San Diego Daily Transcript
CERTIFICATE OF PUBLICATION

Lorin Stewart
San Diego Tourism Marketing District Corporation
8880 Rio San Diego Drive Suite 800
SAN DIEGO CA 92108

IN THE MATTER OF

RFP Communications

REQUEST FOR PROPOSAL: Non-Profit Corporate Communications:

The San Diego Tourism Marketing District Corporation (SDTMD Corp.) seeks to engage a full-service communications company to facilitate a variety of communications disciplines necessary to fulfill the requirements of the renewed SDTMD Corp. Operating Agreement and District Plan. Selected firm will have:

— An office or corporate headquarters located in the City of San Diego;
— Extensive experience and understanding of the depth and breadth of the hospitality and tourism industry in San Diego;
— A strong working relationship with the San Diego hospitality industry in order to facilitate effective work;
— A demonstrated experience with high profile not-for-profit clients;
— A demonstrated experience with the San Diego City Council;
— Adequate staffing and support.

A copy of the "RFP COMMUNICATIONS" is available online at www.sdtmd.org under "RESOURCES / Notices & Alerts", or you may request a copy via email at lestaward@sdtmd.org. The deadline for submitting sealed proposals is: 5:00 p.m. Monday, June 16, 2014.

I certify under penalty of perjury that the forgoing is true and correct.

Dated at San Diego, California this June 3, 2014

[Signature]
San Diego Tourism Marketing District Corporation
Request for Proposal
“Non-Profit Corporate Communications”

OBJECTIVE: The San Diego Tourism Marketing District Corporation (SDTMD Corp.) seeks to engage a full-service communications company to facilitate a variety of communications disciplines necessary to fulfill the requirements of the renewed SDTMD Corp. Operating Agreement and District Plan.

SCOPE OF WORK - Including but not limited to:
- Production and distribution of SDTMD Corp. quarterly updates to over 1,000 TMD assessed lodging properties (by standard post);
- Production of web-based annual reports by end of each October;
- Production support for SDTMD Corp. annual meeting;
- Co-ordination with the City of San Diego to provide monthly updates of the TMD assessed properties database;
- Coordination of media interviews, preparation and dissemination of press releases, as required;
- Serve as point-of-contact with media, as required;
- Assist in communication responses / outreach with City Council, Mayor’s office and others as deemed appropriate;
- Provide general communication and messaging, as needed, to TMD assessed lodging properties, hospitality industry, grant recipients, etc.;
- SDTMD.org website direction and maintenance;

BASIC QUALIFICATIONS:
- An office or corporate headquarters located in the City of San Diego;
- Extensive experience and understanding of the depth and breadth of the hospitality and tourism industry in San Diego;
- Strong working relationships with the San Diego hospitality industry in order to facilitate effective work;
- A demonstrated experience with high profile not-for-profit clients;
- A demonstrated experience with the San Diego City Council;
- Adequate staffing and support;

EVALUATION: Define how results will be measured.

COST ESTIMATE: Propose your estimated costs as a monthly retainer. Estimate monthly time commitment. Identify and estimate additional hard costs as required.

SUBMITTAL PROCEDURES: Please submit your sealed proposal marked “RFP COMMUNICATIONS” by 5:00 p.m. - Monday, June 16, 2014* to:

San Diego Tourism Marketing District Corporation
8880 Rio San Diego Drive, Suite 800
San Diego, CA 92108
Attention: Mr. Lorin Stewart, Executive Director
MJE Marketing is a full-service, national award-winning marketing, advertising, public relations and public affairs agency whose commitment to quality is absolute — top to bottom line. Established in 1994, we consider ourselves to be creative, connected and always curious about what makes people do what they do. And that translates into effective campaigns that demonstrate ROI whether the focus is on selling a product, managing a sensitive public issue or coming up with the key call-to-action to attract thousands of people...to that next “big” thing.

**REGIONAL KNOWLEDGE**

MJE’s personnel have extensive experience in strategic communications planning and creative development as well as public outreach, involvement and policy. Key team members have worked in local government, politics, policy, business and civic affairs in San Diego for many years. This experience has resulted in positive working relationships with the Mayor, City Council and County Board of Supervisors, as well as senior management within high-profile public entities including the Port of San Diego, San Diego County Regional Airport Authority, SANDAG, San Diego Tourism Authority (SDTA), the San Diego Regional Chamber of Commerce and more. Our team has a vast network of contacts, resources and experience to draw from to understand and communicate complex projects in the San Diego area.

In addition to MJE’s knowledge and experience working with local government and public entities, the team also has an unmatched depth of experience working with local hoteliers, local and regional attractions, and restaurateurs. The agency is also involved in a local Heritage Tourism initiative to help increase tourism in the region.

