

REQUEST FOR PROPOSALS



Marketing / Public Relations Consultant

Submissions Due – **Friday, February 28, 2020, by noon**



I. EXECUTIVE SUMMARY

The Rose Kennedy Greenway Conservancy seeks proposals from a public relations/marketing team to develop and deliver a series of strategically placed coverage/stories in local/regional media for the 2020 season.

The team should have clear expertise across all relevant areas, with excellent creativity, facilitative leadership, and communication skills. Respondents will ideally have direct experience working with nonprofits, particularly in the realm of parks, arts/culture, and/or destination attractions.

Responses to this RFP are due by **February 28, 2020**. The consultant team will work closely with Conservancy staff with a projected project kick-off in April 2020, running through the 2020 Greenway season. The Conservancy has an estimated budget of \$25,000 for the Greenway Conservancy Marketing/PR Consultant RFP.

II. KEY INFORMATION

A. RFP PROCESS TIMETABLE

Responses to this RFP are due February 28, 2020 at noon.

- Friday, January 31, 2020: RFP mailed out and posted on the Conservancy website
- Friday, February 14, 5p: Any clarifying RFP questions due via email**
- Friday, February 21, 2020, 5p: Answers posted on Conservancy website
- Friday, February 28, 2020, noon: RFP submissions due via email**
- Early March: Target for interviews and evaluation
- Final notifications to vendors expected mid to late March 2020

B. CURRENT GREENWAY & GREENWAY CONSERVANCY CONTEXT

The Greenway (www.rosekennedygreenway.org) is the contemporary public park in the heart of Boston and welcomes millions of visitors annually to gather, play, unwind, and explore. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway. In 2018, the Greenway Conservancy, the Commonwealth of Massachusetts, the City of Boston, and property owners abutting The Greenway negotiated a Business Improvement District (BID) to support the Greenway Conservancy's care of the park. The State, City, and BID provide baseline annual funding of ~\$2M (~33% of the FY20 operating budget); the majority of the public park's annual budget is generously provided by private sources.

Millions of people visit The Greenway, many on a daily basis, without understanding the organization behind the programs and amenities that they enjoy. In 2018, the Conservancy completed a five-year Strategic Business Plan. The Strategic Business Plan revealed that while the public has many misconceptions about how The Greenway is managed and funded, once visitors learned that the park is run by a non-profit that relies on donations, many are interested in providing financial support.

Examples of current brand standards:

- Greenway Conservancy [Website](#)
- Greenway Conservancy [Language Guidance](#)
- Greenway Conservancy [FY 2018 Annual Report](#)
- Greenway Conservancy [2018 Communications Plan Highlights](#) (final draft)



C. PROJECT OVERVIEW / SCOPE OF WORK

The Conservancy's goals for this project are for the selected contractor to develop and deliver a series of strategically placed coverage/stories in local/regional media that show the Conservancy in a positive light and achieve the following objectives:

- Identify and communicate compelling Conservancy and Greenway stories to a variety of audiences across multiple channels
- Build awareness and comprehension of the role of The Greenway in Boston in terms of increased quality of life and civic impact
- Build awareness and comprehension of the role of the Greenway Conservancy as the sole steward of The Greenway and a nonprofit organization in need of and worthy of donor support

We consider this RFP to be a starting point for discussion with qualified vendors; while it reflects our best thinking so far, we are flexible. We are looking for a vendor that will guide the process with their experience and expertise to recommend refinements, identify and develop innovative solutions, and produce better overall results.

D. CRITERIA

RFP responses meeting minimum standards will be evaluated according to the following criteria:

- Understanding of the Conservancy as a non-profit organization and The Greenway as a premier public space in Boston
- Demonstrated experience working with non-profit clients in similar industries as the Greenway Conservancy, especially those that work closely with government bodies at the municipal and state level
- Demonstrated experience in the use of multi channel/multi platform campaigns and influencer engagement
- Demonstrated understanding of the Conservancy's current brand standards
- Compatibility with and ability to develop rapport and strong working relationships with the Conservancy's Outreach and Development teams
- Timeline proposal
- Cost proposal

Note : Since the cost proposal is just one of several criteria, the Conservancy reserves the right to accept a respondent other than the lowest bid.

