



**Center City District**  
**660 Chestnut Street**  
**Philadelphia, PA 19106**

**November 16, 2020**

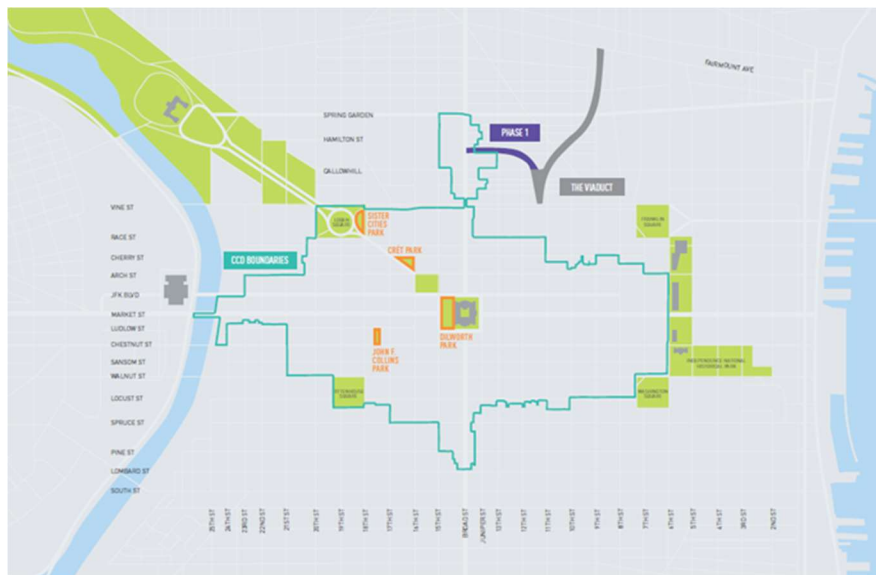
**REQUEST FOR PROPOSALS**  
**For Advertising Agency Services**



## 1. GENERAL

**1.0. Background.** The Center City District ("CCD") is a private sector sponsored municipal authority established to create a safer, cleaner, well-managed downtown Philadelphia. Programs funded by CCD assessments on properties within District boundaries are designed to supplement, but not replace those services provided by the City of Philadelphia ("City"). CCD programs include five broad categories of services: Sidewalk Cleaning Services, Streetscape and other Capital Improvements, Safety and Hospitality Services, Marketing and Membership Services and Management and Programming of four Center City parks. This RFP relates to the management of CCD's marketing and promotional activities through a variety of advertising agency services, more fully described herein.

**1.1. Center City District.** The CCD was established in 1990 to create a safer, cleaner, well-managed downtown. It is governed by a board of 23 business leaders and property owners, as well as health care, hospitality, retail, civic and neighborhood representatives. CCD programs include, but are not limited to sidewalk cleaning, graffiti removal, streetscape improvements and maintenance, crime prevention and general pedestrian assistance, as well as marketing and promotional activities designed to enhance the image and "experience" of Center City. CCD also manages and programs four Center City parks, three through long-term leases with the City of Philadelphia and one owned through a subsidiary, the Center City District Foundation ("CCDF"). For an overview of all CCD services see [www.centercityphila.org/ccd-services](http://www.centercityphila.org/ccd-services). Below is map of the CCD boundaries and the locations of its parks.



The CCD's services are funded primarily through charges assessed to over 1,500 benefitted properties, which are billed and collected directly by the CCD, based on values determined by the Office of Property Assessment of the City of Philadelphia (OPA).



**1.2. Purpose of Request for Proposals.** The CCD seeks proposals for the creative development for various marketing and promotional programs, in cooperation with CCD's Vice President of Marketing and Communications and other senior staff. The goal of the marketing program is to promote and position Center City Philadelphia as the place to do business, visit, live and enjoy in the Philadelphia region and to raise the visibility and success of CCD parks, and particularly in 2021, to communicate about and help prompt Center City's economic recovery.

