



Downtown Hayward Improvement Association

REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS FIRM – PROPOSALS DUE November 8th, 2019

The Downtown Hayward Improvement (DHIA), a public benefit, non-profit corporation, which serves as the administrator of the Downtown Hayward Community Benefit District (CBD), is seeking a professional services contractor to provide public relations and social media for the Association and its activities.

The contract period shall commence on or around December 1, 2019 and end on November 30th 2020, with options for renewal and extensions for up to a 3-year period. The contract amount shall not exceed \$3,000 (three thousand dollars) per month for that period of time and could be adjusted based upon the level and quality of work performed.

The selected public relations firm shall be responsible for:

- Developing a strategic public relations, outreach, and advertising plan for the DHIA (in consultation with DHIA leadership)
- Promoting introduction of new public spaces in the Downtown district;
- Promoting special events and ongoing media relations for new development and business activities on behalf of the Association occurring in Downtown Hayward;
- Working with the DHIA staff on social media outreach efforts (i.e., Facebook, Twitter, Instagram, Pinterest, etc.);
- Working on the development of videos that promote the DHIA;
- Work with the web manager to regularly update the website;
- Developing relations with local and national print media and television media;
- Responding to the media about issues that might arise within the district;
- Providing talking points for media coverage; and
- Writing and distribute press releases on any issues affecting the DHIA, etc.
- Developing advertising placement;

The PR Firm will work directly with the Executive Director, his designee, the Chair of the District Identity Committee and the Committee as a whole.

DOWNTOWN HAYWARD IMPROVEMENT ASSOCIATION

22654 Main Street • Hayward, CA 94541

Interested parties responding to this proposal shall include past and existing work on business districts, CBDs or BIDs in the East Bay and Peninsula areas, including at least 3 references. PR firms within a 60-mile radius of Hayward shall be considered eligible for this RFP.

Four copies of a response, each in a sealed envelope, shall include a strategic plan outlining the scope of work listed above, and shall be submitted to the Association office by 5:00 p.m., November 8th, 2019 to:

Mr. Marco Li Mandri, Executive Director, Downtown Hayward Improvement Association

22654 Main Street, Hayward, CA 94541

Or e-mail to responses and proposals to:

Marco Li Mandri, Executive Director at: marco@newcityamerica.com,

PROPOSALS WITH ATTACHMENTS SHALL NOT EXCEED TEN PAGES

Any or all proposals may be rejected or accepted for any reason deemed appropriate by the Board of Directors. For more information, please contact

Marco Li Mandri, Director to the Board,
at 888 356-2726.