



THE HOLLYWOOD PARTNERSHIP

The Hollywood Partnership
Request for Proposal
Media Relations

Issued February 17, 2021

Due: 6:00 p.m. PST, Friday, March 12, 2021

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Project Overview

The Hollywood Partnership (The HP) is seeking a qualified firm with a proven track record and experience assisting districts and urban places to develop a pro-active approach to communicating Hollywood's narrative. Hollywood is a rapidly changing urban center that is home to the entertainment industry and is arguably the world's most famous neighborhood. The HP seeks to be the voice of, to and for the community, connecting the growing residential and workforce populations within the commercial district and bringing a sense of cohesion and placemaking to the area. The HP has four "goal" committees, that will collectively produce at least six key projects and organizational initiatives that will be developed and promoted to various media outlets throughout 2021.

Organizational Overview

The Hollywood Partnership is a 501(c)6 nonprofit corporation that manages the Hollywood Entertainment District property business improvement district (BID). The HP is governed by up to 25 property owners and/or representatives representing the diverse array of property types in the District: commercial, residential, hotel, parking lot, nonprofit and government owned. The HED is funded by over 600 property owners who collectively assess themselves more than \$7.4M annually to pay for cleaning, security, streetscape and marketing services. In 2019, the Hollywood Entertainment District was renewed and expanded to include the area formerly known as the Sunset & Vine District. There are seven full-time, and one part-time, staff members employed by The HP.

Vision

HOLLYWOOD: Where Experiences Exceed Expectations

Mission

To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

Current Situation

Following a rebranding effort in 2020 to reflect the new direction of the organization provided by its strategic plan, titled *Hollywood: In Focus*, the organization was impacted by the Covid-19 pandemic. While the plan provided a strategic focus and path forward for the next five years for the organization, in 2021 the organization had to pivot to address the immediate health and safety concerns of the community. The organization launched its Advocacy & Economic Development program in order to begin preparing for the recovery from the pandemic and associated economic crisis. The HP aims to be a key player in getting Hollywood's economy repaired as restrictions are lifted and tourists return to our beloved neighborhood.

Project Scope and Deliverables

The selected firm will work with the Stakeholder Engagement (Goal 3) Committee to develop messaging and media relations strategies for approximately six of The HP's initiatives and programs including:

- Place Management Services, including cleaning, safety and hospitality programs that serve the District
- Implementation of components of the Lighting Master Plan and other place enhancement efforts
- Initiatives and engagement events designed to connect with Hollywood's diverse community
- Advocacy and Economic development initiatives including quarterly market reports that compile statistics and information specific to Hollywood

Proposed Timeline

The selected firm will begin working with the committee upon executing a contract. Initial research and development will occur in April, 2021, with targeted work to be performed throughout the remained of the year.

Budget

The current budgeted amount for this RFP is \$20,000. Additional components may be added as developments occur, and subject to agreement by both parties.

Instructions

Please submit a single electronic PDF file submission to consist of the following sections:

- Title Page: includes company name, address, phone number, email address and primary contact person
- Proposal Submission Requirements to include:
 - Your company description, including your values and approach
 - Description of due diligence and service approach, including an outline of the proposed process and specific approaches as well as key milestones
 - Experience and similar successful projects previously undertaken by your company and individuals
 - Staff, including a description of proposed staff, availability and expertise specific to this Request for Proposal
 - References, including name, phone number and e-mail address for references from 2-3 previous clients for similar projects
 - Budget, including proposed staff and hourly rates. The current budgeted amount for this RFP is \$20,000

Evaluation Criteria

The criteria used in the evaluation of the proposals will include, but not be limited to, the following:

- Demonstrated capacity to successfully assist with media relations
- Performance of the company on similar projects
- Suitability of the proposal – the proposal meets the needs and criteria set forth in the RFP
- Innovation – demonstration of innovative approaches and work
- Candidate experience
- Depth and breadth of staff
- Value and pricing structure
- Review of references
- Qualified vendors with a permanent business address within the Hollywood Entertainment District BID shall receive a 2.5% bid discount. Additionally, qualified minority- and women-owned businesses with a permanent business address within the Hollywood BID shall receive an additional 2.5% bid discount.

Due Dates and Notifications

Proposals Due: Friday, March 12, 2021

Contract Award/Project Begins: March 19, 2022; subject to change

Questions

Qualified vendors are encouraged to send an email ASAP indicating their intent to submit a quote or proposal.

Faxed submittals are not acceptable. Late bids are not acceptable and will not be considered in this process.

Any questions regarding this Request for Proposals (RFP) should be emailed to Devin Strecker at Devin@hollywoodbid.org. Answers will be forwarded to all vendors whom sent an email indicating their intent to submit. Phone calls and other solicitation discouraged.