

## Request for Proposal (RFP)

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### Public Relations Services

New Orleans Business Alliance (NOLABA), a 501c3 non-profit organization, is requesting proposals for a one-year creative content services contract. Respondents should submit one (1) electronic copy in PDF format to [VHuntley@nolaba.org](mailto:VHuntley@nolaba.org) and at least one (1) hard copy to the following address (*\*If delivering in-person, then please email [VMiles@nolaba.org](mailto:VMiles@nolaba.org) to confirm that a copy was left at the front desk*):

New Orleans Business Alliance  
Attn: Valerie Huntley  
1250 Poydras Street, Suite 2150  
New Orleans, LA 70113

Responses to this RFP are due by **Wednesday, November 30, 2022, by 5:00pm Central Time**. NOLABA reserves the right to accept or reject any proposal and/or any portions of a proposal. All documents submitted are subject to the Louisiana Public Records Act (La. R.S. 44:1 et seq.). Any emails sent or received by NOLABA employees are potentially subject to these laws. Unless otherwise exempted from the Public Records Act, senders and receivers of NOLABA email or other records should presume that all information sent is a matter of public record and are therefore subject to public inspection upon request. To comply with the Public Records Act, NOLABA keeps all hard documents and electronic correspondence in accordance with its Document Retention Policy.

Additional information may be obtained by contacting the New Orleans Business Alliance at 504-934-4500 or [VHuntley@nolaba.org](mailto:VHuntley@nolaba.org).

Submittals that are incomplete, unclear, or fail to comply with the requirements as outlined in the instructions, may be rejected.



December 13, 2022

January 13, 2023

January 20, 2023

RFP Issued

RFP Submission Deadline

Evaluation Period Begins

Evaluation Period Ends

Contract Awarded

## **SECTION II – Scope of Solicitation**

### **Overview**

NOLABA is seeking an innovative, creative, and forward-thinking firm to design, manage, and implement an overarching public relations strategy. This work would include and not be limited to an audit of NOLABA’s current brand & strategy, harnessing local & national media relationships, cultivating industry media relations, enhance executive visibility, write press releases, and develop a deployment strategy for video news releases, commercials, paid media placement advisement, events, and more.

NOLABA is hiring a firm to handle all public relations services, for both short-term and long-term projects to help leverage relationships locally, nationally, & internationally within key industries to position NOLABA in a way that helps publicize the organization’s impact on the community, amplify wins of NOLABA for New Orleans, and spur positive momentum within the New Orleans economy. The organization needs to achieve its strategic goals and prevent any human from wondering: “What does NOLABA do?”.

The consultant(s) will work directly with NOLABA leadership to develop and execute specific public relations initiatives that align with the organizational strategy on a monthly retainer. A portion of contract hours may be completed in person at the offices of NOLABA.

### **Key Deliverables**

The contractor shall perform the following:

- Overall outcome-based strategy development for areas such as:
  - Branding and positioning NOLABA as the official convenor and gateway to the business community of New Orleans
  - Intentional business attraction and retention
  - Place-based work
    - Strategic Neighborhood Redevelopment
    - Cultural Economy Business Growth
    - Small Business Growth
    - Talent Development



- Enhanced PR presence for our team members – this could include strategy around thought-leadership opportunities, local and national awards, etc.
- NOLABA brand audit
  - Review the current NOLABA brand and public perception, study & understand the organization’s goals and CEO’s vision for the future, then advise accordingly
- Traditional and digital paid media placement and strategy advisement (content will be created by content creation firm)
- Management and strategy of video news releases (such as the YouTube account and content)
- Traditional public relations tactics
- Earned media strategy - development and maintenance of relationships and visibility for:
  - Local, industry-specific, & national media
  - Executives
  - Public & private stakeholders including community organizations
- Provide measurements of success

## **Objectives**

### **Objective #1: Overall Brand & PR Strategy**

Devise an overarching strategy for NOLABA’s marketing, communications, and public relations activities. The strategy must keep in mind NOLABA’s mission and make sure to always keep “Culture. Equity. Prosperity.” at the forefront of discussion. The overall strategy should incorporate the different branches of NOLABA work and make sure to produce consistent messaging, events, and outcomes for each one. The strategy will entail close work with the Senior Director of Marketing & Special Events, and appropriate NOLABA team members as needed.

