

RFP Questions & Answers



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

III. QUESTIONS AND ANSWERS

GREENWAY CONSERVANCY CONTEXT

What is the difference between the Greenway Conservancy and The Greenway, and is The Greenway the only entity or is there another entity or sub-brand besides the park that is part of the Conservancy?

The Greenway is the contemporary public park in the heart of Boston, covering 17 acres and running 1.5 miles in length. The Greenway Conservancy is the non-profit responsible for the management and care of The Greenway, and serves as the sole operating entity and steward for the park. The full legal name of the park is the Rose Fitzgerald Kennedy Greenway and the full legal name of the non profit is the Rose Fitzgerald Kennedy Greenway Conservancy, which for branding purposes are not often used.

What does the Conservancy define as the “2020 Greenway season” and are there any key milestones (events, initiatives, etc.) within the season of particular priority?

The Greenway "season" is the April - October seasonal window when The Greenway experiences its highest levels of visitation and activity, when weather is best for visitors to enjoy the park and



for the Conservancy to provide its most robust programming. In addition to a great variety of public programs and events that take place throughout the season, there are two major fundraising events that will take place on The Greenway in 2020: the Gala on The Greenway (June 4) and Glow in the Park (June 5).

Do you partner with other organizations - cultural, museums, etc?

The Greenway Conservancy partners with a wide variety of community partners, organizations, and institutions in our work on The Greenway. A number of our past public art installations have been in collaboration with the MFA and the ICA. We have partnered in programming with organizations like Celebrity Series, the City of Boston's Age Strong Commission, the Children's Museum, the NE Aquarium, and many others. We actively work with community groups from across The Greenway in our work.

To what extent is the Seaport a factor for The Greenway?

While there is no formal relationship with the Seaport District, this growing neighborhood is an important Greenway neighbor. The Greenway provides essential, nearby greenspace for Seaport residents and visitors alike.

SCOPE / FOCUS

How have you managed public relations / media placement in the past?

The Conservancy does not currently have external PR support for the placement of newsworthy stories. Our internal PR work has been done in coordination across departments such as Public Art, Programs, Development, Outreach, etc. for specific programs or events.

Can you confirm that the RFP is asking for strategies and supporting tactics that are focused on big picture education and awareness raising, not driving people specifically to programs and events?

The Conservancy is not looking for assistance in driving visitation to the park or to specific Conservancy programs or events. Understanding these programs and events can be used as a hook to tell the Greenway Conservancy story and as a tool to invite engagement with organization, we are looking to build awareness and comprehension of the role of the Greenway Conservancy as the sole steward of The Greenway. 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.

Could you rank by importance the following potential goals of the program: raise awareness, increase overall use of the Greenway, drive attendance at events, increase diversity, and help increase funding opportunities for the conservancy?

1. Build awareness and comprehension of the role of the Greenway Conservancy as the sole steward of The Greenway

2. Build awareness and comprehension of the role of the Greenway Conservancy as a nonprofit organization in need of and worthy of donor support
3. Increase diversity of audience and visitorship to The Greenway
4. Increase overall use of the Greenway
5. Drive attendance at events

Are you looking for thought leadership opportunities for your Executive Director or board members or should the focus be on Greenway news and stories?

We are looking for thought leadership opportunities for our Executive Director in circumstances which highlight the innovative work of the Conservancy and build awareness and comprehension of the role of the Greenway Conservancy as the sole steward of The Greenway.

Who are the most important audiences this effort is meant to reach? Assuming that all below are of interest, but which ones are top priority (potential visitors, potential supporters, elected officials [city/state], abutters, e.g.: businesses, residents)? Are there others not on this list?

The highest priority for this project is to build awareness and comprehension among potential supporters (particularly individuals, but also businesses and other entities) that the Greenway Conservancy is solely responsible for managing all aspects of The Greenway and relies on private support (80%) to fulfill its responsibility as sole operator and steward of the park. Private funding sources can include individual donors, foundations, corporations and abutting property owners/tenants via the Greenway Business Improvement District. They are a key audience, especially existing and prospective individual donors. Park visitors and abutting residents are also a key part of that constituency.

Should crisis communications be included in our proposal?

The Conservancy is seeking proposals to develop and deliver a series of strategically placed coverage/stories in local/regional media for the 2020 season, and is not looking for crisis communications work within the scope of this RFP.

In looking at past media coverage, there is coverage in some of the main media outlets like the Globe and Herald, but do you strive for more diverse coverage in local/neighborhood outlets?

Yes. We would like to reach Boston and Greater Boston residents in all neighborhoods to help build the understanding and extend the invitation that The Greenway is an open and welcoming public park for all.

METRICS OF SUCCESS

What does success look like?

Success looks like stories placed with the assistance of the contractor that will help build awareness and comprehension of the Greenway Conservancy as the sole operating entity of The Greenway, and that frame the Conservancy as an organization whose values and innovative management practices are worthy of donor support.



Are there other parks/orgs that are examples of the type of coverage and recognition you'd like to see?

New England Aquarium, Trustees of Reservations, Esplanade Association, Boston Harbor Now, Emerald Necklace Conservancy, Friends of the Public Garden, Mount Auburn Cemetery, High Line (NYC).

What media coverage would you consider a homerun? What would the headline be?

"The Greenway Conservancy has transformed the way millions of people experience Downtown Boston" adding that the "private support that makes up 80% of our funding is what drives the Conservancy's ability to continually provide exciting, innovative, free, public programs and dynamic experiences on The Greenway." We're looking for coverage of the Conservancy's continuous innovations - our Public Art Program that has won more awards nationally than any other non profit, The Greenway is one of the first and only organically maintained public parks in the state, and the Conservancy initiated Boston's first food truck program, first beer garden, and first bee hives in a public park.

LOGISTICS / STAFFING

If proposed ideas require costs (paid digital marketing, enhanced signage, an in-person press event, etc.), would those items be covered under a separate budget line or would they be expected to come out of the \$25,000 RFP?

Generally, expenses would be expected to come out of the \$25,000 consultant fee. However, the Conservancy is open to evaluating additional opportunities that have high potential for return in terms of the stated goals in the RFP. We are more focused on quality end-products than a specific process, so if our scope or requirements need to be adjusted to stay within our budget, we are open to those conversations.

How many proposals are you expecting to receive and how many are you planning to short-list for interviews?

We sent the RFP to ~20 firms and also posted it publicly on our [website](#).

Does the Conservancy have staff dedicated to the proliferation/maintenance of its social media presence?

The Conservancy currently has an internal Outreach department with two dedicated staff whose responsibilities include social media, in addition to marketing, community affairs, and creative design. The Creative Services Manager, a member of this department, is responsible for internal multimedia production such as photography or graphic design.

Who will be the main internal Conservancy contact for the term of this project?

Rachel Lake, Marketing and Community Affairs Manager, and David Dalena, Senior Development Officer.



Will the chosen firm be expected to staff and program events on The Greenway?

All Conservancy events and programming on The Greenway are staffed by the Conservancy, and the chosen firm will not be required to staff events. There may be opportunities where firm presence at an event, such as our annual Gala on The Greenway, would be appropriate in their interactions with the media or if the chosen firm was organizing a press avail. These opportunities will be discussed further with the chosen firm.