



Request for Proposals: Economic Development Marketing Strategy

Proposals Due: Wednesday, June 1, 2022 at 5 p.m.

Overview

The Golden Triangle Business Improvement District (BID) is seeking proposals for a team of consultants to develop an innovative and dynamic Economic Development Marketing Strategy to frame the value of the Golden Triangle and generate excitement about the area as a premier destination for businesses and organizations to locate and grow. Key parts of this endeavor are to clarify and identify the BID's unique value propositions for key audiences, develop economic development branding and messages, and create targeted collateral material to influence decision makers in their location decisions. The BID is committed to reimagining the nation's central business district by building on its assets and placemaking initiatives with a heightened focus on economic development, particularly given the impacts of the pandemic. This is an opportunity to imagine a new model for growth, one that integrates resiliency, sustainability, inclusivity, and health and to envisage the future of the Golden Triangle as a vibrant mix of living and working spaces among active and creative public spaces. In addition, the RFP calls for optional pricing for PR services, as well as a Marketing Strategy and additional PR services for the Penn West Equity and Innovation District along Pennsylvania Avenue in Washington DC.

Background

Formed in 1998, the Golden Triangle BID enhances Washington, DC's central business district, the 44 square-block area stretching from the White House to Dupont Circle. Home to almost 6,000 businesses, the BID has been a center of economic activity for decades, providing a clean, safe and vibrant environment for hundreds of thousands of workers, residents, and visitors through its place management programs and economic development. The BID serves as a resource for existing and new businesses locating in the area by providing information on available incentives, support with regulations, and hyperlocal data and insight. Additionally, the BID encourages economic development through capital projects, public art, sustainability initiatives, and events, often through bringing together public and private partners and leading long-term efforts like the [Penn West Equity and Innovation District](#). The Golden Triangle is also the first BID in the world to be certified through the U.S. Green Building Council's LEED for Communities program, achieving [LEED Platinum certification](#).

Scope of Work

This RFP is for an Economic Development Marketing Strategy that includes the BID's unique value propositions for key audiences, branding with messaging and graphics, and targeted collateral material to influence decision makers in their location decisions. In your proposal, outline your team's ideal

approach to each task in this scope of work; also, list the cost for each task separately in your proposed budget.

Conduct Research and Interviews

- A. Review existing research and materials provided by the BID to create interview guides for task “B” (Conducting focus groups/interviews):
 - Draft of BID Strategic Plan
 - BID’s existing activities, areas of focus, and outcomes
 - Executive Summary of Innovation District Action Plan
 - Demographic data
 - Real estate reports outlining data and trends pre and post covid including vacancy, occupancy, and absorption rates, mixed-use make up, etc. etc.)
 - Reports on the role of the central business district post pandemic (e.g. Brookings)
- B. Conduct up to 5 focus groups/interviews with key stakeholders and experts and summarize key findings to inform the Marketing Strategy.
 - Property owners in the BID
 - City and regional economic development officials
 - Real estate researchers/brokers
 - Companies in growth industries
 - Companies currently in the BID
 - BID staff and leadership
- C. Research and summarize best practices in promoting and reimagining central business districts (and other areas with similar markets and opportunities) to determine forward-thinking and cutting-edge approaches to marketing to decision makers for business expansion, attraction and retention.

Outline Key Industries, and Identify Audiences and Decision-Drivers

- D. Outline key industries to attract and grow in order to diversify the BID to ensure its success and sustainability in the future.
- E. Identify and group key audiences with a focus on decision makers (e.g. C-Suite, site selection, external real estate consultants).
- F. Prioritize the top drivers and decision points for key industries that feed their location choices. Examples of drivers include, but are not limited to, transportation and infrastructure, workforce, universities, training, restaurants, breweries, event facilities, museums and galleries, bicycle lanes, rooftops, and sustainability.

Develop Economic Development Branding and Value Propositions for the BID

- G. Develop an economic development mission statement for the BID organization.
- H. Create a distinctive and recognizable name for the Golden Triangle’s economic development program that fits within the overall Golden Triangle brand.
- I. Create a set of specific value propositions for the Golden Triangle crafted for key audience groups.
- J. Develop key messages that support the value propositions defined for key audience groups.

