



## **REQUEST FOR PROPOSAL FOR PUBLIC RELATIONS AND EVENT PLANNING CONSULTANT SERVICES**

### **Background**

LISC LA is one of 37 local offices of the Local Initiatives Support Corporation (LISC), a national organization that works together with residents and partners to forge resilient and inclusive communities of opportunity across America- great places to live, work, visit, do business and raise families.

LISC mobilizes corporate, government and philanthropic support to provide local community development organizations with, in part, grants and technical and management assistance. LISC is a national organization with a community focus. Our program staff is based in every city and many of the rural areas where LISC-supported community development takes shape. In collaboration with local community development groups, LISC staff help identify priorities and challenges, delivering the most appropriate support to meet local needs. LISC offers a wide range of technical assistance and organizational support (either directly or through the engagement of qualified consultants) to assist local community organizations rebuild their neighborhoods. Through a network of local field offices and a range of national programs, LISC provides these groups with expert technical assistance to undertake revitalization activities: affordable housing, commercial, and facility development; organizational capacity building; and increasingly, programs that improve quality of life such as community safety and criminal justice reform initiatives. See [www.lisc.org](http://www.lisc.org) for more information

### **Project Background**

At LISC, we know that small businesses are the cornerstone of a vibrant, local economy. They provide goods and services to residents, create jobs, nurture economic opportunity, and foster a sense of community. LA is home to 1.3M small businesses, close to 60% of which are owned by Black, Indigenous, and People of Color (BIPOC). Despite their majority standing in LA County, we know that diverse businesses in LISC supported communities face systematic access gaps that hold them back from growing at the rate of their white counterparts.

To address these inequities, LISC LA, in partnership with Wells Fargo, launched The Asset Building for Communities of Color (ABC) Program to provide growth capital to diverse business owners across the County of Los Angeles. LISC LA will distribute the capital with the following goals:

- To produce asset building, ownership, and generational wealth opportunities for diverse business owners that are located in Los Angeles County;
- To support the economic recovery and resiliency of diverse businesses;
- To avoid displacement of diverse businesses and residents; and
- To create opportunities for cooperative ownership and alternative wealth-building vehicles.

As such, LISC will work in partnership with Wells Fargo and program partners to create and implement an effective strategy to promote this major investment in the LA small businesses community. This strategy will include the following aspects:

- Host a series of brand activation in-person events including but not limited to pop-up events and block activations in target neighborhoods, industry mixers, and small business resource events with public agencies.
- Host a series of online events and communication campaigns about the program including but not limited to webinars, newsletter blasts, social media takeovers, and fireside chats.
- Issue press releases on key developments of the project
- Share stories on the impact of our partnership nationally and locally, through videos and print, to be posted on our website and promoted on social media.



- Mobilize community outreach partners to amplify our content on their communication channels.'
- Explore thought leadership opportunities, such as a virtual or in-person conferences or podcasts

### **Project Scope**

LISC is seeking an experienced consultant to deliver communications and public relations support for ABC, as noted above. Deliverables include:

- Deliver an implementable public relations strategic plan for ABC managed by LISC that includes a communications framework and talking points, for the initiative;
- Implement public relations and social media strategy;
- Write and distribute op-ed or other articles on behalf of LISC LA;
- Write and distribute press and news releases on behalf of LISC LA;
- Perform outreach to media, civic and community partners, and elected leaders;
- Pitch conference organizers or other thought leaders on partnership opportunities to amplify brand awareness;
- Plan and execute 1-3 in-person or virtual brand activation events per year;
- Create and advise on copy for LISC micro-site;
- Produce marketing collateral or flyers to promote program.

### **Submission Requirements and Evaluation Criteria**

All interested parties must provide a:

- 1) A completed RFQ Form (see below)
- 2) Statement of Interest not to exceed 5 pages (excluding the bio or resume):
  - Narrative description of your relevant experience providing assistance in each area outlined in the Project Scope, the resulting outcomes, and success rates from past assistance interventions
  - Provide an example pitch for a brand activation event, which would include the following:
    - Event description
    - Event agenda
    - Location
    - Partners, including community partners and small businesses
    - High-level Budget
    - Media or press contacts
    - Corresponding social media strategy
  - Please attach the résumés of the consulting entity (together with résumés of key personnel or principals of the consulting entity)
- 3) Price scoping on the initial and ongoing public relations and writing/placement activities for 12 months

### **Relevant Experience and Qualifications**

Consultants will be evaluated on the following characteristics:

- Experience with public relations in the community development space;
- Experience working with small businesses, primarily businesses lead by people of color;
- Experience working with a range of community development organizations, civic, and public leaders;
- Experience with designing and hosting in-person events;
- Ability to produce quality written materials;
- Minimum of five years of experience in public relations and media.



**Submissions are due Friday, March 11th.** The price scoping should not exceed \$125,000 for first 12 months. LISC intends to award one contract to one entity under this RFP, in accordance with program needs. Please send all submissions to Emma Kloppenburg, Program Officer LISC LA at [ekloppenburg@lisc.org](mailto:ekloppenburg@lisc.org) with the subject line: "PR and Event RFP response"

This RFP can be found on the LISC LA website at: <https://www.lisc.org/los-angeles/about-us/work-us/>

### **REQUEST FOR PROPOSAL FORM**

#### **CONTACT INFORMATION**

<b>Principal Name:</b>			
<b>Company Name:</b>			
<b>Contact Information</b>	Street:		
	City:	State:	ZIP:
	Phone:	Fax:	
	Email:		
	Website:		
<b>Social Security Number, DUNS number, or EIN number:</b>			

#### **DESCRIPTION**

<b>Organizational Profile.</b> (Including number of employees and organizational history). Provide a brief (one paragraph) description of the consultant and/or company including years of experience conducting activities outlined in the scope of this request	
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#### **EXPERIENCE**

Please indicate below the number of years of experience the primary individuals (referenced above) have in the following skill topics and areas.

Project Scope/ Area	Years of Experience- Principal	Years of Experience – Support staff #1	Years of Experience – Support staff #2
Develop, plan and coordinate all related PR projects			
Develop, plan, and coordinate brand activation events			