

Request for Proposals

MARKETING & PUBLIC RELATIONS SERVICES

FEBRUARY 2024



Request for Professional Services Proposals

Marketing & Public Relations Services

February 20, 2024

The French Quarter Management District is a state political subdivision created by the Louisiana Legislature as a means for the residential and business communities to work together to protect, preserve, and maintain the world-famous French Quarter as a safe, clean, vibrant, and friendly neighborhood for residents, businesses, and visitors.

I. REQUEST FOR PROPOSALS

Notice is hereby given that the Board of Commissioners of the French Quarter Management District ("FQMD") is seeking proposals from qualified professional marketing and public relations vendors ("Respondents") for a full range of public relations, branding, and marketing services. The qualified vendor will provide necessary services that will enable FQMD to:

- Ensure that FQMD maximizes public awareness of the agency, its' overall purpose, and the programs within.
- Modernize FQMD's online presence to further increase public outreach.
- Ensure consistency by defining and adhering to brand standards that will aid in agency recognition.
- Foster and enhance community relationships.
- Prioritize efficient communication with the public.
- Provide public relations support to FQMD staff and Board of Commissioners.

FQMD is NOT required to award any Agreement based solely on proposal pricing and may cancel this Request For Proposals ("RFP") and not award an Agreement in its sole discretion for any reason.

FQMD is subject to the Louisiana Public Records Law, La. R.S. 441:1, *et seq.*, which governs the public disclosure of certain records maintained by the FQMD. Proposal submission materials will generally be made available for inspection and copying upon written request, except when exempted from disclosure by law.

Costs of preparation or any other costs incurred to respond to the RFP and any costs associated with any administrative or judicial proceedings resulting from the solicitation process are the sole responsibility of the Respondent.

II. SCOPE OF SERVICES

This section summarizes the services to be provided to FQMD. FQMD is looking for a vendor that will provide a consistently high level of marketing and public relations services, and agency promotion. FQMD

expects the vendor proposal to define, in detail, the approach to be used to strategize and improve its' existing online presence and public outreach. Each proposal should take into consideration the following key requirement areas (See A thru G of this section); and each vendor must be equipped to meet each requirement area.

- A. Develop a strategic marketing plan that will complement the FQMD's overall purpose, programs, and initiatives, and increase public awareness of the agency. This plan should be created in conjunction with FQMD stakeholders within 45 days of a contract being issued and should be implemented over a 12 month period aligning with FQMD's calendar year.
- B. Establish streamlined FQMD brand standards and templates which will be utilized for FQMD's website, public notices, press releases, and communications.
- C. Redesign and improve the user and mobile friendly interface of FQMD's website to effectively disseminate data to the public and should apply to all form factors, including desktop, mobile, and tablet. The redesign of the website should be easily updatable by FQMD staff. The redesign should split programs into individual program awareness pages. Updated analytics of website traffic should be provided.
- D. Provide public relations counsel, assistance, and execution. The vendor will aid in promotion of FQMD to respective audiences. The vendor will commit to being available for any potential future crisis management plan with fees for that to be determined.
- E. Develop and implement awareness campaigns to educate the public of FQMD's programs for public safety, quality of life, supplemental sanitation, and any other potential programs that may be created. Examples of these programs include:
 - Keep the Quarter Clean
 - Glass Recycling for Coastal Restoration
 - Remove, Lock, Take
 - North Rampart Pedestrian Safety Improvements
 - Supplemental Police Patrol Program
 - Upper Quarter Patrol
- F. Amplify public awareness of FQMD to generate exposure and community engagement.

III. PROPOSAL REQUIREMENTS

A. Electronic Proposals

The following shall be included in the submission:

1. Qualifications Summary (12-page limit): Respondents should provide a summary stating how they meet the Scope of Work forth in Section II A through F. One to two examples of previous Marketing Plans created by the vendor should be provided.
2. Resumes & List of Referrals: Respondents should include detailed resumes or curricula vitae for the principals performing the Services and a list of three professional references, preferably related to work/services that are similar to the Services to be performed under this procurement, and contact information.

3. Price Proposal: Respondents should provide a pricing proposal with as much specificity as possible to charge FQMD to provide the Services sent electronically, marked with the Respondent's name and "Request for Proposals – Marketing and Public Relations Services."
4. Authorized Signatory: Respondents should provide the name of the individual who will be authorized to sign an Agreement on its behalf if the event that its proposal is accepted; including his/her contact information.

B. Submission Instructions

A complete electronic copy of the proposal, required forms, and additional/optional information, shall be submitted via email to coordinator@fqmd.org

Proposals shall be delivered to the Coordinator no later than 11:00 a.m. (CST) on Thursday, March 7, 2024. FQMD will not accept proposals after this deadline or allow any Respondent to change or submit additional information after the deadline.

Any Respondent failing to submit any material information will be considered non-responsive.

IV. BOARD CONTACT

All questions, correspondence, inquiries, and other communications regarding this procurement shall be directed to Board of Commissioners of the French Quarter Management District, Coordinator, 400 N. Peters Street, Suite 206, New Orleans, LA 70130 or coordinator@fqmd.org no later than 5:00 p.m. (CST) on Tuesday, February 27, 2024. All questions will be answered via addenda and will be posted on the FQMD's website at: <https://fqmd.org/opportunities>

V. TENTATIVE SCHEDULE

Anticipated Proposal Timetable:

RFP Release	Tuesday, February 20, 2024
Respondents' Questions Due	Tuesday, February 27, 2024
Proposal Submissions Due	Thursday, March 7, 2024
Vendor Selected & Communication	Friday, March 15, 2024

FQMD will make every effort to administer the proposal process in accordance with the terms and dates outlined in the request for proposals, but FQMD reserves the right to modify the proposal process and dates as deemed necessary.

VI. ETHICS

FQMD calls the attention of all potential Respondents to the Louisiana Ethics Code, La. R.S. 42:1101, *et seq.* Those laws prohibit FQMD from doing business with any of its current directors or those who have served on the FQMD within the past two (2) years or from doing business with certain companies with which the following persons are connected.

2024 Commissioners:	Commissioners Serving in the Past Two Years:
David Bilbe Glade Bilby Christine Bondio Steve Caputo Jane Cooper Jerome A. "Alex" Fein Mamie Gasperecz Susan "Sue" Klein Christian Pendleton Heidi Raines Frank Zumbo	Gail Cavett Matthew Emory Jack Rizzuto Robert "Bob" Simms Robert Watters

VII. INSURANCE

Before an Agreement is executed, the selected Respondent must provide its current certificate(s) of insurance for the types and amounts of coverage as appropriate, which name FQMD as additionally insured.

FRENCH QUARTER MANAGEMENT DISTRICT

Request for Professional Services Proposals: Marketing and Public Relations Services

FORM KPI

KEY PERSONNEL INFORMATION

Include Key Personnel Employed by Prime and any Sub-Consultants

Complete Chart as Applicable Specifically to this Proposal

Prime Consultant Name: _____

Lead Personnel	Name	Years of Applicable Experience	Professional Registration and/or Certification (if applicable)	Area of Expertise for this Contract (refer to minimum personnel requirements in RFQ)	Firm Employed By for This Contract	Percent of Time Dedicated to This Contract	Primary Office Location (CITY, STATE)
Project Manager							