



Request for Proposal

Brand Development & Marketing Strategy Services

January 2020

RESPOND TO:

Megan Furey

Marketing & Communications Manager

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Westwood Village Improvement Association

10866 Wilshire Blvd, Suite 360

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(310) 709-1010

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Proposals must be received no later than Friday, February 14, 2020



Brand Development & Marketing Strategy Services

REQUEST FOR PROPOSALS

Introduction

The Westwood Village Improvement Association (WVIA) is a non-profit organization whose mission it is to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The WVIA leads the District by adopting positions on district-wide short- and long-term opportunities, and considering matters such as city planning and zoning, parking, events, and other services that promote increased tenant recruitment and retention, business, values, and investment. The WVIA is governed by a 13-member Board of Directors comprised of property owners, merchants and a UCLA representative. The WVIA receives \$1.5 million annually from assessments on 120 properties within the District.

RFP

In its sole discretion, the WVIA reserves the right to (1) withdraw this Request for Proposals (RFP) without notice, (2) accept or reject any or all submittals, and (3) accept submittals which deviate from the RFP as the WVIA deems appropriate and in its best interest. The WVIA reserves the right to negotiate with any, all or none of the applicants responding to the RFP. Following submission, the applicant agrees to deliver such further details, information, and assurances relating to the purpose of providing a brand marketing services as required by the WVIA. Presentations regarding submissions may be required at the sole discretion of the WVIA and may include a review of current services offered at other locations.

Any and all costs and expenses associated with the preparation of any report or statement in response to the RFP shall be borne by the applicant.

The WVIA shall have no obligation or liability with respect to this RFP and/or this selection and award process, nor does the WVIA make any representation that an award will be made. Any recipient of this RFP who responds hereto fully acknowledges all the provisions of this disclaimer and agrees to be bound by the terms hereof. The WVIA reserves the right to use any information submitted in response to this document in any manner it deems appropriate in evaluating the services proposed.



Objective

The WVIA is seeking brand marketing consulting services to develop a distinctive brand identity and marketing strategy that will define the Westwood Village Business Improvement District (BID) to prospective businesses, residents and visitors. The brand identity will come forth through a process that identifies the Westwood Village's existing mix of retail, restaurants, services, cultural and academic intuitions, and leverages a singular, compelling message to target audiences.

The goal of the branding and marketing program is to develop an integrated marketing communications plan that includes overarching brand awareness efforts as well as guidance for targeted campaigns for select groups, i.e., prospective economic growth targets, visitors, residents, etc.

The Westwood Village Improvement Association has a one-person marketing team who is responsible for all communications, marketing and social media, and a minimal budget. The consultant and/or firm should bring into consideration the limited resources of the BID and make recommendations that are executable with the organization's resources. For example, the recommendations should be prioritized and doable in phases.

Program Goals

- Research existing perceptions and brand awareness of the Westwood Village district among key constituencies
- Propose strategies and maneuvers that will help position Westwood Village as an attractive and vibrant community for businesses and visitors
- Review, refresh, and propose brand messaging and positioning to help "unify" the Westwood Village brand across all stakeholder and constituent groups
- Complete a comprehensive study of the current visual system and catalog of graphic assets and recommend changes, if any
- Determined priorities for marketing and communications uses

Submission Requirements

Please include the following in your proposal:

- Budget and any additional service fees
- Timeline
- Description of process and deliverables
- Examples of relevant place branding work
- Letter of interest with primary contact information
- Name(s) and title of key personnel and their hourly fee that the proposal is based on.

Westwood Village Improvement Association
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WESTWOOD VILLAGE

- Company profile
- Minimum of three client references
- Portfolio Samples
- Project Fees

Incomplete submissions will not be considered.

Deadline

Proposals must be received no later than 5:00pm on Friday, February 14, 2020.
All submissions must be supplied in pdf format.

Email final proposals to Megan Furey, Marketing & Communications Manager:
Megan@thewestwoodvillage.com.