



WEST END OPPORTUNITY PARTNERSHIP PUBLIC RELATIONS REQUEST FOR PROPOSALS (RFP)

Issued by: West End Opportunity Partnership (The Partnership)

Date Issued: Monday, September 9, 2024

Proposal Due Date: Monday, September 30, 2024

PURPOSE

We are seeking proposals from qualified Public Relations (PR) firms to assist us in enhancing our public image, increasing community engagement, and promoting our initiatives.

ABOUT THE WEST END OPPORTUNITY PARTNERSHIP

The Partnership is a significant economic investment initiative launching in the West End, aimed at stabilizing homeownership and preventing displacement of current residents due to rising home values. The development area includes Algonquin, California, Chickasaw, Park DuValle, Park Hill, Parkland, Portland, Russell, and Shawnee

The Partnership's goal is to elevate the expertise and aspirations of the West End to promote revitalization. For the next 20 years, 80% of new tax revenue collected in the development area will stay in the West End. The Partnership, composed of neighborhood residents and appointees from community organizations, will manage the proceeds and make strategic economic development investments in the area.

Organization Background

Provide a brief description of your organization, including:

- Mission and values
- History and achievements
- Key programs and services
- Target audience and stakeholders

Project Overview

We are looking for a PR firm to develop and execute a comprehensive public relations strategy that includes, but is not limited to:

- Media relations
- Social media management
- Event promotion
- Crisis communication
- Content creation (press releases, articles, newsletters)

Scope of Work

The selected PR firm will be expected to:

- Develop a PR strategy aligned with our organizational goals
- Create and distribute press releases and other media materials
- Manage media inquiries and relationships





- Develop and manage social media content and campaigns
- Provide crisis communication support
- Measure and report on the effectiveness of PR activities

Proposal Requirements

Interested firms should submit a proposal that includes:

- Company profile and experience
- Case studies or examples of similar work
- Proposed approach and methodology
- Detailed project timeline
- Budget and fee structure
- References from previous clients

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Relevant Experience and Expertise (20 points)**
 - Demonstrate a proven track record in public relations, particularly in sectors similar to ours. Highlight key projects and outcomes.
- **Strategic Communications Approach (20 points)**
 - Provide a detailed plan for developing and implementing strategic communications that align with our organizational goals. Include examples of past successful campaigns.
- **Multicultural Marketing Expertise (15 points)**
 - Show experience in creating and executing marketing strategies that effectively engage diverse cultural, racial, and ethnic groups. Provide examples of past multicultural campaigns.
- **Quality and Creativity of Proposed Approach (15 points)**
 - Present a unique and innovative approach to our public relations needs. Highlight creative strategies and tactics that differentiate your proposal.
- **Ability to Meet Deadlines and Work Within Budget (10 points)**
 - Demonstrate a history of delivering projects on time and within budget. Provide examples of how you manage timelines and financial constraints.
- **References and Past Performance (10 points)**
 - Provide references from previous clients and examples of past performance that showcase your reliability and effectiveness in public relations.



- **Overall Fit with Our Organization's Values and Goals (10 points)**

- Explain how your agency's values and goals align with ours. Highlight any previous work that reflects a similar mission or vision.

Submission Instructions

RESPONSES TO THIS RFP MUST BE RECEIVED IN ELECTRONIC FORMAT ON OR BEFORE MONDAY, SEPTEMBER 23, 2024 BY 5 PM TO THE FOLLOWING:

INFO@WESTENDPARTNERS.ORG

Timeline

- RFP Issued: Monday, September 9, 2024
- Proposal Due Date: Monday, September 30, 2024
- Selection of Vendor: Friday, October 18, 2024
- Project Commencement: Monday, October 21, 2024

Contact Information

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<https://westendpartners.org>

THE PARTNERSHIP WILL SELECT VENDORS BASED ON A REVIEW OF ALL CRITERIA, AND NOT SOLELY BASED ON FEES.

THE PARTNERSHIP RESERVES THE RIGHT TO REJECT ALL PROPOSALS OR TO AWARD CONTRACTS TO MULTIPLE VENDORS, IN ITS SOLE DISCRETION.