

**Request for Qualifications to provide  
Public Relations, Media Outreach, and Event Activities for  
Business Improvement District (“BID”) of Coral Gables**

The **Business Improvement District (“BID”) of Coral Gables** seeks letters of interest and/or qualification statements to provide media and public relations support for the retailers, restaurateurs and business community of Downtown Coral Gables. The BID invites PR professionals to provide their qualifications for specific activities and projects that promote Downtown Coral Gables & Miracle Mile as a sophisticated retail, dining and entertainment destination located within a work/live/play urban downtown environment.

We are looking for professionals or companies that can support three separate projects, explained below. We recognize that these are all interrelated, but would like to give the opportunity to smaller shops or independent freelancers that provide specialized services. We are testing this approach and are looking for fresh and energetic local talent. Please provide your qualifications for any individual project or all three.

1. **Press Release Generation & Media Pitching:** Write 10-12 annual press releases for ongoing events and promotions and pitch to local, regional and national media to generate wide press coverage.
2. Generate national, regional and local press for **Coral Gables Restaurant Week**.
3. **Execute** a pre-coordinated event plan to deliver Annual **Taste of the Gables** event, launching Coral Gables Restaurant Week. This includes the procurement of staff to register event goers, security for the event, and all day-of coordination and implementation. The event is from 6-8 pm on Thursday, June 2<sup>nd</sup>, at the Westin Colonnade Hotel, for 500-600 people. (Note: the overall plan & templates for execution already exist, and we are working with a hotel partner, so execution and security staffing are the primary elements needed.)

**Instructions:**

Please submit an electronic version of your RFQ response in PDF format, on CD or by email, no later than 4:00 PM on Tuesday, April 5th, 2011 to the attention of Taciana Amador at the address below. Please note, files larger than 10 MB cannot be accepted by our email server.

Taciana Amador  
[tamador@shopcoralgables.com](mailto:tamador@shopcoralgables.com)  
Business Improvement District of Coral Gables  
220 Miracle Mile, Suite 234  
Coral Gables, Florida 33134

For questions prior to the due date, please send an email to [tamador@shopcoralgables.com](mailto:tamador@shopcoralgables.com).

**Background Information**

Created in 1997 as a non-profit organization, the Business Improvement District’s mission is to promote vitality to Miracle Mile and the Downtown Business District, and to act as a catalyst for the overall improvement of the area. Through advertising, events, and other activities, this

collective organization of merchants and property owners positions Downtown Coral Gables as a desirable place to shop, eat, stay, stroll, entertain, and do business.

Through its many advertising and marketing programs, the BID promotes its 300+ member stores and restaurants, raising the neighborhood's retail, dining, and entertainment profile. Retail and dining directories, advertisements in national and local magazines, holiday shopping advertising newspaper co-ops, outdoor billboards, cable TV commercials, a busy website: [www.shopcoralgables.com](http://www.shopcoralgables.com), and maps are just some of the BID-produced materials designed to draw patrons to downtown Coral Gables. In the last two years, the BID generated almost 50 million gross media impressions through paid and unpaid media.

In addition, the BID hosts or supports several successful special events including Coral Gables Restaurant Week, Taste of the Gables, Giralda under the Stars, Halloween on the Mile and others. Among its many accomplishments in the area of business retention and recruitment, the BID has worked to improve the perception of downtown Coral Gables among investors and developers. It has assisted in the recruitment of new retailers, restaurants and boutiques that have served to further expand the merchant mix in downtown Coral Gables.

### **BID Message & Audiences**

The BID's communications program needs to be developed in the context of a number of distinct audiences. Its dual mission of marketing & advocacy dictates that all communication support the "Downtown Coral Gables & Miracle Mile" brand, as well as the BID's profile within the business community. The BID is governed by an active Board of Directors comprised of representatives from each of our constituencies: property owners, business owners, retailers, & restaurants.

For retail consumer messaging, the target audience is comprised of visitors, shoppers, tourists, residents, and office workers in the central business district. These audiences should be reached by leveraging strong relationships with local, national, business, international and online/social media. Other important constituents include partners such as the City of Coral Gables, Coral Gables Chamber of Commerce, The Westin Colonnade Hotel, Hyatt Regency Coral Gables, the GMCVB, and the Village of Merrick Park.

### **RFQ Process**

Proposals will be judged on the basis of overall technical quality and cost. The assessment of technical quality will take into account such factors as understanding of the BID's communications needs and tasks to be performed; and demonstrated skills, experience, and ability to deliver high quality work on schedule. The general timeline for evaluation is as follows. These dates are estimated:

<b>March 18</b>	RFP's provided to agencies
<b>April 5</b>	Deadline for Responses, 4 PM
<b>April 8-12</b>	Finalist agencies contacted

**Please Note:** All corporations seeking to do business with BID shall, at the time of submitting a proposal, be on file with their respective State corporate licensing division as an active corporation in good standing in accordance with applicable Statutes. A statement shall be required indicating that the agency is a corporation or other legal entity. If subcontractors are used, a statement shall also be required, prior to entering into an agreement with that subcontractor, indicating that the subcontractor is registered with their State in accordance with applicable statutes and provide their corporate charter numbers. All local occupational licenses must also be in good standing.

## **Request for Qualifications**

Please use the following outline to organize your response to this RFQ

### **1. Identify Project(s)**

Please specifically indicate which project(s) you are submitting your qualifications for. These are numbered 1 through 3 on the first page of this RFQ.

### **2. Bidder's Qualifications and References**

Please provide a brief summary of your overall capabilities and experience in media and public relations projects, specifically addressing the requirements described below, and include supporting documents (such as sample materials), if any, in an appendix to your proposal.

- A. Substantial experience in media, public relations, and/or event production that is directly relevant to the requirements of the project
- B. Demonstrated knowledge of Coral Gables
- C. Demonstrated ability to effectively manage a project of this size and type, together with a track record of on-time performance
- D. A description of any special experience, knowledge, or skills that uniquely qualify you for this project
- E. Enclose current client list and past relevant clients, report on any relations or activities which might constitute a conflict of interest, as well as possible synergies between current clients and the BID that may provide economies of scale in developing media tactics
- F. Names, positions, e-mails and phone numbers of 3-5 references, and who can comment directly on how you handled projects similar to the one(s) herein
- H. Please itemize the resources that would be dedicated to the BID account, and state any services you would have to subcontract. Please itemize the number of staff that would be our main contacts, and identify them by name and role in the project.

### **3. Communication & Media Experience**

Please indicate your overall experience in various media, demonstrating your media relationships, documenting the breadth of local, regional or national contacts, with samples of actual placement. Please submit up to 10 writing samples and subsequent placements or publicity results. For event production, please submit (3) events that you have executed similar to ours, and corresponding references for each.

### **4. Fees**

Please provide your proposed fee structure, including expense estimates, to manage the project(s) applied for. This must be provided or RFQ will not be considered.

*Thank you, and we look forward to hearing from you.*