



## RFP FOR PUBLIC RELATIONS AND SOCIAL MEDIA

Issued, May 6<sup>th</sup>, 2024

Due Date: May 29<sup>th</sup>, 2024 at 3:00 p.m.

The Greater Downtown Glendale Association (GDGA) is the non-profit management association that oversees the vibrant commercial district in Downtown Glendale. The GDGA represents the property owners, businesses and residents of the district and uses a portion of the revenues from the assessments to promote Downtown Glendale and its stakeholders. **The GDGA is seeking a professional services contractor to provide public relations and social media management for the Association's initiatives, activities, and events.**

The contract period shall commence on or around June 1st, 2024 and will end on May 31<sup>st</sup>, 2025, with the potential to extend the contract for an additional year or more. In the new contract, there may be additional services requested including, but not limited to, additional social media support, blog copywriting, etc. Additional services will be projected in the new year's budget. The budget for the initial term of this proposal is not to exceed \$48,000, with additional budget for boosting social media advertising.

The selected firm shall be responsible for securing relationships with traditional televised, radio and internet media and managing social media platforms for special events, new initiatives, and manage crisis communications on behalf of the Association GDGA administrative staff. The selected firm shall work with the Association for strategic planning, media coverage, press releases, social media campaigns, email marketing, media tracking/analytics, crisis communications, etc.

Proposals should include past and existing work with regional business districts, assessment districts and/or large multi-tenant shopping/dining centers; please include at least 3 references. They must be submitted to the Association Office by 3:00pm on Friday, May 24<sup>th</sup>, 2024.

Please address to:

Rick Lemmo, President

c/o Downtown Glendale Association

and e-mail all proposals to Ryan Huffman at [ryan@downtownglendale.com](mailto:ryan@downtownglendale.com).

For more information, please contact Chris Gomez (New City America), Downtown Glendale Media Coordinator at 888 356-2726.

Rick Lemmo, President / Government Relations • Raul Porto, Vice President  
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer  
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