**CAPABILITIES**

The agency provides an extensive list of in-house creative services including marketing planning and research, public relations, media relations, advertising (print and electronic), corporate identity and collateral development, direct mail programs, media buying, website development, multi-media communications, social media campaign development and journalism. The public affairs arm of the company specializes in government relations, issues management, public outreach and involvement, public works and public participation and facilitation. With 14 San Diego-based employees, MJE has the staff, talent and support to provide corporate communications programs and services required and approved by the SDTMD Board of Directors.
CLIENTS

Our past and present client list includes the Port of San Diego, San Diego County Regional Airport Authority, San Diego Bay hotels, Sheraton Harbor Island, La Quinta Resort, Balboa Park Cultural Partnership, San Diego Regional Economic Development Corporation, First 5 Commission of San Diego County, City of San Diego Think Blue, ARCO Olympic Training Center, San Diego Padres, Manpower, San Diego State University, Gaslamp Quarter, SeaWorld and the San Diego Zoo. MJE has received 12 regional Emmys and more than 90 international, national, industry and trade awards for its strategic communications, graphic design, integrated marketing campaigns, public relations, and other marketing materials.

Our success comes from constant scrutiny and creativity in messaging. Websites, blogs, email newsletters, streaming news feeds, Facebook, Twitter, YouTube and iPhone app alerts have become as important as traditional media outlets for delivering client messages. We will examine all of these outlets for their utility in both sending and receiving information to targeted audiences for the SDTMD.

CERTIFICATIONS & MEMBERSHIPS

MJE is DBE-certified as a women-owned business, a certified Diverse Emerging Vendor Outreach (DEVO) through the San Diego County Hispanic Chamber of Commerce and registered with the San Diego County Water Authority SCOOOP program.

The agency is a member of key travel, tourism, trade, civic and professional organizations including AAPA, ACI-NA, AIGA, CalTIA, National Academy of Television Arts and Sciences, Pacific Southwest Chapter, PRSA, San Diego Regional Chamber of Commerce, San Diego Hispanic Chamber of Commerce, San Diego Ad Club, and San Diego Film Commission.

The following describes the MJE team’s approach to implementing the various services outlined in the Scope of Work.

Task 1.
Production and distribution of SDTMD Corp. quarterly updates to over 1,000 TMD assessed lodging properties

Since the SDTMD’s renewal, MJE has managed the production and distribution of three different quarterly updates, reaching more than 3,000 TMD-assessed lodging properties in total. The quarterly postcards reflect the SDTMD’s commitment to providing the assessed lodging businesses with communication updates on a consistent basis. MJE currently oversees all aspects of the project, including copywriting, design and production, coordination with mail house vendor, management of mailing lists and coordination with SDTMD’s Executive Director. The latest quarterly postcard featured the newly refreshed design, which MJE debuted in the SDTMD’s FY2013 annual report. MJE is prepared and equipped to distribute the Q4 quarterly update in late-August 2014.
Task 2.
Production of web-based annual reports by end of each October

MJE has produced the past five annual reports for the SDTMD, capturing contractor results, ROI and the SDTMD’s overall economic impact in an impactful and engaging manner. MJE set up a framework for measuring ROI that has been applauded by the San Diego City Council, spurring ongoing support for the SDTMD concept. In fact, other Tourism Marketing Districts (TMDs) are looking to follow San Diego’s model. The subsequent white paper documenting the metrics received a 2010 Bronze Bernays Public Relations Society of America Award of Excellence.

MJE’s production of the SDTMD’s annual reports includes strategic planning, message and creative development, copywriting, graphic design and HTML coding. The annual report serves as a valuable tool for communicating key SDTMD messages and showing transparency of its exemplary public-private partnership with the City of San Diego. The 2012 annual report, “Tourism Powers Cities”, received a PRSA Bronze Bernays Award of Merit for Online Annual Reports.

Task 3.
Production and support for SDTMD Corp. annual meeting

MJE currently provides the SDTMD with a team that has the proven capability to coordinate and oversee all events, large and small. To date, MJE has produced several annual meetings as well as organized various informational sessions and workshops for participating hotels on behalf of the SDTMD. MJE handles all aspects of the annual meeting, including strategic planning, public outreach to key stakeholders, speaker coordination, logistics planning and execution, creation of promotional materials (i.e. presentation, agenda, script, talking points, etc.), event promotion and media coordination, and day-of event execution and support.