Test Messaging

- K. Test messages to determine which key messages resonate and will result in a desired action.

Design a Branding and Messaging Guide and Collateral Material

- L. Design a branding and messaging guide document including core messages and message map for relevant audiences.
- M. Design templates and collateral that leverages the existing Golden Triangle brand.
 - 1-pager – General, and additional versions by topic for target audiences
 - Website copy
 - Pitch deck
 - Brochure
 - Templates for event invitations, social media, press releases

Optional Item 1: Deliver PR services to support the Marketing Strategy

- A. Develop a PR strategy and campaign that prioritizes earned media and no-cost or low-cost options to maximize progress toward marketing milestones.
- B. Compile a master list of communication outlets including media, trade publications, specific meetings/events, reports, podcasts, etc. to reach investors, site selectors, large employers, and any other identified key audiences. Conduct surveys among target audiences to identify top outlets and communications preferences.

Optional Item 2: Develop a standalone Penn West Economic Development Marketing Strategy and materials, as well as PR services, for the Penn West Equity and Innovation District (Penn West) that fits within the context of the Golden Triangle's overall Marketing Strategy.

- A. Conduct up to five 5 focus groups with key stakeholders and experts to test existing messaging and branding.
- B. Develop a brand and messaging guide document for Penn West: Using Golden Triangle's messaging as a launching point, further develop messaging and branding, including graphics, specific to Penn West.
- C. Create and launch a dedicated Penn West website.
 - Integrate website functionality with CRM to support "sales cycle"
- D. Develop a marketing plan for paid advertisements, if recommended.
- E. Create collateral targeting various potential stakeholders, including different audiences and tech sector focuses (large companies, start-ups, university, property owners). Items should at a minimum include:
 - An overview one-pager about the Penn West Equity and Innovation District
 - A flyer, brochure, and/or deck targeted to companies and attraction prospects that are customized to four target sectors (medtech, fintech, govtech and edtech)
 - A flyer, brochure, and/or deck with information targeting innovation hub community building organizations

- A flyer, brochure, and/or deck with information targeting potential investors / private funders
- Design and Messaging Templates for event invitations, social media, press releases, PPT presentations
- Recommend other collateral materials and/or programs such as Digideck, etc.
- F. Develop extensive media/PR list (including social media handles) with industry-targeted journals, blogs, influencers, related associations, podcasts, community building/regional groups
 - Recommend outreach strategy
 - Develop deskside briefing plan
 - Conduct surveys among target audiences to identify top outlets and communications preferences.
 - Recommend strategy for continuation of outreach
- G. Recommend innovative and functional swag items and relevant vendors

Timeline

May 9: RFP issued

May 18: Questions due by 5:00 pm to Sarah Price, sprice@goldentriangledc.com

May 20: Pre-bid conference call (time TBD)

June 1, 2022: Proposals due by 5:00 pm

June 2- June 15: Proposal review and interviews

June 16-June 24: Consultant selection and contract finalization

June 24, 2022: Project start date

The main SOW (and Optional Item 1, if applicable) must be fully completed, and all deliverables sent to the BID by **September 15, 2022**. If applicable, Optional Item 2 must be fully completed by November 15, 2022.

Submission Requirements

- Cover letter highlighting your team’s relevant past experience and approach with graphic design and branding, economic development marketing planning, communications plans, public relations and marketing, highlighting any work focused on central business district
- Scope of Work
- Total proposed cost
- Itemized budget, listing subtotals separately for each task from scope
- Draft standard contract

- Expected project schedule
- Your team & their bios, with any DBE/WBE/MBE status for consultant or subconsultant
- Team lead contact information
- 2-3 references and their contact information

This RFP particularly encourages the participation of interdisciplinary consulting teams (design, marketing and branding and relevant experience directly or related to economic development marketing) led by people of color, women, and other socially and economically disadvantaged individuals, as well as consultants located in the Golden Triangle BID. Proposals and questions may be submitted by email to Sarah Price, Economic Development Director, at sprice@goldentriangledc.com.