relevant project experience and results;
  - c. Describe experience and results for the following:

- i. Developing and implementing a cooperative ad (advertising in conjunction with businesses) campaign program;
    - ii. Rebranding an organization;
    - iii. Developing and implementing advertising campaign;
    - iv. PR and media campaign development;
    - v. Development of social media campaigns;
    - vi. Working with a city or other government organization;
    - vii. Website development and analysis;
    - viii. Experience leveraging a small budget;
    - ix. Collateral design regarding direct mail, electronic brochure, newsletters; and
  - d. Describe entity/ownership structure and year firm was founded.
3. Staffing Plan & Organization Chart: Consultant's staffing plan for all project components including name of project manager, key staff members, and sub-consultants to be retained by the consultant. Include contact information for all responsible staffing. Provide a breakdown of time for relevant staff. Please also indicate your firm's ability to begin immediately
4. Resumes: Consultant to provide resumes for the project team.
5. Scope of Services: Scope of services to be provided with a breakdown of different tasks and a description of how the consultant will approach the project with specific milestones, deliverables and timeline.
6. Fee Structure: Consultant's estimated fee for the project, broken down separately for each of the tasks. The fee shall be based on consultant's employee rate schedule with a not to exceed amount, including the estimated costs for mileage, reimbursable and reproduction costs. Please submit employee rate schedule with the proposal.
7. Financial Strength: Provide your firm's financial strength by responding to the following:
  - a. What is company's growth in last 3 years either by revenue, billing or capitalized billing?
  - b. What accounts have you won over the last 3 years?
8. References: Include professional references for all project team members.
9. Evaluation: Address the following evaluation and self-evaluation criteria:
  - a. What method will you use to evaluate the success of your campaign — describe in detail.
  - b. Describe your agency's strengths and weaknesses.

## **7. METHOD AND CRITERIA FOR SELECTION**

A Selection Committee comprised of individuals from the Economic Development Advisory Council will review all proposals deemed complete, and will evaluate the proposals based on the following Preliminary Evaluation Criteria. The Evaluation Committee will schedule interviews with the top rated firms, establish a ranking of the proposals, and make final recommendations for selection to the entire Economic Development Advisory Council.

The Economic Development Advisory Council may make a recommendation to the City Council to enter into contract negotiations with the highest ranked firm. If a contract agreement cannot be reached, the City will terminate negotiations with the highest ranked firm and open negotiations with the next highest ranked firm until a contract agreement can be reached.

## **9. PROPOSAL SUBMITTAL**

An original and three (3) copies of your proposal must be submitted by **Tuesday, September 24, 2013, by 11:00 AM** to the attention of:

City of El Segundo  
ATTN: Ted Shove – Planning and Building Safety Department, Economic Development  
Division  
350 Main Street  
El Segundo CA 90245

**Please mark the outside of the envelope:**

**“Response to RFP”  
PUBLIC RELATIONS FIRM  
RFP NO. 13-12**

If you need additional information regarding this RFI or the proposal process, please contact Ted Shove at 310-524-2359 or via email at [econdev@elsegundo.org](mailto:econdev@elsegundo.org).