III. DETAILS OF SUBMISSION REQUIREMENTS

All materials should be submitted to info@rosekennedygreenway.org with the subject line "2020 Greenway Conservancy Marketing/PR Consultant RFP." Each file name should contain your company/team name. No calls or visits, please.

A. COMPANY/FIRM INFORMATION

- Primary Contact Name, Title, Email, Phone
- Company/Firm Name, Website
- Executive Summary of Proposal and Relevant Experience

A brief description of your company/firm, relevant experience, and understanding of The Greenway to illustrate why your company/firm is the right fit to work with the Conservancy

B. DETAILED WORK PLAN DESCRIPTION OF WORK PLAN

Respondents shall provide a detailed work plan and timetable, including:

- Interim and final deliverable dates for scope of work

- Cadence of meetings with and expectations of Conservancy staff

C. PORTFOLIO SAMPLES

Respondents shall include no fewer than three and no more than five samples of relevant, comparable work. Please include information regarding the scope, client type, or other relevant notes as would be necessary to place the sample in appropriate context. Respondents may also comply with this requirement through providing hyperlinks to examples of placed media.

D. REFERENCES

Respondents shall provide contact information and/or letters of recommendation from at least three client references.

E. FINANCIAL OFFER / RATE INFORMATIONS

The Conservancy has an estimated budget of \$25,000 for the Greenway Conservancy Marketing/PR Consultant RFP. Respondents shall provide total expenses and a breakdown of scope, along with any amount donated. For donated services, the Greenway Conservancy will work with the selected firm on appropriate recognition. Donated services are not required.

F. TEAM

Respondents shall provide a description of the consultant team and its competencies, highlighting relevant experience. Current bios of all expected team members and consultants shall be included.

G. AWARDS / MEDIA COVERAGE

Respondents may provide hyperlinks to any relevant media awards denoting respondents past successes and experiences.

IV. ADDITIONAL INFORMATION ON COMPANY/FIRM SELECTION

The Conservancy reserves the right to reject any or all responses if it determines that such action is in the best interest of The Greenway and the Conservancy. Responses which do not meet the basic requirements or those which fail to meet the minimum standards on any single evaluation criteria may be disqualified.

Basic requirements that respondent must meet:

- Submission of all information
- Demonstration of qualifications and reference requirements as outlined in this RFP
- Submission of financial offer
- Demonstration of sufficient staff and/or subcontractors for scope of project

In addition, the Conservancy may reject any response that contains contingencies, additions not called for, omissions, errors, or irregularities of any kind; provided, however, that the Conservancy reserves the right to waive any and all informalities or minor irregularities, including but not limited to receipt of any omitted materials or information subsequent to submission.

The Conservancy will have no obligation to treat any information submitted to it in response as proprietary or confidential. The Conservancy's obligation with respect to protection and disclosure of such information will at all times be subject to any applicable law. The Conservancy will have the right to use all or portions of the Contractors submittal and accompanying information as it considers necessary or desirable in



connection with the project in questions. By the submission of the required information and materials, the respondent hereby grants to the Conservancy an unrestricted license to use such information and materials in connection with such project.

After receipt of proposals, the Conservancy may, at its discretion, interview one or more respondents during which time such respondents will have the opportunity to present its proposal and respond to questions; no statement by a Conservancy employee at any such interview is binding on the Conservancy. The Conservancy reserves the right to award final contracts on the basis of initial offers received, without discussion or requests for the best and final offers. Selection of respondent does not imply every element of that proposal has been accepted.

At any time after submission of Submittals and prior to the final selection of respondents for contract negotiation or execution, the Conservancy shall have the option to provide respondents with an opportunity to provide a “best and final offer” and may limit the number of respondents selected for this option.

The respondent’s proposal in response to the RFP will be incorporated into the final contract between the Conservancy and the selected respondent(s). If a respondent is selected but proves unable to meet the requirements necessary for contract signing, the Conservancy reserves the right to select another respondent as a replacement. Respondents not selected within this RFP process may be engaged for future opportunities that arise.

The Conservancy will not be responsible under any circumstances for any costs incurred by any respondent to this RFP.

This contract is a Work For Hire and any/all intellectual property created under the terms of this contract are the sole and exclusive property of the Conservancy, including copyrights, trademark rights, and source files.