



Request for Proposal
Public Relations Firm for the Central City Association

Release Date Thursday, October 31, 2013

Project Description

The **Central City Association (CCA)**, is Los Angeles' premier business advocacy organization, serving businesses throughout Los Angeles City and County for the past 90 years. CCA seeks a PR firm to develop and execute a public relations strategy in support of CCA's initiatives, objectives, and events. The PR firm must have extensive experience working in local, regional, and state politics and crisis PR.

About Central City Association

CCA is the voice of business and community interest in the corridors of power at local and state levels. We take action to solve problems and uncover opportunities. We play a vital role in bringing business, government, cultural institutions and citizens together to build a better economy, a cleaner environment, and a better quality of life for all Angelenos. We fulfill our mission by:

- Advocating for the business community before the Los Angeles City Council, the County Board of Supervisors and the State Legislature.
- Working as the driving force in the continued growth and development of Downtown Los Angeles.
- Leading the Downtown Los Angeles renaissance, focusing on key issues such as development, transportation, and public safety.
- Providing exceptional networking opportunities for its members.

Objectives for the PR Firm

- Provide strategic advice and counsel regarding legislative and policy initiatives and news.
- Secure coverage in A-list digital, print, TV, and radio media on a local, regional, national, and international scale for CCA's initiatives and all CCA events.
- Develop a 90th anniversary plan that highlights CCA's accomplishments and future.
- Provide creative ideas to generate continued media exposure for CCA in the business community and garner new members.
- Attend and host media at CCA's signature events.
- Crisis management and counsel. The principal must be available 24 hours daily.
- Secure speaking opportunities for company executives as needed. Provide talking points.
- Write quotes for inclusion in press releases.
- Help craft responses to press inquiries day or night.
- Write op-eds for placement in major publications.

- Demonstrated knowledge of local media and especially the Los Angeles Times

Proposal Content

- Respond to the Objectives outlined on page 1. Explain why your firm would be the best choice to accomplish the objectives. Include a scope of service with actionable items and timescales.
- Describe your familiarity with CCA.
- Provide a client list; only include clients within the last 5 years.
- List three companies your firm has worked with that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. Press clips and coverage reports should be submitted.
- Briefly describe your firm's organizational capacity (e.g. staff, physical space, office location, etc.).
- Indicate who will have primary responsibility for dealing with the CCA staff.
- Describe any previous experience working with business non profits or comparable for profit businesses.
- Provide a company profile, length of time in business, website, and core competencies.
- Briefly describe your firm's client management process. Explain the process you will follow to work with CCA including meetings, reporting, major milestones, and evaluations.
- Please discuss any planned IPOs, mergers, or acquisitions.
- Disclose any existing relationships and previous work done with CCA staff or board members or similar related party transactions.
- Provide current reference information for three former or current clients with a similar project scope.
- Provide a cost proposal to accomplish the scope outlined in this proposal.
- Provide terms and conditions. The contract must be for a 12 month term and include a 30 day out clause. Client shall have the right to terminate the agreement at any time upon 30 days prior written notice.

Evaluation Criteria

Proposals will be evaluated with the following criteria:

- Expertise – 30%
Expertise in recommending and communicating appropriate solutions, crisis communications, and writing for various audiences on a wide array of economic and political topics and issues.
- Innovation and Creativity - 10%
Prior work demonstrates innovative ideas that have engaged the media.
- Experience - 20%

Company has successfully completed similar engagements and has the qualifications necessary to undertake this relationship. The company is extremely versed in and has experience working with local, regional, and national politics.

- **Suitability of the Proposal – 10%**
The proposed solution meets the needs and criteria set forth in the RFP.
- **Price – 10%**
The price is commensurate with the value offered by the proposer. As a non-profit institution, CCA is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the website and other collateral as a supporter and partner.
- **Staffing – 10%**
The candidate firm has appropriate staff for the project.
- **Presentation – 10%**
The written proposal is presented in a clear, logical manner, and is well-organized.

Proposal Requirements

- This is an open and competitive process.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- The price you quote should break out to a monthly fee. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined and approved by CCA. We will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.
- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.
- Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
- Bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
- The lowest bidder will not necessarily be awarded the contract.

Proposal Format and Timeline

Please use the following as a guideline to format your proposal:

- **Cover Letter:** Signed by the person or persons authorized to engage services on behalf of the company.
- **Proposal:** Provide responses to those items outlined in “Proposal Content.”
- **Budget and Fees:** List budgets as requested above. Identify staff you anticipate working on the project and include their resumes.

- **Deadline and Delivery:** Proposals may be emailed (if under 7 Megs) or sent via hard copy. All proposals must be received no later than **5pm PST, November 22, 2013**. Questions may be directed to Lena Mulhall at (213) 624-2146, extension 204.

If emailing your proposal, send it to Lena Mulhall at lmulhall@ccala.org. If delivering a hard copy of your proposal, please deliver three copies and one digital copy on a flash drive or disk to the attention of: Lena Mulhall, Central City Association, 626 Wilshire Boulevard, Suite 200, Los Angeles, CA 90017. Interviews for the finalists will take place at our office with our evaluation team. You will be notified if this is requested. The name of the candidate firm who has been selected will be decided on or about January 17, 2013. All other candidates will be notified on or about January 17, 2013. Non response is considered disqualification.

Contract Terms

CCA will negotiate contract terms upon selection. All contracts are subject to review by CCA legal counsel, with additional approval by CCA's Managers and Officers. The project will be awarded upon executing an agreement or contract, which outlines terms, scope, budget, and other necessary items. The proposal remains the property of CCA once submitted. The proposal must remain valid for a period of 6 months.