## **2. SCOPE OF SERVICES**

**2.0. Background.** The CCD is seeking a full-service advertising agency to provide the services relating to creative development/execution, of collateral and ad material trafficking and production, media buying including digital media.

**2.1. Specific Services Required.** The CCD expects its selected agency to provide the following services:

- Work with the marketing and other senior staff to develop, produce and execute a marketing campaign which includes a multi-faceted strategy and approach along with a series of promotions designed to support recovery from the pandemic and promotion of both Center City's retail/restaurant community as well as its office sector, that may include, but not limited to:
  - Creative development, production and execution of two (2) CCD Restaurant Week or restaurant promotional campaigns per year including collateral/ads, such as, but not limited to: brochures, bus shelter ads, check inserts, print ads, and digital media;
  - Creative development, production and execution of one (1) CCD SIPS promotion per including, collateral/ads, such as, but not limited to: brochures, bus shelter ads, coasters, window clings, possible print ads, and digital media;
  - Creative development, production and execution of an advertising campaign that supports the retail/restaurant recovery message.
  - Creative development, production and execution of an advertising campaign that can support a safe, return to office message.
  - Coordination and placement of various media buys, as well as recommended social media strategies for retail and parks promotion, as a return to office initiative.

## **3. THE PROPOSAL PROCESS**

**3.0. Pre-qualification.** The CCD requires a detailed Statement of Qualifications, which includes the information and/or data requested below in Section 4. The CCD will only consider price proposals from interested organizations that in its sole discretion demonstrate the experience, qualifications and creative thought processes necessary to develop a successful CCD marketing and promotional plan designed to achieve its stated goals. Each organization must demonstrate its qualifications and ability to carry out the management and operational responsibilities as outlined in **Section 2. Scope of Services** and pursuant to the examples provided in Exhibit A – Current Marketing and Promotional Plan Collateral.



**3.1. Price Proposal.** Based on information submitted in the Statement of Qualifications, the CCD will review and analyze the completeness of qualifications provided and determine which organizations are most qualified to perform the services required. The CCD will notify those organizations which do not meet the minimum qualifications and review only those Price Proposals from organizations it deems meet the minimum qualifications necessary to carry out the management and operational responsibilities as outlined in the Section 2. Scope of Services and Exhibit A. The price proposal will be based on the management of the CCD Marketing Program, as described in Section 2. Scope of Services and Exhibit A. The price proposal form is attached as Exhibit B.

#### **4. PROPOSAL REQUIREMENTS**

**4.0. Statement of Qualifications.** In order to evaluate proposals in a consistent manner, the following information is required from each organization (and where applicable, its proposed subcontractor(s)) submitting a proposal:

- a) Narrative description of team experience in providing advertising and marketing services with specific emphasis on experience with programs designed to promote and achieve the goals of retail and office centers and other destinations. Experience working with nonprofit and/or civic organizations as well as Business Improvement Organizations is important.
- b) Several samples of current and previous work, analogous to the CCD assignment, indicative of the direction and creative talent available from your organization to CCD. Examples could include print ads, online and television spots, digital and other multi-media examples.
- c) A statement of your understanding of the unique challenges that the CCD faces in promoting the recovery of restaurants and retail and the return to office work, not to exceed one page. For an overview of how the CCD has been documenting and approaching these challenges please see:
  - <https://www.centercityphila.org/research-reports/monitoring-philadelphia-s-economic-recovery-nov-2020>
  - <https://www.centercityphila.org/explore-center-city/support>
  - <https://www.centercityphila.org/news/reopening-resources>
  - <https://www.centercityphila.org/research-reports/restaurant-and-retail-recovery-slow-steady-but-fragile>
  - <https://www.centercityphila.org/research-reports/return-to-office-survey-october-2020>
- d) A short outline of your internal creative process:
  - At the beginning of each project, who is the team assembled to meet with the client?
  - What is the client interaction with the creative team?
  - Who is the day-to-day client contact?
- e) Examples of added value that you have negotiated for your media buying clients. What is your media buying philosophy? What is your experience in placing and executing digital campaigns both from a media-buying and creative aspect?
- f) Examples of previous clients to whom you have brought added value in the form of sponsorship. What if any corporate or other relationships do you bring that would add value to the CCD?
- g) A list of relevant clients. Please give examples of past and present clients who would be relevant to the projects outlined (i.e. retailers, restaurants, other business improvement districts). Please provide contact information for at least three.



