



National Landing BID Public Relations RFP
SCOPE OF WORK

Date RFP Issued: 9/21/21

RFP Proposals Due: 10/1/21

National Landing BID is seeking a communications/public relations agency of record.

Introduction/About Us:

The National Landing Business Improvement District (BID) is a public-private partnership established to promote and activate the area’s business, retail, restaurant and residential community through placemaking, public art, transportation, economic development, events, marketing and promotion. This dynamic, mixed-use urban center encompasses the vibrant Crystal City, Pentagon City and Potomac Yard-Arlington neighborhoods, and includes more than 26,000 residents, nearly 12 million square feet of office space, approximately 5,500 hotel rooms and over 450 restaurants and shops. Already Virginia’s largest walkable downtown, National Landing is in the midst of an exciting transformation driven by billions of dollars in public and private investment that will deliver new and enhanced housing, offices, parks, transportation and infrastructure. National Landing is poised to become the most connected urban district in the country – scalable on the size of a downtown Miami over the next decade.

National Landing BID Public Relations/Communications Priorities:

- Build a local and nationally-recognized profile for National Landing as the country’s most connected urban downtown district.
- Define and elevate awareness of National Landing as an innovation district and tech hub.
- Identify a clear narrative to position National Landing as the region’s next great destination for premier entertainment, culture and innovation in an effort to attract to drive excitement for future residents, visitors and businesses.
- Increase visibility and profile of National Landing BID and its executives as thought-leaders across their areas of expertise.

RFP Timeline:

RFP Available	9/21
Deadline for Submitting Response to RFP	10/1 at 5:00PM ET

Selection of Qualified Firm (panel)	10/8
Anticipated Award	Wk of 10/11

Term of Contract:

The contract shall be awarded for a one-year year period, early October 2021 or as soon as possible thereafter. The contract will be evaluated at the end of each contract period and may be renewed based on mutual agreement or further evaluation needed. Terms and conditions of the contract shall be determined at the time the award is granted/contract signed.

Public Relations Agency Scope of Work Overview + Deliverables:

The Contractor(s) shall act as National Landing BID’s public relations agency of record to lead both proactive and reactive ongoing media relations efforts.

The public relations agency must have proven performance in strategic communications, integrated communications campaigns, story generation, and both local and national media placements for high profile public projects or initiatives. The agency must also have strong project management skills and extensive experience working with developers, real estate market, and the transportation field. The selected contractor should also have experience with developing communications plans for diverse target audiences, including community stakeholders and high-profile political officials.

Scope of Work Deliverables:

- Develop and execute comprehensive strategic communications plan based on need (project, event, milestone, etc.)
- Execute press strategy and support services for press conferences, milestones or events;
- Identify creative story angles, feature articles, event listings, and profiles to drive favorable news coverage and placements in targeted media outlets;
- Support a thought-leadership strategy to increase visibility of National Landing President + Executive Director and other c-suite executives;
- Develop a strategic communications calendar that aligns with the overall organization projects and milestones, priorities and goals;
- Develop messaging, talking points, statements or soundbites based on need (project, initiative, milestone, event, etc.);
- Conduct media outreach to national, regional, local and trade media contacts across all mediums;
- Conduct ongoing proactive media outreach to targeted outlets/reporters;
- Develop and execute a social media influencer strategy and help cultivate targeted relationships;
- Draft and disseminate communications materials which may include, but are not limited to: message documents, story maps, press releases, media advisories, talking points, pitch letters, support letters, scripts, etc.;
- Conduct opportunistic media outreach/pitching and follow-up with media outlets (broadcast, print, radio, online) for placement and coverage, manage public relations requests, and coordinate interview execution and follow-up;
- Participate in public relations and events meetings, strategy sessions or brainstorm (in-person or via phone);

- Assist with on-site public relations efforts, media staffing or support based on need (pre-event information, post-event quotes, and photos released to media, photography, staffing, etc.);
- Assist with public relations efforts supporting the BID's full portfolio of events and programming;
- Track and coordinate post-media coverage and follow-up opportunities that could include advisories, quotes and photos;
- Collect and send media all clips (print, online and broadcast clips);
- Host a weekly public relations team meeting; conduct quarterly brainstorms or strategy sessions;
- Develop impact results reporting (based on projects/press milestones), reports should be inclusive of media metrics (e.g. number of placements, impressions and reach, media value, etc.);
- Assist with any crisis communications needs, messaging and outreach as required;
- Track all media coverage and measure overall efforts and deliver a weekly media monitoring report.

RFP Evaluation Criteria:

- Description of your company's history, experience and capabilities.
 - Company Identification (including W9)
 - Indicate if certified minority or women-owned business
 - List of three references
- Narrative explaining why your company is a good match for National Landing – both organizational and PR goals. (No more than a paragraph)
 - Topline description of your communications approach/recommendation in telling the National Landing story with a creative and innovative lens. (No more than a paragraph)
 - Explain how your agency stays at the forefront of media relations - relationships with reporters/best practices, etc. (No more than a paragraph)
 - Include a statement of how your company can help advance National Landing's DEI goals and commitment. No more than a paragraph)
- Examples of past work/clients with relevant experience and/or background.
- Description of the team who will manage/work on the account (experience/bio).
- An estimated monthly budget (based on the SOW provided).
- Any other information you feel would be useful in getting to know you.

RFP Submission:

Please submit your proposal to [insert email address] by Friday, October 1 at 5:00pm EST. No incomplete or late proposals will be accepted.

Additional Questions:

Office Manager: Mai Abdelaziz; mai@nationallanding.org

PR Department Lead: Ashley Forrester, ashley@nationallanding.org

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