Task 4.
Co-ordination with the City of San Diego to provide monthly updates of the TMD assessed properties database

MJE works in close coordination with the City of San Diego to maintain a consistent database of TMD-assessed lodging properties. MJE has a positive working relationship with the City Treasurer’s office and already has a process in place to ensure updates are provided on a monthly basis. MJE and the SDTMD rely on this database for making website updates and sending out quarterly updates, email blasts and event invites.
Task 5.
Coordination of media interviews, preparation and dissemination of press releases, as required; Serve as point-of-contact with media, as required

Since the district’s inception, MJE has assisted the SDTMD communicating key information and interacting with the local media. Marlee J Ehrenfeld, MJE’s President and Creative Director, currently serves as the SDTMD’s point of contact for all media inquiries. Marlee is a former reporter for television, magazines and daily newspapers and was trained to be a corporate spokesperson at a public speaking immersion course through the American Banking Association. Marlee and her team played an instrumental role in engaging the media and the public at large to develop support for the successful completion of the SDTMD renewal.

The MJE team is well versed in creating media kits, writing media advisories and press releases, preparing clients for interview, and generating positive publicity. Members of the team include former journalists, and are experts in Associated Press-style writing for media. MJE stands equipped to handle all media inquiries and tasks moving forward.

Task 6.
Assist in communication responses / outreach with City Council, Mayor’s office and others as deemed appropriate

Over the past few years, MJE has assisted the SDTMD’s Executive Director in communications and outreach with the Mayor, City Council members and City senior management. This has included assistance with scheduling, preparation of briefing materials, participation in briefings and follow-up with elected officials’ staff. All MJE staff members handling communication efforts on behalf of the SDTMD have worked in local government, politics, policy, business and civic affairs in San Diego for many years.

Task 7.
Provide general communication and messaging, as needed, to TMD assessed lodging properties, hospitality industry, grant recipients, etc.

As the SDTMD’s communications liaison, MJE currently develops and implements effective outreach and communication strategies to engage a variety of SDTMD stakeholders, including the corporate community, hospitality and travel industry, TMD-assessed lodging properties, third party contractors, and the public at large. MJE has maintained and cultivated strong working relationships with TMD-assessed lodging properties; San Diego Hotel-Motel Association; San Diego Lodging Industry Association; third-party contractors (i.e. SDTA, San Diego Bowl Game Association, etc.); SDTMD supporters, and City of San Diego. This has proven to be critical to successfully delivering communication messages in an efficient manner to key SDTMD constituents.

Moving forward, MJE will continue to work with the SDTMD to identify additional target audiences, perform a thorough stakeholder analysis, develop key messages for information to be conveyed, and develop a variety of strategies and tactics to communicate with these external audiences. These tactics will include traditional outreach techniques such as meetings, workshops, and collateral materials, as well as utilizing the SDTMD’s website, infographics, multimedia presentations, videos and e-newsletters to reach diverse audiences.
Task 8.
SDTMD.org website direction and maintenance

The results-oriented MJE team has been creating award-winning websites for companies since 1994. The MJE team works in collaboration with professional web programmers who have extensive experience in advanced programming languages, user interface design, Web-based training, E-commerce and Search Engine Optimization.

In 2011, MJE planned and launched a totally new website for the SDTMD — SDTMD.org. The new website reinforces the district’s identity, highlights critical frameworks for determining stakeholders ROI, and most importantly, provides a valuable information resource to further validate the SDTMD’s mission. Since the site launched, San Diego City Council has advanced the SDTMD renewal process, which was approved in September 2012.

Task 9.
Other duties

Beyond the tasks listed in the RFP, MJE and our vendor network can provide additional services such as:

- Market Plan Development and Implementation
- ROI/Marketing Strategies
- Video Development and Production
- Video – Time Lapse
- Visual Simulations
- Website and Mobile Applications
- Photography
- Media Buy/Placement
- Market Analysis

BUDGET

MJE proposes an overall not-to-exceed annual budget of $48,000. President & Creative Director Marlee J Ehrenfeld, Senior Advisor David Nielsen and Public Affairs Manager Lauren Bogart will have the lead in this effort, with other MJE marketing and public relations staff providing support as needed. Work will be performed on a time and materials basis at the following hourly rates:

- David Nielsen, Senior Advisor, $250/hour
- Marlee J Ehrenfeld, President & Creative Director, $190/hour
- Lauren Bogart, Public Affairs Manager, $150/hour
- Chris Biele, Public Relations Specialist, $125/hour
- Steven Wahl, Marketing & Interactive Assistant, $75/hour
- Administrative Support, $65/hour

The proposed budget does not include time spent on lobbying services, website and interactive programming, graphic design, filming and video production and photo shoots. It also does not include the purchase of stock photography, color copies/outputs, postage and printing costs. Based on prior work executing various SDTMD projects, MJE estimates an additional $2,500 for the production of the annual report, which includes graphic design, HTML coding and printing. For the quarterly reports, MJE estimates an additional $1,000 for production, which includes mailing, printing, graphic design and postage.

