



# NORTH FULTON

## COMMUNITY IMPROVEMENT DISTRICT

March 16, 2015

To Whom It May Concern:

Enclosed you will find a Request for Qualifications for Communications and Public Relations services for the North Fulton Community Improvement District (CID). This effort is to assist the North Fulton CID under the direction of the CID Executive Director and staff.

Firms will be asked to prepare a response. Hard copies of responses are due to the CID by Friday, April 10, 2015 by 4:00pm. Please deliver responses to Kristin Rome Winzeler, Project Manager, 11605 Haynes Bridge Road, Suite 100, Alpharetta, GA 30009.

Please review the attached materials and, if appropriate, submit a package of your firm's qualifications and experience. Details regarding the content and timing requirements of your response are included.

Once the RFQ process is complete and a firm or team is chosen, we will move directly to the review process and begin work as soon as possible.

We look forward to receiving your qualifications. Thank you in advance for your interest and participation.

Sincerely,

Ann M. Hanlon  
Executive Director

**Request for Qualifications**

for

***Communications and  
Public Relations  
Services***

for

**The North Fulton Community Improvement District**

# **Request for Qualifications**

For

## **The North Fulton CID**

### **Background**

The North Fulton CID is a special purpose commercial tax district situated in the northern portion of the Atlanta metro area along the Georgia 400 corridor. Although the district is generally perceived as a commercial market, the CID area is comprised of a vibrant mix of office, retail and residential uses.

Created in 2003, the NFCID is a leader in identifying, financing and overseeing the implementation of transportation improvements to sustain and enhance mobility in the area while at the same time encouraging continued development.

### **Required Expertise:**

Interested respondents must demonstrate the experience and expertise to address and coordinate the following disciplines as they relate to this organization:

- Collateral material production; including but not limited to: the CID's Annual Report to partners and constituents, various print and social media advertisements, high quality photography/artwork of the district, online videos and promotional material, etc.
- Website maintenance
- Providing press releases and editorial content for local, regional, and state news outlets
- Experience and knowledge in the field of public relations and event planning, organization, and management (press conferences, groundbreakings, constituent receptions, etc.)

NFCID may select one firm to provide all of the requested services or to select multiple firms in the areas best suited to assist the CID. Responses should identify which services each firm or team is interested in providing.

## **Scope of Services**

Qualified firms or teams will be expected to provide comprehensive professional services as outlined below. The scope of services is as follows:

### **Scope of Services**

The North Fulton CID hopes to find a firm or team that can provide its Communications and Public Relations needs. Once a firm or team has been chosen, there is an immediate need for the production and distribution of the CID's 2014 Annual Report. Other required services will include the creation of collateral print and electronic materials and expansion/marketing materials. Additional photography of the CID area to enhance these materials is likely needed.

The chosen firm or team will help position the North Fulton CID for regular news/media coverage on its projects, accomplishments, etc.

The North Fulton CID is currently undergoing an expansion of its membership. Needed services related to this could include assistance in the production of strategic marketing campaigns, the creation of targeted marketing materials, and assistance with expansion-related events.

## **Review and Evaluation of Proposals:**

Respondents must demonstrate competence and experience in the areas of expertise outlined in the following Required Expertise sections of this Request for Qualifications (RFQ).

Respondents should address each of the following characteristics and qualifications as succinctly as possible. All items listed below will be given equal consideration in the evaluation process:

- **Team Organization:** Identify a main contact and describe the person's relevant experience and qualifications on similar accounts. Provide a list and/or organization chart of project team members, identifying their relevant qualifications and experience and the tasks for which they will be responsible.
- **Consultant Capability:** Demonstrate the ability to perform the work outlined in the Scope of Services.
- **Collaboration and Coordination:** Demonstrate the ability to work collaboratively with CID staff and other CID consultants.
- **Related Experience:** Demonstrate related Marketing and/or Public Relations experience for other CIDs, local governments, real-estate companies, non-profit organizations, etc.

Responses should be limited to no more than 15 pages to address the above requested information. Each section should begin with a new page or divider (dividers will not be counted as part of the 15 page limit) and should be clearly identified with a section heading.

*Review Process:* All submissions will be reviewed and evaluated by the NFCID. The NFCID will then make a final determination and notify the successful respondents. A Contract for Services will be formulated and executed immediately.

NFCID reserves the right in its sole discretion to reject any and all proposals or to waive any irregularity or informality in any proposal or in the RFQ procedure, and to be the sole judge of the qualifications, responsibility, and suitability of any proposer and services to be rendered.

## **Submission of Proposals:**

*Deadline:* The NFCID will begin accepting qualifications on Monday, March 16, 2015. Qualifications must be submitted by Friday, April 10, 2015 by 4:00 pm. Submittals after this time and date will not be considered.

Submittals must be hand delivered.

*Address:* **Kristin Rome Winzeler, Project Manager, 11605 Haynes Bridge Road, Suite 100, Alpharetta, GA 30009**

*Signature:* Proposals must be accompanied by a transmittal letter and signed by a member of the proposed team who is authorized to execute necessary agreements and contracts.

*Number of Copies:* Five (5) complete copies of the qualifications will be required. Submittal of qualifications should not exceed fifteen (15) pages, covering the general qualifications and background of the firm or team.

## **Inquiries:**

Interested respondents must submit question in writing via e-mail to:

**Kristin Rome Winzeler  
Project Manager, North Fulton CID  
Kwinzeler@gnfcc.com**