The overall strategy will also entail advising NOLABA on where to place paid media that is created by the content creation firm.

A brand audit must be run as part of the research process for creating the overall strategy. The brand audit and overall strategy will help inform NOLABA and any relevant partner firms for how and where NOLABA will invest and focus its resources and energy to achieve the best possible outcomes.

### **Objective #2: Public Relations Actions**

Public relations strategies will be used such as press releases, interviews, video news releases, media inclusion (on news outlets) from newspapers to business journals to radio and television. It is important that the firm assess existing and new potential external partners with whom NOLABA should engage. The firm should identify and solicit speaking opportunities and engagements for topics that are relevant to the NOLABA team’s expertise and core competencies in a timely manner. In this process it is also important that NOLABA be connected to local media, national media, industry media, and the community. NOLABA would like to draw visibility and notice from executives who may lead external partnering companies that are well-aligned with NOLABA’s mission and want to support its growth.

### **SECTION III – Submission Requirements**

A proposal of no more than ten (10) pages including a detailed budget, excluding examples in an appendix with the subject line "**NOLABA RFP: Public Relations Services**" *must* include the following information:

#### **1. Contact Information**

- a. Respondent's Full Name, Address, Federal Employer Identification Number
- b. Primary Contact's Full Name, Address, Telephone Number, Email Address

#### **2. Methodology and Work Plan**

- a. Respondents should clearly delineate their methodology, work plan & schedules, estimated hours/month, including meeting cadence with NOLABA, key dates, and resources needed for achieving expected outcomes
- b. Respondents should also include an outline with key deliverables and metrics for success

#### **3. Statement of Qualifications & Requirements to Perform Duties**

- a. Respondent should provide information demonstrating the background and qualifications to carry out the scope of work. Specific examples of prior work in line with this scope should be provided.
- b. Respondent should provide the following as examples of their past work and that of appropriate DBE work as well:
  - i. Example of at least one successful PR campaign and show performance metrics
  - ii. Example of at least one thorough strategic PR/Marketing plan of past work
  - iii. Evaluation of past projects and steps taken to improve future projects
  - iv. Three examples of press releases
  - v. Example of video collateral
  - vi. Show an example of earned media and strategy used to achieve it
  - vii. Provide an analysis of where you would place (specific media channels) a paid media advertisement of your choice and why
  - viii. Explain strategy for developing and maintaining relationships for national media, local media, industry media, and achieving executive visibility
  - ix. List all technical capabilities and experience level, plus any other skill sets needed to carry out scope of work

#### **4. Budget Summary and Fee Schedule**

#### **5. References**

- a. Provide full names, address, phone numbers, and email address for up to three (3) client reference capable of explaining and confirming Respondent's capacity to successfully complete the project referenced in this proposal. NOLABA staff may contact these references or industry sources, investigate previous projects and current commitments,



interview some or all of the proposed team members, and take other information into account in its evaluation of the responses, including contacting individuals not listed explicitly as references.

**6. DBE Participation**

**Evaluation Criteria**

Responses will be evaluated by using the following criteria, with 100 points as highest possible score:

<b>10 points</b>	Completeness, technical competence, and clarity of the response
<b>15 points</b>	Project approach and schedule
<b>20 points</b>	Knowledge of best practices and experience
<b>20 points</b>	Responder’s overall qualifications and DBE participation
<b>25 points</b>	Respondent’s examples of past work
<b>10 points</b>	Respondent’s experience with similar organizations

**Q&A**

If any prospective respondents to the RFP have questions, then please submit them to Ms. Valerie Huntley ([VHuntley@NOLABA.org](mailto:VHuntley@NOLABA.org)) and they will be placed on [www.NOLABA.org](http://www.NOLABA.org) with accompanying answers. The Q&A opportunity will be open during the submission dates of November 14, 2022 – December 12, 2022.

**Confidentiality Statement**

All information included in this RFP is considered confidential and intended only for use by responders. No information included in this document, or in discussions related to NOLABA’s Technical Assistance Consulting Services selection process, may be disclosed to another party or used for any other purpose without express written or verbal consent.