- h) The organization and its proposed subcontractors (if any) must presently be in good standing with local, state and federal governments in terms of compliance with all applicable ordinances, statutes, acts and codes, including but not limited to those pertaining to minimum/prevailing wages, fair labor practices, equal employment opportunity, affirmative action, environmental protection, Federal, State and local safety and OSHA regulations, and must provide certification of this compliance prior to contract execution. If the organization or any of its proposed subcontractors owns property within the boundaries of the CCD, it must be current on all CCD Assessed Charges.
- i) The organization and its proposed subcontractors (if any) must have a one or more Greater Philadelphia base(s) of operations. Preference will be afforded to firms with offices in Center City Philadelphia.
- j) The organization and its proposed subcontractors (if any) must possess and present copies of the necessary licenses and other documents authorizing them to do business in the City of Philadelphia and the Commonwealth of Pennsylvania.
- k) Evidence that the organization has the financial capacity to carry out the duties and responsibilities pursuant to an advertising program relating to this RFP, including ability to pay vendors and/or subcontractors. Such evidence can include Audited financial statements prepared by an independent Certified Public Accountant for the two most current fiscal years, including a Balance Sheet, a Profit and Loss Statement and, if available, an auditor's management letter on its review of internal controls; financial statements certified by the Chief Operating and Chief Financial Officers of the organization, and the like. The statement should also include the source and amount of financing, if any or necessary, required to fulfill the terms and conditions of the contract contemplated by this RFP.
- l) Resume of the specific individual(s) who would be assigned to manage the CCD advertising agency account and others with whom CCD will work.
- m) The organization must be able to provide evidence of advertising liability insurance, naming the Center City District, Central Philadelphia Development Corporation, its agents and subsidiaries as additional insureds. Minimum insured coverage must be \$1 million per occurrence with a \$2 million aggregate.
- n) Pursuant to Section 8, provide your proposal to increase Minority, Woman and/or Disadvantaged Business participation. CCD strongly encourages a proposal that achieves meaningful Minority, Woman and/or Disadvantaged Business participation for this program. Please outline your plan to achieve a meaningful participation rate.
- o) A statement indicating the organization's ability and consent to conform to all requirements as outlined in this RFP, including but not limited to the Equal Employment Opportunity Policy Statement attached as Exhibit C and the scope of work as outlined in Section 2 and Exhibit A. A copy of the organization's equal employment opportunity policy must be submitted with the proposal and the policy must be executed by an officer of the corporation.



**4.1. Price Proposal.** The proposal contemplated herein is a management contract as well as other services relating to the procurement of advertising and promotional materials and/or activities. Your proposal should include the following:

- The form of bid as provided in Exhibit B. We are requesting a price proposal that shows an all-inclusive monthly retainer for creative services/project management based upon the rough outline of possible projects. Pricing should account for a minimum of 3 revisions per ad/collateral.
- First year average hourly rate for staff and rates for principals and key staff who will be working on the advertising program on which additional service requests may be based; and,
- Fees and/or mark ups for procurement, production and media services.

**4.2. Pre-bid Conference.** The CCD will hold a pre-bid conference on Monday, November 30, 2020 at 1:00 p.m. The meeting will be virtual.

## **5. TIMING.**

**5.0. Proposal Due Date.** All proposals are due at the offices of the Center City District at the address specified in Section 6.1 below not later than 4:00 pm (Eastern), Friday, December 18, 2020.

