

The Downtown St. Louis Community Improvement District, Inc.
Request for Proposals
POLITICAL AND PUBLIC RELATIONS CONSULTING SERVICES

Background & Services Required

The Downtown St. Louis Community Improvement District (the “CID”) is a community improvement district established pursuant to the Missouri Community Improvement District Act as a 501(c) (3) Missouri non-profit corporation. Under Missouri law, a community improvement district may only be established for a specified term of years.

The current term of the CID expires on December 31, 2021, and the CID is issuing this Request for Proposals (“RFP”) to secure qualified political and public relations talent to provide consulting in connection with the strategic planning for the future of the CID and consideration of available options related to the impending expiration, and potential renewal or reorganization of the CID.

Anticipated Scope of Work

Consultant(s) will work with CID legal counsel and representatives of the CID board of directors in developing a strategy in considering the creation, renewal or reorganization of a community improvement district or similar type of organization under Missouri Law.

- A) Political consulting services include working with legal counsel and CID President to identify, create or advise on:
- Structure of organization (including type, size, boundaries and other factors)
 - Suite of services to be provided
 - Revenue structure
 - Vendor relationship with service providers including management services for the CID
- B) Public Relations consulting services will apply expertise in assisting with:
- Stakeholder engagement plan including forums for public feedback
 - Managing perception of this effort
 - Strategy and management of public messaging, including traditional press and social media related to the effort
 - Creating stakeholder engagement strategy and related communications

Qualifications

Political Consulting: Consultant should have experience in advising and strategizing for campaigns for ballot or petition issues in the state of Missouri.

Public Relations: Consultant should have experience in developing communications strategies for civic engagements and initiatives, as well as experience in crisis communications.

Proposal Requirements

Proposers may choose to bid on one or both components of this RFP (Political Consulting and/or Public Relations).

All Proposals will be evaluated on the following criteria, each of which must be addressed in the Proposal:

- Firm History, Qualifications, and Experience
 - Describe the firm's overall experience in consulting to political campaigns for ballot or petition issues in the State of Missouri. Describe public relations and communications experience related to civic issues and crisis communications.
- Staffing/Resources
 - Identify the individuals within your firm who would be providing services for this engagement and describe the qualifications and relevant experience of each individual named. In addition, present an overview of your firm's support/advisory resources, if any. Identify name and title of individual who would be primarily responsible for providing these services to the CID.
- Fees and Expenses
 - Firms are free to submit a Proposal on either an hourly rate or a fixed fee basis. However, if an hourly rate is proposed, please indicate a total estimated number of hours. Likewise, if a fixed fee is proposed, please indicate an hourly rate for additional services, if required. Please also include an estimate of relevant out-of-pocket expenses.
- References
 - Please submit names and contact information of at least three (3) references for whom your firm has provided comparable services in the past three (3) years.

Proposal Submission

Proposers interested in responding to the RFP must electronically submit their Proposal in PDF format only. No hard copies will be accepted. The electronic copy must be received no later than 3:00 PM CST on June 25, 2019. Late submittals will be rejected.

All questions related to this RFP must be directed to Missy Kelley, and must be submitted electronically, to the email address listed below, no later than 5:00 PM CST on May 31, 2019. If a determination is made that a clarification or change to the RFP is required, a written addendum will be posted on the appropriate sections of the CID website by 5:00 PM CST on June 7, 2019. Proposers are responsible for complying with all RFP updates.

Proposals must be electronically submitted to the primary contact and email address listed below with the subject line: **"RFP for CID Political and PR Consulting Services."**

Missy Kelley, President & CEO
mkelley@downtownstl.org

Proposal Evaluation

Proposals shall be referred to and reviewed by the CID's President and appropriate staff to make a determination of the most qualified Proposer(s) to meet the CID's needs. In determining the most qualified Proposer(s), the CID may consider all factors in this RFP including but not limited to the firm's prior experience, qualifications, and references. The CID also reserves the right to schedule interviews and/or formal presentations with any or all Proposers.

The CID reserves the right to reject any and all Proposals, to award portions of this contract in whole or in part, to not award any contract, to waive any informalities in the Proposals, and to negotiate terms and scope with the chosen Proposer(s) in the best interests of the CID. Additionally, the CID reserves the right to delay making an award in order to permit additional or needed study and analysis of the Proposals received.

Contract(s) will be negotiated with the successful Proposer(s), and this RFP, any written addenda, and the Proposal shall be incorporated as part of any contract awarded pursuant to this RFP. The final contract(s) between the successful Proposer(s) and the CID are subject to the approval of the CID Board of Directors.

The CID is an equal opportunity employer and does not discriminate on the basis of race, sex, age, religion, national origin, disability, or ethnicity.