

REQUEST FOR PROPOSALS (RFP) COMMUNICATIONS & PUBLIC RELATIONS CONSULTANT

June 17, 2024



Downtown Yonge Business Improvement Area (DYBIA) represents some \$7.2 billion of commercial property and close to 2,000 businesses in the Yonge-Dundas neighborhood of Toronto. Bounded by Alexander/Grosvenor streets to the north and Richmond Street to the south; Bay Street to the west and Church/Victoria/Shuter Streets to the east, Downtown Yonge is home to top tourist destinations, landmark public and private spaces and a range of retail options, along with a vibrant residential population, many social agencies and Toronto Metropolitan University.

The goal of this RFP is to invite proposals for a communications & marketing consultant. Please consider the following four (4) questions before submitting a proposal:

1. Are you a public relations & communications specialist experienced in working with community-driven non-profits?

2. Are you committed to city building and neighbourhoods, with an interest in showcasing the importance of all aspects of a community through online content?

3. Do you recognize the value businesses and commercial property owners contribute to a successful and vibrant downtown neighbourhood?

4. Do you have a history of completing projects on time and on budget?

If your response to these four questions is “yes”, please continue reading and consider submitting.

BACKGROUND AND CONTEXT

Established in 2001 along Toronto's iconic Yonge St., the Downtown Yonge Business Improvement Area (DYBIA) is a non-profit organization committed to strengthening the culture and economy of our world-leading downtown neighbourhood through programs, partnerships, advocacy and outreach.

A champion for the mixed-use community of 2,000+ businesses and property owners in the heart of downtown Toronto, DYBIA is responsive, inclusive and collaborative, reaching beyond its boundaries to create innovative programs that help drive consistent growth in the community.

Representing more than \$7 billion in commercial real estate, this vibrant downtown district is home to exceptional retail such as CF Toronto Eaton Centre, entertainment mainstays including Sankofa Square (formerly Yonge-Dundas Square), the Ed Mirvish Theatre, the Elgin and Wintergarden Theatres and Massey Hall, and a bustling post-secondary community at Toronto Metropolitan University and Toronto Film School, as well as over 100,000 residents within a 10-minute walk. All of which contribute to some of the highest pedestrian flows in Canada with over 60 million pedestrians annually.

The BIA is engaged in all aspects of the neighbourhood, with a full-time clean streets team and outreach team working in the area, as well as a full suite of events and activations and an extensive data & research portfolio. The BIA also advocates municipally, provincially and federally for the needs of the community.

The DYBIA boasts strong followings on its 3 major social media accounts; Facebook (6,600 followers), Twitter (7,400 followers) and Instagram (5,800 followers), with an annual net audience growth of 10% along with thousands of engagements and over a million impressions. We have also started a LinkedIn page in 2022, along with the launch of a refreshed website in January 2024 to coincide with a new [Strategic Plan](#).

DYBIA Social Media Goals

1. Drive awareness for events and programming
2. Act as a resource for understanding key district topics that impact the area
3. Deepen engagement and give people more reasons to talk about Downtown Yonge
4. Drive online intent to visit local area businesses, programming and experiences

DYBIA Social Media Audience

DYBIA's audience is diverse. There are four audience categories- Work, Live, Play and Learn- with two core needs from our social approach:

1. To be entertained and learn more about what's happening in the area
2. To be part of a community with like-minded interests where opinions and views can be expressed and shared

The main objective of this RFP is to invite proposals from experienced and qualified marketing & communications consultants to appoint for a 12-month contract to support the organization in increasing awareness of the following through online content creation:

- The diversity of businesses located in the neighbourhood;
- The Downtown Yonge BIA as an organization and its programs;
- The Downtown Yonge neighbourhood as the destination to be for shopping, dining, entertainment, and more

CORE SCOPE OF WORK

Related to all activities, the diversity of the audiences should be taken into account, along with the diversity in content the DYBIA showcases. The core scope of work in this RFP includes:

- Producing regular online creative content for the BIA's online channels based on feedback and approval from DYBIA that aligns with the organization's goals and further supports its strategic priorities;
 - These creative materials may include (but not limited to) short and long-form videos, photography, website and blog posts and captions using the DYBIA's voice
 - Content would highlight a variety of topics that may include (but not limited to); business highlights, conversational content, seasonal highlights and store openings.
- Sharing DYBIA press releases with the firm's media contacts;
- Regular meetings to discuss the continued success of the DYBIA's social media presence;
- Provide recommendations for metrics of success to be agreed with the client in the first month of the contract.

It must be understood that all materials and designs which are created for DYBIA by your firm, at our cost, become the property of the BIA and no additional fees will be paid to the design firm or illustrators for their use, with the exception of changes quoted and approved in advance for each project.

ADDITIONAL CONSIDERATIONS

In considering the proposals, DYBIA will be looking for evidence and examples that consultants are able to demonstrate:

- A **dedication to city-building** in previous work experience;
- A proven record of **execution and delivery**; and
- A **track record** of working closely with a business association, BIA, or similar community and its sponsors.

TIMELINE & BUDGET

Any questions or clarifications should be directed to the email listed in “submission details”. Answers to all queries will be posted on the DYBIA website within 24-48 business hours of the “deadline for questions”. Interested bidders must provide a firm, all-inclusive price for all services proposed. Additional costs and fees may be presented as menu pricing. All times listed in EST.

