



## Request for Proposal (RFP) for Marketing/Communications Services

- **Company Name:** Seattle Chinatown International District Preservation and Development Authority (SCIDpda)
- **Company Address:** 409 Maynard S, Suite P2, Seattle, WA 98104
- **Contact Name:** Joseph Guanlao
- **Email Address:** joseph@scidpda.org

**Project Overview:** The Seattle Chinatown International District Preservation and Development Authority (SCIDpda) is seeking proposals from qualified marketing or communications agencies to provide comprehensive services and an integrated strategic approach that, by increasing public awareness of the organization's historic and present day impact in the CID neighborhood, help commemorate SCIDpda's 50<sup>th</sup> anniversary year.

**SCIDpda Overview:** Formed by the community in 1975, SCIDpda's mission is to preserve, promote, and develop the Seattle Chinatown International District (CID) as a vibrant community and unique ethnic neighborhood. Over its nearly 50-year history, SCIDpda has adapted to meet evolving community needs and increase neighborhood sustainability, focusing on three key areas:

1. **Affordable Housing & Commercial Property Management:** SCIDpda owns and manages affordable housing for over 400 low-income residents and 160,000 square feet of commercial/retail space. It exercises complete management and financial control over ten entities, preserving the neighborhood's character.
2. **Real Estate Development:** SCIDpda develops new mixed-use projects and rehabilitates historic buildings, increasing the availability of family-sized affordable housing and space for culturally-relevant service providers and small businesses.
3. **Community Economic Development & Community Engagement:** SCIDpda supports place-revitalization projects and economic growth in the neighborhood, including small business assistance and public realm planning. During the early part of the pandemic, SCIDpda and its partners raised over \$1M for neighborhood businesses

and coordinated meal deliveries and the early vaccination of low-income seniors with limited English language capacity.

Through these initiatives, SCIDpda plays a vital role in the ongoing preservation, development, and revitalization of the Seattle Chinatown International District, maintaining its cultural heritage while fostering economic opportunity and community well-being.

**Scope of Work:**

1. Develop and execute a comprehensive PR and communications strategy for the 50th Anniversary celebration.
2. As part of the strategy, create compelling messaging and content for the 2025 SCIDpda Annual Fundraiser that highlights SCIDpda's achievements, values, and impact over the past 50 years.
3. Coordinate media relations efforts, including press releases, media pitches, and media outreach.
4. Collaborate with SCIDpda to develop creative content and materials, including graphics, videos, and copywriting to engage target audiences.
5. Implement digital marketing strategies, including social media, email marketing, and website optimization, to enhance SCIDpda's online presence and reach.
6. Measure and analyze the effectiveness of marketing campaigns, providing regular reporting on key metrics and KPIs.

**Budget:** The total budget allocated for this project is \$25,000. Proposals should be prepared with this budget constraint in mind. All costs associated with the proposed services, including but not limited to labor, materials, and any other relevant expenses, should be within this budget. Proposers are required to provide a detailed breakdown of costs to demonstrate how they plan to utilize the allocated budget effectively.

**Proposal Requirements:**

1. Agency Profile: Provide an overview of your agency, including experience in marketing or communications services for non-profit organizations or community development initiatives.
2. Approach: Outline your proposed approach to addressing SCIDpda's marketing objectives, including strategies, tactics, and key milestones.
3. Team: Introduce the members of your team who will be working on the project and their relevant experience and expertise.
4. Portfolio: Include examples of previous marketing campaigns or projects for similar clients, highlighting relevant experience and results achieved.

5. Case Studies/Testimonials: Provide case studies or client testimonials that demonstrate the effectiveness of your agency's services.
6. Cost Proposal: Detail your pricing structure and fees for the proposed services, including any additional costs or expenses.
7. References: Provide contact information for at least three references from previous clients who can speak to the quality of your work and the professionalism of your agency.

**Submission Instructions:** Please submit your proposal electronically to [joseph@scidpda.org](mailto:joseph@scidpda.org) no later than May 1, 2024. Late submissions will not be considered. If you have any questions or need clarification on any aspect of the RFP, please contact Joseph Guanlao at [joseph@scidpda.org](mailto:joseph@scidpda.org).

**Evaluation Criteria:** Proposals will be evaluated based on the following criteria:

1. Relevance and completeness of the proposed approach to SCIDpda's marketing objectives.
2. Experience and expertise of the agency and its team members.
3. Creativity and innovation demonstrated in previous work samples and case studies.
4. Cost-effectiveness and value for money of the proposed services.
5. Compatibility and alignment with SCIDpda's mission and values.
6. Quality of references and client testimonials.

**Selection Process:** After the submission deadline, proposals will be reviewed and evaluated by a selection committee comprising representatives from SCIDpda. Shortlisted agencies may be invited for interviews or presentations to further discuss their proposals and clarify any details. The final decision will be based on the overall quality of the proposals and the best fit for SCIDpda's marketing needs and objectives.

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| RFP Release                  | April 1         |
| Proposal Submission Deadline | May 1           |
| Final Selection              | June 1 - June 7 |

