

REQUEST FOR PROPOSAL

SAN DIEGO TOURISM MARKETING DISTRICT CORPORATION

Non-Profit Corporate Communications

Closing Date: Friday, May 11, 2018



750 B Street, Suite 1500
San Diego, California 92101
(619)557-2854
bhughes@sdtmd.org
www.sdtmd.org

I. 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 SDTMD Corp. Operating Agreement, District Plan and San Diego's Destination Master Plan (Experience San Diego, Destination 2040).

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

- Extensive experience and understanding of the depth and breadth of the hospitality and tourism industry in San Diego;
- Demonstrated experience with high profile clients;
- Demonstrated experience with community engagement and outreach;
- Demonstrated experience with the San Diego City Council and public domain experience; and
- Adequate staffing and support.

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

- Production and distribution of SDTMD Corp. quarterly updates to TMD assessed lodging properties (by standard post);
- Content support and production of annual report;
- Coordinate and facilitate Experience San Diego Steering Committee meetings and activities.
- Experience San Diego website direction and maintenance.
- Assist in communication responses and outreach with City Council, Mayor's office, and others as deemed appropriate;
- Collaborate with the Executive Director and Board of Directors to form relevant messaging and dissemination, as needed to stakeholders (TMD assessed lodging properties, hospitality industry, funding recipients, etc.) and the public (as necessary).
- SDTMD.org website direction and maintenance.
- Coordination of media interviews, preparation and dissemination of press releases, as required;
- Serve as point-of-contact with media, as required;

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 other elements of the firm's suitability as deemed appropriate by the submitting firm. Professional references are welcome, particularly those who have similar needs, scope and complexity.

III. SELECTION PROCESS & TIME FRAME:

Each responding organization will submit a plan that addresses the program elements as outlined above.

The SDTMD Corp. Board sub-committee will make a recommendation to the Board of Directors, who will then select the contractor at a public SDTMD Corp. Board of Directors meeting currently scheduled for June 1, 2018.

The deadline for submitting a proposal is 5:00pm, Friday, May 11, 2018.

IV. FEES:

Billable hours will vary from month-to-month. Current base SDTMD activity averages \$8,000 per month and Experience San Diego activity averages \$12,000 per month. The operating environment is dynamic and TMD's needs can change significantly. These are current averages only. Please provide hourly rates according to junior level, mid-level and senior level individuals. Historically, a 3-person team has proven to be most effective and efficient with one person at each of the three levels of experience comprising the project team.

V. SUBMITTAL PROCEDURES:

Please submit your **sealed proposal marked "RFP COMMUNICATIONS"** by **5:00 p.m. Friday, May 11, 2018** to: **San Diego Tourism Marketing District Corporation**
750 B Street, Suite 1500
San Diego, CA 92101
Attention: Mr. Brian Hughes, Executive Director

An electronic version should also be submitted via bhughes@sdtmd.org

It is your responsibility to ensure that the proposal arrives at the address indicated above before the deadline for receipt. Late submittals will not be accepted.

SAN DIEGO TOURISM MARKETING DISTRICT CORPORATION BACKGROUND INFORMATION:

Mission: The San Diego Tourism Marketing District is a nonprofit mutual benefit corporation dedicated to improving lodging room night consumption in the City of San Diego.

Purpose: The specific purpose of this private, non-profit corporation is to create a positive economic, fiscal, and employment impact on the lodging businesses in the City of San Diego through the effective and judicious allocation of its revenue and resources to measurably successful tourism sales and marketing programs.

Board of Directors:

Scott Hermes, Chair
Matt Adams, Vice Chair
C. Terry Brown, Treasurer
Colleen Anderson, Secretary
Chris Ostapovicz
Richard Bartell
Vikram Sood
Matt Greene
Vacant

Staff:

Brian Hughes, Executive Director

What is a Tourism Marketing District?

The San Diego Tourism Marketing District (the *District*) follows the Tourism Business Improvement District (TBID) model, which utilizes the efficiencies of private sector operation in the market-based promotion of local and regional tourism for the targeted benefit of assessed businesses. TBIDs, such as this *District*, allow lodging businesses to organize their efforts to increase tourism, specifically the consumption of hotel rooms as measured by room night stays, achieving economies of scale they could not otherwise achieve.

In San Diego, lodging businesses within the *District* are assessed and those funds are used to provide privileges, programs and services directly to the assessed lodging businesses that specifically benefit those businesses.

District-funded programs and services designed to deliver incremental new room night sales to assessed businesses may include, but are not limited to:

- Marketing of the Assessed Businesses
- Tourism Promotion Activities

- Special Events and Programs

In California, TBIDs such as the *District* are formed pursuant to the Property and Business Improvement District Law of 1994 (PBID Law), the Parking and Business Improvement Area Law of 1989 (BID Law), or pursuant to an ordinance of a Charter City. In San Diego, the *City Council* adopted a local TBID enabling (procedural) ordinance similar to the PBID Law. This State statute and the *City procedural ordinance* allow creation of a special benefit assessment district to raise funds within a specific geographic area, in this case the city of San Diego, for the purpose of improving room occupancy and room night sales for assessed businesses.

History:

As a result of diminishing public resources available for effective and competitive destination marketing, local lodging industry leadership began discussing alternative funding sources and available options in 2003. A working group comprised of lodging industry representatives held dozens of meetings with proposed assessed businesses, stakeholder groups and interested parties. On May 8, 2007, at the request of a working group comprised of lodging industry representatives, the San Diego City Council (City Council) adopted the San Diego Tourism Marketing District Procedural Ordinance (SDMC Section 61.2501 et seq.) (Procedural Ordinance), which created a process for creating a tourism marketing district. Subsequently, on August 1, 2011, the City Council adopted amendments to the Procedural Ordinance specifying, among other things, a process by which such a district may be renewed. Recently, on August 2, 2016, the City Council adopted amendments to the Procedural Ordinance for an additional five years specifying, among other things that TMD assessments would be collected only by lodging businesses with more than 69 guestrooms.

*The **San Diego Tourism Marketing District (District)** was established pursuant to the Procedural Ordinance effective January 1, 2008 for an initial five-year term that ended on December 31, 2012. Developed by San Diego lodging businesses, the District is a benefit assessment district created to fully or partially fund marketing and sales efforts that directly benefit San Diego lodging businesses. On November 26th, 2012 the City Council renewed the District for a period of thirty-nine and one-half (39.5) additional years. The approved District Management Plan sets forth a plan for District activities and assessments during that renewal period.*

District Location:

The boundaries of the District are the same as the boundaries of the City of San Diego..

Funding Source Entirely from Assessed Lodging Businesses:

The District includes lodging businesses in the City of San Diego with seventy (70) or more rooms. These assessed businesses are identified in Appendix 1 of the District Management Plan.

For more information on the SDTMD you may reference our website: www.sdtmd.org

