

**REQUEST FOR PROPOSAL**  
**FOR**  
**SAN DIEGO TOURISM PROMOTION CORPORATION**  
**“Corporate Communications Planning and Implementation”**

**Closing Date: Friday: May 15, 2009**



8880 Rio San Diego, Suite 800  
San Diego, California 92108  
(619)209-6108  
[lstewart@sdtmd.org](mailto:lstewart@sdtmd.org)  
[www.sdtmd.org](http://www.sdtmd.org)

## **INTRODUCTION:**

The San Diego Tourism Promotion seeks to engage the professional services of an individual or organization to supply communications management and implementation.

To this end the SDTPC announces a Request For Proposal (RFP) from qualified professionals that meet the following conditions:

- Home office or corporate headquarters is located in the City of San Diego;
- A working knowledge of San Diego;
- A demonstrated experience with high profile clients;
- A demonstrated experience with the San Diego City Council;
- Adequate staffing and support.

## **II. SCOPE OF WORK:**

Individuals or organizations wishing to be considered as a possible contractor need to supply a **maximum two-page proposal**. One page should describe the organization, its history, experience and qualifications. A second page should describe, in outline form, a proposed comprehensive communications strategy.

## **III. INTERVIEW PROCESS AND TIME FRAME:**

From the proposals submitted the Executive Director of the SDTPC will select 3-5 finalists and invite them for interviews. The interview process will be detailed for all finalists before the interviews begin.

As a function of the interview process, each finalist will be asked to submit a detailed plan that addresses the program elements as outlined on the attached "One Sheet" entitled *Corporate Communications Planning and Implementation*.

**-The Deadline for submitting proposals is 5:00pm, Friday, May 15, 2009**

**-The SDTPC seeks to have an individual or organization under contract no later than June 1, 2009**

## **IV. FEES:**

Propose your estimated costs as a monthly retainer. Estimate monthly time commitment. Identify and estimate additional hard costs as required.

***Note:** All SDTMD funds are paid on a **cost reimbursement** basis. All items for reimbursement must include proof of payment of the expense. Reimbursement requests may be submitted on a monthly basis or less frequently as arranged with staff. There can be no payment in advance, unless approved by the board for special circumstances and in compliance with the SDTPC contract with the City.*

## **VIII. SUBMITTAL PROCEDURES:**

Please submit your proposal by **5:00 p.m., Friday May, 15 2009** to:  
**San Diego Tourism Promotion Corporation**

**8880 Rio San Diego Drive, Suite 800  
San Diego, CA 92108  
Attention: Mr. Lorin Stewart, Executive Director**

It is your responsibility to ensure that the proposal arrives at the address indicated above before the deadline for receipt.

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**SAN DIEGO TOURISM PROMOTION CORPORATION BACKGROUND INFORMATION:**

**Mission:** The San Diego Tourism Promotion Corporation (SDTPC) is a nonprofit mutual benefit corporation dedicated to improving tourism and hotel 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 promotion, marketing and advertising programs.

**Board of Directors:**

C. Terry Brown, Chair  
Richard Bartell, Vice Chair  
Luis Barrios, Secretary  
Ray Warren, Treasurer  
Patrick Duffy  
Bill Evans  
Mohsen Khaleghi  
Bob Rauch  
Keri Robinson

**Staff:**

Lorin Stewart, Executive Director

**What is a Tourism Marketing District?**

The San Diego Tourism Marketing District follows the model of Business Improvement Districts (BID's) that utilize the efficiencies of private sector operation in the market-based promotion of local and regional tourism. Tourism BID's, such as the SDTPC allow lodging and other tourism-related business owners to organize their efforts to increase tourism. In San Diego, lodging business owners within the district assess themselves to fund the District and those funds are used to provide programs and services that specifically benefit the assessed lodging businesses.

The San Diego Tourism Promotion Corporation is not a marketing entity, but rather a funding conduit for the development and implementation of effective marketing programs and services that benefit the assessed businesses within the District. SDTPC is responsible for the allocation and distribution of the available revenue and will contract with qualified third-party vendors to supply marketing programs and services as required and approved by the Board of Directors.

The San Diego Tourism Promotion Corporation will contract for marketing programs and services to promote the City of San Diego as a tourism destination and to fund projects, programs, and activities that specifically benefit the assessed hotels within the boundaries of the District.

**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 the San Diego City Council adopted an enabling Procedural Ordinance that allowed for the formation of a Tourism Marketing District. In December of 2007, the qualifying businesses voted to establish the assessment district, and the *Tourism Marketing District (TMD)* was approved by San Diego City Council.

The Tourism Marketing District began on January 1, 2008.

The enabling Procedural Ordinance and the Management District Plan provide that the City contract with the *San Diego Tourism Promotion Corporation (SDTPC)*, a nonprofit mutual benefit corporation, to plan and carry out specified activities, subject to the terms and conditions enumerated in the contract between SDTPC and the City.

In April 2008, City Council gave final approval of the contract between SDTPC and the City, thus establishing the terms for SDTPC to manage the District assessments and to contract for implementation of the proposed marketing programs and services outlined in the Management District Plan.

**Location:**

The Tourism Marketing District is citywide, inclusive of all areas within the city limits of the City of San Diego.

**Funding Source Entirely from Assessed Businesses:**

The TMD assessment is designed to benefit, and is levied upon, lodging businesses with 70 or more sleeping rooms in the City of San Diego. Business means any and all types of hotels where a structure, or any portion of a structure, is held out to the public as being occupied, or designed for occupancy, by transients for dwelling, lodging or sleeping purposes. The owner(s), operator(s), or an authorized representative who is noted on City records as the responsible party for remitting and reporting Transient Occupancy Tax for each lodging business is responsible for paying the assessment.

The annual assessment is based upon 2% of gross room revenue from transient stays in the

lodging business as described above.

For more information on the SDTPC you may reference our website: [www.sdtmd.org](http://www.sdtmd.org) or call (619) 209-6108.

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**Objective:**

To provide management and centralization for all SDTPC communications in order to educate all identified audiences and stakeholders.

**Goals:**

Develop and implement an ongoing program of work that could include but would not be limited to:

- periodic print publications,
- online communications,
- documentation and manuals,

- meeting and conference materials,
- media and public relations materials,
- marketing vehicles,
- legal and legislative documents,
- communiqués with board members,
- organizational identity materials, print, packaging, & surveys,
- annual reports,
- speeches and presentations.

**Audience:**

The SDTPC seeks to communicate with several segments of the public including but not limited to:

- stakeholder groups
- TMD assessed entities, hotels
- recipients/subcontractors
- Restaurant Association
- attractions
- City Council/City staff
- general public,
- the media.

**Evaluation:**

Define how results will be measured.

**Cost Estimate:**

Propose your estimated costs as a monthly retainer. Estimate monthly time commitment. Identify and estimate additional hard costs as required.