**5.1. Proposal Decision Timeline.** A decision relating to this RFP is expected not later than January 15, 2021. The following represents RFP Milestone Dates:

- **On or around November 16, 2020** – Notice of RFP Released.
- **November 16-20, 2020** – RFP Forwarded to Prospective Advertising firms
- **November 30, 2020** –Pre-Bid Conference 1:00 p.m. (Virtual)
- **November 16 – December 4, 2020** – Prospective service providers review and provide questions relating to the RFP. All questions must be tendered in writing.
- **December 4, 2020**– Written Questions to RFP due to CCD.
- **December 9, 2020** - CCD to provide written answers to questions.
- **December 18, 2020** – Proposals due, 4:00 pm (Eastern).
- **December 18, 2020-January 4, 2021** – Proposals under review by CCD staff.
- **January 4-8, 2021** – Firms short listed and interviews conducted, if required.
- **January 8-15, 2021** – Final evaluations and contractor decision.
- **January 15, 2021** – Contractor selected and notified.
- **January 15-29, 2021** – Negotiations finalized with prospective contractor.
- **February 1, 2021** –New contract begins.

## **6. PROPOSAL DELIVERY**

**6.0. Method of Delivery.** Proposals will be accepted via US mail, overnight delivery, or messenger through the proposal Due Date as noted above in Section 5.0. Facsimiles of proposals will not be accepted. Proposals received after the deadline date and time will be disqualified.



**6.1. Proposal Copies and Packaging.** Please provide five (5) copies of your proposal. Your proposal must have two (2) separate parts, five (5) copies of each in a separate envelope; one labeled **Statement of Qualifications** and one labeled **Price Proposal**. Proposals should be addressed as follows:

Center City District  
660 Chestnut Street  
Philadelphia, PA 19106  
Atten: Michelle Shannon, Vice President of Marketing and Communications

## **7. EQUAL EMPLOYMENT OPPORTUNITY AND NON-DISCRIMINATION**

**7.0. Equal Employment.** It is the policy of the CCD to provide to all persons equal opportunity in employment and contracting with the CCD. In furtherance of this policy, the CCD seeks to ensure equal opportunity to participate in the proposal process without impediments of illegal discrimination and to ensure that the CCD does not contract with businesses, which illegally discriminate in the solicitation and utilization of subcontractors and suppliers. The CCD will not contract with businesses that are not committed to equal employment opportunity as required by applicable law.

**7.1. Non-discrimination.** CCD does not discriminate against any person because of race, color, religion, national origin, gender identity, sex or sexual orientation. Contractor must provide a statement within its Proposal relating to its Equal Opportunity policy. If the CCD receives written notification from a minority or female business enterprise that an organization submitting an RFP has so discriminated, an investigation will be conducted and the subject organization will be required to provide additional information to enable the complaint to be resolved. If the subject organization fails to provide the requested information within the time specified, its proposal will be deemed non-responsive. If it is determined that discrimination occurred in connection with any proposal, the organization submitting the proposal will be rejected.

**7.2. Contractor Certification.** All contracts awarded by the CCD will require adherence to these legal requirements. A copy of the organization's equal employment opportunity policy must be submitted with your proposal and an officer of the corporation must execute the policy. The failure to submit an acceptable policy will result in the proposal being deemed non-responsive.

## **8. MINORITY, WOMAN, DISADVANTAGED BUSINESS CONTRACTING (M/W/DBE)**

**8.0 M/W/DBE.** The CCD is committed to providing opportunities for Minority, Women and Disadvantaged Businesses (M/W/DBE). As part of your qualifications please provide your proposal to achieve meaningful participation of Minority, Woman or Disadvantaged business enterprises as noted in 4(o) above.

**8.1. Participation Requirements.** Your proposal should provide information relating to your minority business participation practices, the partners you intend to use to fulfill the scope of services under this services agreement, and whether any of your partners, subcontractors or suppliers is a minority, woman or disadvantaged business registered with the City of Philadelphia Office of Economic





Opportunity or the Pennsylvania Unified Certification Program. Please also provide minority participant(s) and employee(s) report as part of your response to this RFP.

