



Are you on board?

REQUEST FOR PR PROPOSAL

PROPOSAL DEADLINE: FEB 17, 2017

BOSTON HARBOR NOW | 15 STATE STREET SUITE 1100 BOSTON MA 02109

SUMMARY AND BACKGROUND

Boston Harbor Now is currently accepting proposals to develop, launch, and manage our new brand rollout, messaging and outreach. Boston Harbor Now has recently completed a nearly year-long intensive rebranding effort led by our Board, leadership team, and local branding consultants and we are now ready to re-introduce ourselves to our constituents, the city, and the world. We're looking for a qualified PR team to help us effectively lead the way.

Boston Harbor Now is a new civic nonprofit dedicated to ensuring a vibrant future for Boston and the region through our harbor. We are in the first year as our new organization, resulting from the merger between the Boston Harbor Island Alliance and The Boston Harbor Association. Boston Harbor Now is navigating the future of the harbor with goals of more open space and recreational, cultural and social opportunities accessible to all our residents and visitors; an expanded and integrated water transportation system; an innovative working port, and mixed-use development that is a model for climate change resiliency.

Boston Harbor Now is based in Boston with a team of eleven FTEs expanding seasonally with fellowship and specialized consultants.

Our areas of focus: All harbor all the time, everything in partnership

- Project management and Partnership of the Boston Harbor Island National and State Parks
- Policy and Planning for the waterfront, harbor and islands
- Climate Change Adaptation for the City of Boston

1. PROPOSAL GUIDELINES

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **5pm EST February 17, 2017**. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals, which call for outsourcing or contracting work, must include a name and description of the organizations being contracted and their qualifications.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Boston Harbor Now's

legal team and will include scope, budget, schedule, and other necessary items pertaining to the project.

2. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

Boston Harbor Now was created through the thoughtful blending of two influential entities and is ready for a public launch. The organization's brand, messaging, positioning and public relations needs require expert assessment, planning, and implementation. Qualified candidates should produce comprehensive strategies for brand positioning through thought-leadership opportunities, earned media, and strategic partnerships. Boston Harbor Now believes that by using a combination of current best practices in traditional and social media, an effective rollout will raise awareness of our organization, the importance and multifaceted quality of our work and successfully build support, garner resources, and position us as leaders to fulfill our mission to make Boston Harbor an iconic inclusive resource identified with the success of our city and the region.

Project Description:

Boston Harbor Now is seeking a public relations partner to assess, advise, craft, and manage an inclusive successful public relations plan for our new brand with the goal to raise awareness of our programs, increase and strengthen our partnerships, and drive our fundraising efforts to support our mission to promote, protect and steward Boston Harbor, the waterfront and islands.

3. PROJECT SCOPE

The selected bidder will work with Boston Harbor Now's Communications team and senior leadership to fully grasp the nuances of our critical areas of expertise. A completed proposal should address these areas of focus:

- Fundraising Communication
- Constituency building and political/policy influence in the following areas: Climate Adaptation, Waterfront Development, Water Transportation, Urban Parks
- Waterfront and Boston Harbor Islands National and State Park promotion and programming
- The economic values of Boston Harbor as a Port, Tourism and Development Resource
- The environmental and social values of the waterfront, harbor and islands
- Overall brand rollout

The following criteria must be addressed and met:

- Building Boston Harbor Now's relationship with local and regional media

- Arranging local media coverage including interviews and appearances
- Identifying and training key spokesperson(s) from our organization
- Identifying key organizations and individuals for strategic partnerships as well as memberships
- Identifying key recognition opportunities (i.e. awards, certificates, etc.)
- Support of special events (gala, Spectacle 5k event)
- Identifying speaking engagement and appearances
- Identifying additional public relations opportunities within the designated budget
- Creation of media sponsorship opportunities
- Creation of comprehensive communication plan including social media and message strategy

4. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Request for Proposal Timeline:

5:00 PM, February 17, 2017: Deadline to respond to this RFP

February 17 –March 3: Evaluation of Proposals. If additional information or discussions are needed with any bidders during this two-week window, the bidder(s) will be notified via email. Any clarification questions for the proposal should be made prior to the submission Feb 17th deadline.

March 20- March 30: Selection decision and contract negotiations.

Notifications to bidders who were not selected will be completed by March 24, 2017

Project Timeline:

April 14, 2017: Project initiation phase completed.

April 28, 2017: Project planning phase will determine the timeline/schedule for the remaining phases of the project.

Project renewal will be discussed 45 days before the end of the contact term.

5. BUDGET

Boston Harbor Now has proposed a budget inclusive of all cost of \$60,000 for agency services for the 2017 fiscal year. Please note that our fiscal year begins on April 1, 2017 and ends March 31, 2018.

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs or monthly recurring costs (retainers, software service, PRNewswire etc).

NOTE: All costs and fees must be clearly described in each proposal.

6. BIDDER QUALIFICATIONS

Bidders should provide the following information as part of their proposal for consideration:

- Description of experience including outcomes in planning, executing, and managing public relations or outreach for non-profit organizations
- Examples of 3 or more press strategies designed and implemented by your organization and the results
- At least 3 relevant references
- Number, title, role, experience and hours anticipated for servicing this account you will assign to this project (total number, role, title, experience and level of participation in the account)
- A strategy timeline with outputs and expected impacts
- Project management methodology

7. PROPOSAL EVALUATION CRITERIA

Boston Harbor Now will evaluate all proposals based on the following criteria: Overall proposal suitability: proposed strategy(ies) must meet the scope and needs included herein and be presented in a clear and organized manner

- **Organizational Experience:** Bidders will be evaluated on their experience as it pertains to the scope of this project
- **Previous work:** Bidders will be evaluated on examples of their work pertaining to successful public relations strategies and management as well as client references
- **Value and cost:** Bidders will be evaluated on the cost of their solution(s) based on the services to be performed in accordance with the scope of this project and the core values of Boston Harbor Now
- **Technical expertise and experience:** Bidders must provide descriptions and documentation of staff expertise and experience

Companies certified by the State Office of Minority and Women Business Assistance as Minority- or Women- Owned Business Enterprises ("M/WBE") are strongly encouraged to submit a bid.

Each bidder must submit at least two printed copies of their proposal to the address below and submit a digital copy by **February 17, 2017 at 5pm EST:**

cmerfeld@bostonharbornow.org

Boston Harbor Now
Christian Merfeld
Director of Communications
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Suite 1100
Boston, MA 02109