



St. Petersburg Preservation (SPP) is a non-profit 501c3 advocacy organization. Established in 1977, our mission is to: “Educate the public about local historic architectural resources, landmark or assist in the landmarking of deserving sites and structures, and preserve sites and structures previously landmarked.” SPP host forums and lectures, our fundraiser “Movies in the Park”, “Porch Parties” held in historic locations, regularly scheduled walking tours as well as occasional bike, boat and private tours.

SPP is seeking professional services to assist in the update, rebranding, message and image of SPP.

We want everyone to know SPP is dedicated to the growth and development of St Petersburg. SPP is dedicated to thoughtful redevelopment that is compatible with the historic resources of our city.

SPP believes that character is best preserved by renovation and re-use of those historic resources.

SPP believes that job creation, diverse housing, and tourism is best served by protecting those resources.

SPP believes the growth and vibe of our city is a direct result of the character that sets us apart from all others and preserving that character is vital to the continued growth.

SPP is not opposed to new construction or quality high end development when done in the proper location and scale.

SPP does not desire to impede development or lock us into a specific time or architectural style.

SPP is not the “Organization of NO” with a “chain yourself to an old building mentality” .

The objective is to make SPP synonymous with the character and positive vibe in the city.

Applicants are encouraged to review the SPP website, by-laws, social media, and Board development process to date.

## **Request**

Present a proposal to develop a plan. One firm, or team may be developed, to create an overall Branding, Public Relations and Marketing Plan that includes the following:

- 1). Propose an initial one time Strategic Master Plan, including: procedures, timelines and budget requirements, which will be adopted into the by-laws and procedures of SPP;
- 2). Propose within the Strategic Master Plan components including but not limited to items and descriptions listed below;
- 3). Propose a fee structure, upon adoption of Plan, for each and any components listed below. This should include on-going maintenance of items not done in house and annual updates of general components. (such as annual update of the Marketing Plan)

## **Overall**

Refine SPP key message and value proposition.

Review and recommend changes or updates, to logo, taglines, if any.

Tie all SPP functions, events, media, tours, etc. to that message and brand.

## **Website / E-Newsletter / Email / Social Media / Call to Action**

*This is our method of communicating with our members on current affairs, events, general information and requests for action on advocacy issues.*

*It is also our first introduction to potential members, sponsors or other interested parties.*

Propose an overall strategy for any changes, updates and enhancements that may be needed to tie into the Brand.

Consider including ideas from Board Development Workshops such as, Spotlight Columns, (Board Member Spotlight, Councilmember Spotlight, Developer Spotlight, etc.), How-To ideas (Hiring a contractor, Filing for tax credits, etc.), link to pertinent stories outside St Pete.

Set schedule and process for E-newsletter delivery and social media plan.

Process for Action Updates. Action Updates are our method of asking for letters of support, attendees at meetings and hearings and support on current issues.

Propose which of these items once in place may be maintained in house, with training or by contract and budget requirements for such a contract and training.

Include suggestions on increasing budgets in future years.

## **Media**

Propose how to increase SPP media coverage.

Develop media data base and contacts.

Develop procedures to draft and release press releases.

## **Marketing**

Develop Marketing Plan for next fiscal year and beyond.

Include:

Any new branding marketing proposals

Raise awareness of Movies in the Park, Tours, Porch Parties, Forums, other Outreach events.

It is SPP desire to have an Annual Market Plan adopted by the Board as part of our Annual Work Plan.

## **Development**

Assist in developing plan to increase fund raising and membership activities.

## **Ongoing PR as needed**

Include a public relations component and process. Note that PR will occasionally come up with little notice. Suggest a fee schedule and process.

## **Include**

Any additional ideas you feel will further the goals of SPP

Any information gathering format necessary to present the best plan.

## Process

RFP will be released April 1, 2017

Interested firms should submit a lead contact so that any and all questions or clarifications from all firms will be distributed to all for review. Submit questions to Executive Director at [director@stpetepreservation.org](mailto:director@stpetepreservation.org) by April 20, 2017.

Any questions or clarifications must be received by email by April 20, 2017

All questions and answers will be sent to all lead contacts by April 25, 2017

RFP must be delivered by June 1, 2017

Deliverables: All propositions by firm will be communicated to SPP through any combination of visual, written, or otherwise tangible media, clearly defining its purpose, intent, and instruction to execute such proposition.

All respondents will be notified by email by July 1, 2017

A flat fee of \$4,000.00 will be paid for the Plan.

Upon acceptance by SPP board payment will be made in the following manner:

50% (\$2,000.00) upon acceptance, balance (\$2,000.00) due upon delivery of complete Plan.

The "Work for Hire" (Plan) will be owned entirely by SPP to be used at its discretion. The firm's promotion and advertising must be approved in advance by SPP in writing.