

## **Public Relations Services RFP**

### **OVERVIEW**

The Town of Addison, Texas is seeking qualifications for a public relations/marketing agency to provide public relations and marketing services to the Town of Addison, Texas. The selected firm will develop and execute public relations and media publicity programs to promote the Town's events and selected projects including Taste Addison, Addison After Dark, Addison Kaboom Town! and Addison Oktoberfest.

The selected agency will be brought before the Addison City Council for final review and approval before a contract can be signed and work can begin.

### **BACKGROUND**

The Town of Addison is a 4.4 square mile city located on the northern edge of Dallas, Texas. Addison is truly unique in the amenities and customer service it provides to Dallas-area residents and visitors. Within 4.4 square miles, Addison offers abundant opportunities for lodging, dining, and shopping with more than 180 restaurants, 22 hotels, and 12 million square feet of office space. Addison perfectly blends the diversity of a big city with the ambiance of a small town. **For more information on the Town of Addison, please visit the Town of Addison website at [www.addisontexas.net](http://www.addisontexas.net).**

### **TYPES OF PROJECTS**

Addison produces four major special events each year which bring in more than 600,000 patrons annually: Taste Addison, Addison Kaboom Town!, Addison After Dark, and Addison Oktoberfest. Publicity is a major part of these events' success and the selected agency will be expected to work as seamlessly as possible with Addison's Public Communications Director, Addison's Director of Special Events, the Town's advertising firm, and sponsor representatives on all projects—strong, flexible collaboration is essential and required.

### **SCOPE OF WORK**

- Active, on-going participation in the Special Events planning process, which includes attendance at all Special Events team meetings; continuous participation with all members of the special events team including advertising agency, sponsorship agency, and other key participants.
- Working with Special Events and Marketing Department staff to develop and execute specific features for each event to maximize overall publicity value and build attendance for special events
- Development of a comprehensive media and publicity plan and execution strategy for each event.
- Work with featured chefs, restaurants, performers, and other featured personalities to create maximum event media exposure.
- Creation and placement of all publicity including customized local, regional and national media targeting and list development; messaging and talking points creation; drafting of all media materials; targeted and comprehensive media placement; one-on-one outreach to media members to place stories; follow-up, closing, coordination and confirmation of all stories for TV, print, on-line media interviews; on-site coordination and field production of all TV and key print interview.
- Coordination of all on-line media including the development and execution of influencer campaigns.

- Development, planning and execution of a comprehensive Special Events social media campaign for each event.
- Media monitoring, documentation and analysis of all media exposure obtained for each event including calculations of impressions and assignment of media dollar values; creation of a summary recap for each event.
- Participation in the post-analysis of each event to determine steps to be made to improve the event in future years.
- Preparation and distribution of a monthly activity report to the Marketing directors.
- Work with the Economic Development and Tourism Department as requested to assist with tourism-focused media pitches, blog writing, and other publicity efforts.

## **QUESTIONS**

Questions concerning this RFP shall be posted through BidSync. Questions will be answered in a timely manner on BidSync. All interested vendors will be able to see all answers.

## **RIGHT TO MODIFY OR WITHDRAW**

The Town of Addison reserves the right to change, amend, supplement, or withdraw this RFP. The Town of Addison may also decide to reject all submitted responses and either reissue the RFP or discontinue the search for an Agency.

## **SUBMISSION OF PROPOSALS**

The vendor shall submit, at no cost to Addison; One (1) Original and Three (3) copies of the Proposal along with one (1) PDF copy on a memory stick. All shall be enclosed in a sealed envelope and be mailed, or hand delivered to the attention of:

Town of Addison  
Purchasing Division  
5350 Belt Line Road  
Dallas, TX 75254

Proposals should be labeled: "RFP#21-135 Public Relations Services"

Proposals will be accepted until 2:00 P.M. on August 6, 2021

Late proposal submissions will be returned unopened, and unsigned or incomplete proposals will not be accepted.

## **CRITERIA FOR EVALUATION OF RESPONSES**

- Professional Capabilities and Experience - 25 points
- Experience with and Quality of Like Work – 25 points
- Staffing – 20 points
- Approach to Project – 20 points
- Price – 10 points

## **RFP EVALUATION PROCESS**

Received information, including samples of work and references, will be used in the performance of a functional evaluation to select finalist candidates for a detailed evaluation and proposal.

## **AGENCY PROPOSAL EVALUATION MEETINGS**

Discussions may be conducted with vendors to clarify the Town's requirements and the vendor's proposals. In addition, vendor finalists will be invited to give formal, in-person or virtual presentations to the Town panel.

## **CONTRACT TERM**

Negotiations will be undertaken with the contractor whose proposal, as to price and other factors, demonstrate them to be qualified, responsible, and capable of performing the work. The contract developed will be the one most advantageous to the Town of Addison, cost and other factors considered. The Town reserves the right to consider proposals or modifications thereof received at any time before an award is made, if such action will be in the best interest of the Town.

This award would be a one-year contract with up to four year-long renewals.

The contents of the proposal by the successful agency shall become contractual obligations if a contract ensues. Failure of the successful contractor to accept these obligations may result in cancellation of the award.

## **PROPOSALS**

To assure consistency, proposals must conform to the following format:

1. Table of Contents
2. Cover Letter
3. Introduction: This section should contain your understanding of the Town's needs and objectives.
4. Vendor Profile
  - a. Summary of your core business
  - b. Long-term mission/vision statement

- c. Company locations that will provide services to the Town
  - d. Quality assurance – describe your company’s commitment and procedures to delivering flawless service to its clients
5. Subcontractor(s): If subcontractor(s) or joint venture(s) will be used, please provide name, title, address and professional information for these staff.
6. Implementation Timetable: If applicable, provide a timetable for project from start to finish.
7. References: List of references including name, address, telephone numbers and contact person of at least five (5) clients for whom similar services have been performed, including three professional (journalist) references
8. Client Information
9. For how many clients do you provide special event publicity?
  - a. What is the scope of those services?
  - b. Did these events receive local, regional or national media coverage?
  - c. List of clients the agency has served in this capacity.
  - d. Do you foresee any conflicts of interest with Addison’s major events (first weekend after Memorial Day, July 3<sup>rd</sup>, and 3<sup>rd</sup> weekend in September)
10. Agency Staff
  - a. Who from the agency will be involved on the Addison account? What are their titles? Provide their experience and qualifications.
11. Reporting : What type of reporting will your agency provide and how will you provide Addison with results and how do you analyze those results?
12. Experience : RFP’s should demonstrate related experience in providing public relations services for municipal or non-profit entities. RFP’s should also demonstrate an understanding of Addison’s primary mission and target markets.
13. Fee Structure: Provide a fee structure (preferably government rates) for your services. This schedule should include a description of the services offered for each rate. The Town of Addison is tax exempt.
14. Contract: Enclose a copy of your standard contract. Indicate any clause(s) that are conditional or non-negotiable.