## **9. PROPOSAL EVALUATION & OTHER CONSIDERATIONS**

**9.0. Evaluation.** Proposals will be evaluated first based on organizational experience and management and operational capability and then price quote. The CCD will review only those Price Proposals from organizations it deems, in its sole discretion, meet the minimum qualifications to carry out the management and operational responsibilities as outlined in Section 2. Scope of Work and Exhibit A.

**9.1. Presentations.** The CCD reserves the right, in its sole discretion, to schedule individual presentations with those organizations it believes have the capabilities to provide the services contemplated herein. These presentations may be virtual.

**9.2. Right to Modify or Rescind.** The Center City District reserves the right to modify this RFP upon written notice, to rescind this RFP in part or in its entirety at any time, or to commence further negotiations with an organization of its choice. The CCD has no obligation to engage any organization as a result of this RFP.

**9.3. Failure to Provide Requested Information.** The CCD reserves the right to disqualify an organization for failure to provide information requested in this RFP. Failure to provide any of the information requested herein could result in the entire proposal being deemed as unresponsive. In addition, the CCD will not accept any modifications to a proposal once it has been submitted.

**9.4. Proposal Length.** Proposals should be as concise as possible, while conveying the information requested herein. Superfluous information relating to an organization is not required, nor desired.

**9.5. Proposal Presentation and Authorized Signature.** Proposals should be printed on the organization's business letterhead and signed by a representative of the organization who is authorized to negotiate business terms on its behalf.

**9.6 Contract for Services.** It is contemplated that the CCD will negotiate a satisfactory contract for Services with the organization whose proposal is deemed in the best interest of the CCD. In the event the CCD is unable to negotiate a satisfactory contract, the CCD reserves the right to take whatever action, without limitation, it deems appropriate and in the best interest of the CCD.

**9.7 Subcontracted Services.** If the proposal includes a team approach to address the scope of services, CCD anticipates a team structure with a lead contractor and one or more subcontractors. Under this scenario, the lead Contractor will be responsible for controlling the activities of all sub-contractors associated with the final services agreement and will be responsible for their actions and operations. Please provide a signed statement certifying that Contractors/Sub-Contractors will comply with all applicable federal, state, and local laws, including, but not limited to, equal employment opportunity laws and provide copies of a Philadelphia Business License.





**9.8 Contact, Notices and Questions.** Although you may make a phone call for any inquiry, any contact, notices and/or questions with respect to this RFP must be in writing to be valid for consideration under this RFP. Phone conversations without written follow up will not be taken into consideration with respect to this RFP. All questions and answers will be provided to all organizations requesting a copy of this RFP and be issued as an Addendum(s) to this RFP. All questions become a part of the RFP, as well as a final services agreement with the winning agency. Written questions are due pursuant to the schedule outlined in Section 5.1. Please direct any communications to **Michelle Shannon, Vice President for Marketing and Communications** as follows:

- **If Via Overnight/Regular Mail to:**
  - Center City District
  - 660 Chestnut Street
  - Philadelphia, PA 19106
- **If Via E-mail to:**
  - [michelle@centercityphila.org](mailto:michelle@centercityphila.org)
- **If Via Facsimile to:**
  - 215-922-7672
- **If Via Phone (with follow up in writing) to:**
  - 215-440-5515

**9.9 Final Work Product and/or Intellectual Property.** CCD will own all copyrights or usage privileges to final work product and/or Intellectual Property developed as a result of services provided pursuant to the scope of work.

**10.0 List of Attachments.** The following documents are included and incorporated into this RFP to assist prospective proposers to better understand the organizations:

- Exhibit A – Examples of Current Marketing and Promotional Plan Collateral
- Exhibit B – Price Proposal Form.
- Exhibit C – Equal Employment Opportunity Policy Statement



## **Exhibit A**

### **Examples of Current Marketing and Promotional Plan Collateral**

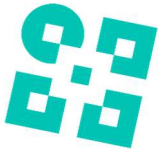


# THIS IS IN

**IF IT'S IN,  
IT'S IN CENTER CITY.**

FOR ANTHONY'S STYLE STORY, VISIT  
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### **SHOP CENTER CITY**

Fall for something new in Center City. Shop like never before and check out Market Street East to see what all the hype is about. From shops and stores to dining and the arts—if it's in, it's in Center City.

