Hollywood Property Owners Alliance
Request for Proposal
Media Relations

Issued February 7, 2019

Due: 6:00 p.m. PST, Friday, March 6, 2020

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Project Overview

The Hollywood Property Owners Alliance (HPOA) 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. HPOA 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. HPOA has already outlined approximately 12 key projects and organizational initiatives that will be developed and promoted to various media outlets throughout 2020.

Organizational Overview

The Hollywood Property Owners Alliance is a 501(c)6 nonprofit corporation that manages the Hollywood Entertainment District property business improvement district (BID). The HPOA is governed by 22 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 six full-time, and one part-time, staff members employed by the HPOA.

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

The organization is currently undergoing a rebranding process to reflect the new direction of the organization provided by its strategic plan, titled Hollywood: In Focus. The plan provides a strategic focus and path forward for the next five years for the organization. The plan was developed throughout 2019 with input from a wide variety of stakeholders who participated in focus groups, surveys, and other meetings in coordination with PUMA, a consulting firm specializing in economic development and planning that delivers community-based solutions to advance thriving downtowns, corridors and neighborhoods.

Project Scope and Deliverables

The selected firm will work with the newly formed Stakeholder Engagement Committee to develop messaging and media relations strategies for approximately a dozen of the HPOA’s initiatives and programs including:

- A new organizational brand identity, currently in progress
- The launch of the organization’s new Hospitality Ambassador Program
- Implementation of components of the Lighting Master Plan
- Public art projects and streetscape improvements
- Release of new quarterly reports including 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, 2020, with targeted work to be performed throughout the remained of the year.

Budget

The current budgeted amount for this RFP is $40,000. 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 $40,000

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 6, 2020

Contract Award/Project Begins: March 30, 2020; 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.