For the additional services outlined in Task 9 (Other duties), estimates will be provided in advance of the initiation of work. Out-of-pocket expenses including travel, mileage and messenger services are billed separately. Proof of payment for all expenses and documentation of time spent by MJE staff on the SDTMD account will be submitted on a monthly basis along with the invoice.
REQUEST FOR PROPOSAL

SAN DIEGO TOURISM MARKETING DISTRICT CORPORATION

“Non-Profit Corporate Communications”

Closing Date: Monday, June 16, 2014

8880 Rio San Diego, Suite 800
San Diego, California 92108
(619)209-6108
lstewart@sdtmd.org
www.sdtmd.org
INTRODUCTION:

The San Diego Tourism Marketing District Corporation (SDTMD Corp.) seeks to engage a full-service communications company to facilitate a variety of communications disciplines necessary to fulfill the requirements of the renewed SDTMD Corp. Operating Agreement and District Plan.

To this end, the SDTMD Corp. announces a Request for Proposal (RFP) from qualified professionals that meet the following conditions:

- An office or corporate headquarters located in the City of San Diego;
- Extensive experience and understanding of the depth and breadth of the hospitality and tourism industry in San Diego.
- A strong working relationship with the entire San Diego hospitality industry in order to facilitate effective work.
- A demonstrated experience with high profile clients;
- A demonstrated experience with the San Diego City Council;
- Adequate staffing and support.

II. SCOPE OF WORK - Including but not limited to:

- Production and distribution of SDTMD Corp. quarterly updates to over 1,000 TMD assessed lodging properties (by standard post);
- Production of web-based annual reports by end of each October;
- Production support for SDTMD Corp. annual meeting;
- Co-ordination with the City of San Diego to provide monthly updates of the TMD assessed properties database;
- Coordination of media interviews, preparation and dissemination of press releases, as required;
- Serve as point-of-contact with media, as required;
- Assist in communication responses / outreach with City Council, Mayor’s office and others as deemed appropriate;
- Provide general communication and messaging, as needed, to TMD assessed lodging properties, hospitality industry, grant recipients, etc.;
- SDTMD.org website direction and maintenance;

Organizations wishing to be considered as a possible contractor need to supply a maximum five-page proposal. One page should describe the organization, its history, experience and qualifications. Further pages should describe, in outline form, the detailed plan that addresses the program elements.
San Diego Tourism Marketing District Corporation
Request for Proposal
“Non-Profit Corporate Communications”

OBJECTIVE: The San Diego Tourism Marketing District Corporation (SDTMD Corp.) seeks to engage a full-service communications company to facilitate a variety of communications disciplines necessary to fulfill the requirements of the renewed SDTMD Corp. Operating Agreement and District Plan.

SCOPE OF WORK - Including but not limited to:
- Production and distribution of SDTMD Corp. quarterly updates to over 1,000 TMD assessed lodging properties (by standard post);
- Production of web-based annual reports by end of each October;
- Production support for SDTMD Corp. annual meeting;
- Co-ordination with the City of San Diego to provide monthly updates of the TMD assessed properties database;
- Coordination of media interviews, preparation and dissemination of press releases, as required;
- Serve as point-of-contact with media, as required;
- Assist in communication responses / outreach with City Council, Mayor’s office and others as deemed appropriate;
- Provide general communication and messaging, as needed, to TMD assessed lodging properties, hospitality industry, grant recipients, etc.;
- SDTMD.org website direction and maintenance;

BASIC QUALIFICATIONS:
- An office or corporate headquarters located in the City of San Diego;
- Extensive experience and understanding of the depth and breadth of the hospitality and tourism industry in San Diego.
- Strong working relationships with the San Diego hospitality industry in order to facilitate effective work.
- A demonstrated experience with high profile not-for-profit clients;
- A demonstrated experience with the San Diego City Council;
- Adequate staffing and support.

EVALUATION: Define how results will be measured.

COST ESTIMATE: Propose your estimated costs as a monthly retainer. Estimate monthly time commitment. Identify and estimate additional hard costs as required.

SUBMITTAL PROCEDURES: Please submit your sealed proposal marked “RFP COMMUNICATIONS” by 5:00 p.m. - Monday, June 16, 2014* to:
San Diego Tourism Marketing District Corporation
8880 Rio San Diego Drive, Suite 800
San Diego, CA 92108
Attention: Mr. Lorin Stewart, Executive Director

*Late submittals will not be accepted.