*See what inspires Style Blogger Anita Oh at [shopcentercityphilly.com](http://shopcentercityphilly.com)*





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— CENTER CITY DISTRICT —

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JANUARY 12 to 24

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EVERY SIP  
HAS A STORY

ALL ATTENDEES MUST BE 21 YEARS OF AGE OR OLDER. [drink v smart](#)

WEDNESDAYS	5 - 7 PM
JUNE 5 to AUGUST 28	

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## Exhibit B Price Proposal

Monthly Retainer		
	Monthly \$	Total Annual \$
Proposed Retainer	\$0.00	<u>\$0.00</u>

Special Projects			
	Gross Blended Hourly Rate	CCD Discount (%)	Net Hourly Rate Charged to CCD
Creative Development			<u>\$0.00</u>
Copywriting			<u>\$0.00</u>
Media Purchasing			<u>\$0.00</u>
Public Relations Work			<u>\$0.00</u>



## Exhibit C

### Equal Employment Opportunity Policy Statement

**Non-Discrimination:** Contractors shall not discriminate against any employee, applicant for employment, independent Contractors, or any other person because of race, color, religious creed, ancestry, national origin, age, gender identity, sex or sexual orientation.

Contractors shall take affirmative action to insure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, ancestry, national origin, age, gender identity, sex, or sexual orientation. Such affirmative action shall include, but is not limited to: employment, advancement, demotion or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training.

Contractors shall post in conspicuous places, available to employees, agents or applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provisions of this nondiscrimination clause.

Contractors shall, in advertisements or requests for employment placed by it or on its behalf state that all qualified applicants will receive consideration for employment without regard to race, color, religious creed, ancestry, national origin, age, sex or sexual orientation.

Contractors shall send each labor union or worker's representative with which it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or worker's representative of its commitment of this nondiscrimination clause. Similar notice shall be sent to every other source of recruitment regularly utilized by the Contractors.

It shall not be a defense to a finding of non-compliance with this non-discrimination clause that Contractors had delegated some of its employment practices to any union, training program, or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the Contractors was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.

Where the practices of a union or any training program or other source of recruitment will result in the exclusion of minority group persons, so that Contractors will be unable to meet its obligations under this non-discrimination clause, Contractors shall then employ and fill vacancies through other nondiscriminatory employment procedures.



Contractors shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of Contractors' noncompliance with the nondiscrimination clause of this contract or with any such laws, this contract may be terminated or suspended, in whole or in part, and Contractors may be declared temporarily ineligible for further CCD contracts, and other sanctions may be imposed and remedies invoked.

Contractors shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by the CCD and the Pennsylvania Office of Administration Bureau of Affirmative Action, for purpose of investigation to ascertain compliance with the provisions of this clause. If Contractors does not possess documents for records reflecting the necessary information requested, it shall furnish such information on reporting forms supplied by the CCD or the Bureau of Affirmative Action.

Contractors obligations under this clause are limited to the Contractors' facilities within Pennsylvania or, where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

**Americans with Disabilities Act:** During the term of this contract, the Contractors agrees as follows:

Pursuant to federal regulations promulgated under the authority of the Americans with Disabilities Act, 28 CFR, 35.101 et. seq., the Contractors understands and agrees that no individual with a disability is to be excluded from participation in this contract or from activities provided for under this contract on the basis of the disability. As a condition of accepting and executing this contract, the Contractors agrees to comply with the General Prohibitions Against Discrimination, 28 CFR, 35.130, and all other regulations promulgated under Title II of The Americans With Disabilities Act which are applicable to the benefits, services, programs, and activities provided by the Commonwealth of Pennsylvania, the City, and the CCD through contracts with outside Contractors.

The Contractors is to be responsible for and shall indemnify, defend and hold harmless each of the Additional Insureds from any Damages arising from or in connection with Contractors' failure to comply with any of the above provisions.