Expressions of Interest released	June 10, 2024
RFP distributed	June 17, 2024
Deadline for questions	July 16, 2024, 4:00pm
Responses to questions posted on DYBIA website (if applicable)	July 19, 2024
Submission deadline	August 19, 2024, 4:00pm
Final decision reached	September 30, 2024
Start date for contract	January 01, 2025
Budget for entire process	CAD \$35,000

BACKGROUND READING

A consideration in the selection of a proposal will be the understanding of the DYBIA. To this end, consultants are expected to review and reference the following key documents and resources:

- DYBIA Social Media Channels (Facebook, X, Instagram, LinkedIn- @DowntownYonge)
- DYBIA website (www.downtownyonge.com)
- [Strategic Plan 2023-2028](#)
- [End of Year AGM video 2023](#)

PROPOSAL SUBMISSION CHECKLIST AND TIMELINES

Respondents are requested to include the following components in their submissions.

1. A clear **outline** of the approach to the project.
2. Detailed **timelines and budget** for the project.
3. Any response to the “**Additional Considerations**” (p.5).
4. Outlines of the firm’s **experience on similar projects** and **dealing with BIAs** or other associations.
5. A company **prospectus**.
6. **Identification of team leader(s)** who will oversee this project – including their *Curriculum Vitae*.
7. Fill out **Schedule B** (p.7) and attach to the proposal.

SUBMISSION DETAILS

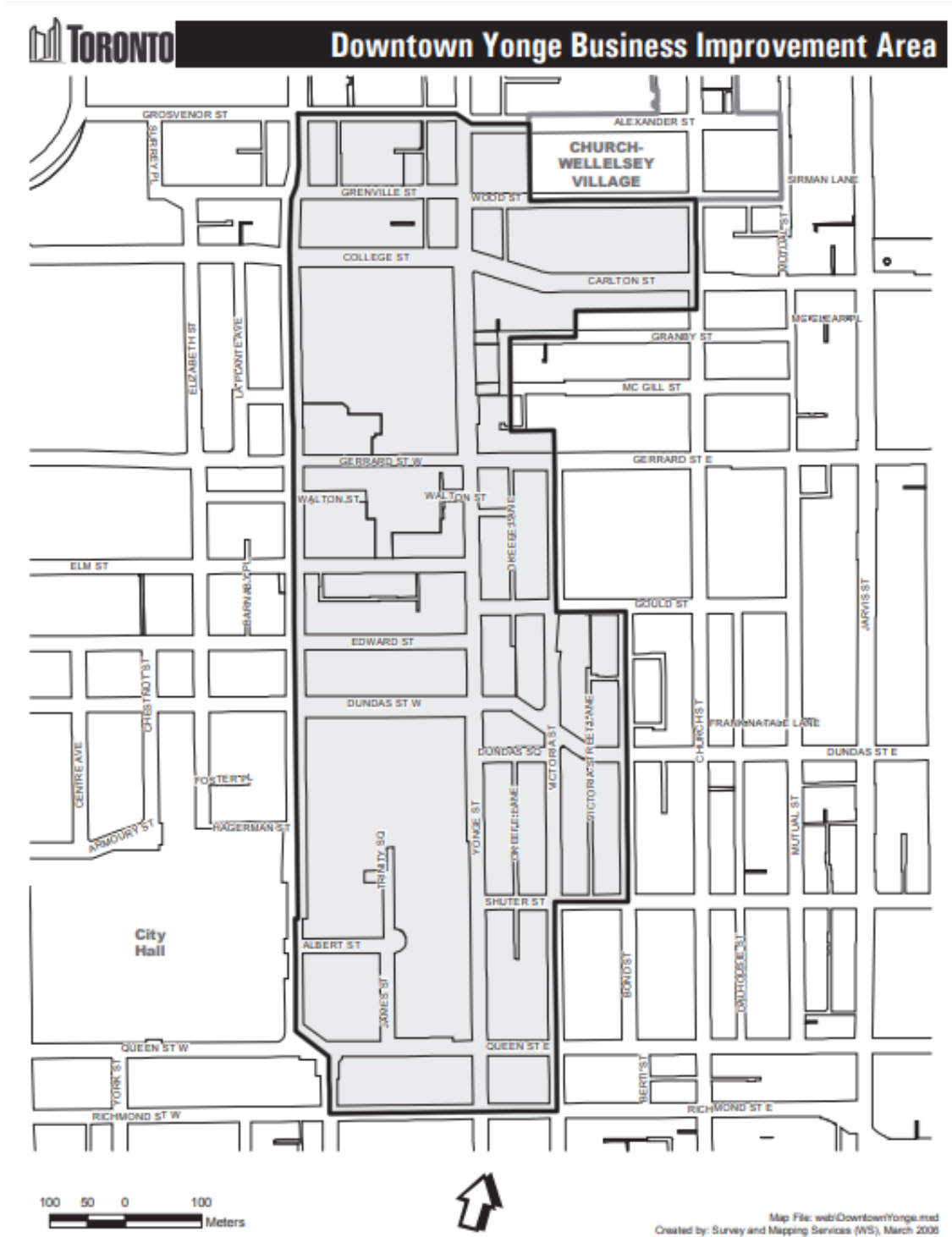
Please submit one (1) electronic copy of your proposal by 4:00pm on August 19, 2024.

Attention: Susie Barbosa-Pizzirusso, Manager, Economic & Community Development:
sbarbosa@downtownyonge.com

Please note that proposals will not be considered unless:

- Received by the date and time specified; and
- Received at the address specified.

Schedule A- Downtown Yonge BIA Map



SCHEDULE B: DISCLOSURE OF SUBCONTRACTORS

Please check and fill out appropriate statement below.

No subcontractors or suppliers will be used in connection to delivering this service

Subcontractors or suppliers will be used to deliver the service

Subcontractor or Suppliers list

Name of Organization:

Contact Name & Designation:

Email & Telephone Number:

Name of Organization:

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