



Corona del Mar Chamber of Commerce

Proposal for
CORONA DEL MAR BUSINESS IMPROVEMENT DISTRICT
CITY OF NEWPORT BEACH
RFP NO. 20-52

Marketing & Administrative Services **Service Group 2**

(Exception of Website 5.4.3 which is submitted under separate Proposal by Community Business Solutions)

Submitted to:
City of Newport Beach
Corona del Mar BID
FY 2020/2021

CORONA DEL MAR CHAMBER OF COMMERCE

Project Consultant: Linda Leonhard
Corona del Mar Chamber of Commerce / 2855 E. Coast Hwy, Suite 101 / Corona del Mar, CA 92625
(949) 673-4050 / Linda@CdmChamber.com

The Corona del Mar Chamber of Commerce (Consultant) proposes to provide professional Marketing & Administrative Services to the City of Newport Beach for the Corona del Mar Business Improvement District (BID). The designated Project Consultant shall be Linda Leonhard, President/CEO of the Corona del Mar Chamber of Commerce who has successfully served the BID in this capacity for over 20 years. Consultant has detailed knowledge of the BID's marketing and administrative goals and maximum familiarity with its assessed members and their objectives. Consultant has developed and implemented strategic marketing campaigns on behalf of the BID and in a cooperative effort with the CdM Chamber of Commerce to provide a strengthened and cohesive benefit to the district's business owners. Consultant is seasoned and experienced in strategic marketing, event planning and city government administration as it relates to procedures and guidelines. Consultant has proudly served as a respectable community leader and business advocate for many years and has served on the Board of Directors for the Newport Center Association, the Newport Beach Marriott Hotel & Tennis Club, the Laguna Beach Visitors Bureau, the CdM Chamber of Commerce and the CdM BID.

SCOPE OF WORK

BID ADMINISTRATION / CONSULTING & REPORTING

1. **Administrative Liaison and General Administration**
Consultant shall serve as liaison with City's staff and BID Board Members with ongoing communications.
2. **Meeting Agendas, Packets & Action Item Notices**
Consultant shall prepare meeting agendas and associated documents for meeting packets for distribution at monthly Board Meetings and Sub-Committee meetings subject to the Brown Act. Consultant shall provide project follow-up with the City on action items directly following each Board Meeting and follow-up with Board on project status.
3. **Annual Report, Budgets & Priorities**
Consultant shall prepare BID Annual Report, budget and track annual timeline of BID priorities such as board renewals, annual meetings and project timelines.
4. **Annual Town Meeting Coordination**
Consultant shall coordinate Annual Town Hall Meeting to include: Median Banner Permits, Coordination of food / beverage / supplies. Consultant shall prepare invitation & mailing to BID members and assist with agenda. Includes coordination of BID Exhibit Set-up and promotional material.
5. **Consulting / Reporting & Follow-up Relating to Services**
Consultant shall attend the BID's monthly Advisory Board Meetings and will report on contract services performed. Consultant shall conduct follow-up communications and administration relating to services.

MARKETING & COMMUNICATIONS

1. **Facility Fees (Storage, Phone, Physical Address and Periodic Meeting Space)**
Consultant shall provide the BID with a physical office address, storage, phone services, office equipment, and periodic meeting space at its current location 2855 E. Coast Hwy. Suite 101, Corona del Mar.
2. **Marketing & Communications**. Consultant shall provide the BID with Marketing & Communication Services for the following current BID programs.
 - 2.1 **2020 Vision Brochures**
Consultant shall produce the BID's annual informational brochure listing the BID's recent accomplishments, annual projects and future goals. Consultant shall distribute brochures with the annual member assessment mailings and showcase throughout the year at community events and meetings.

2.2 Member Decals

Consultant shall produce member annual static window decals to be mailed to BID members upon assessment payment signifying they are in good standing with the BID.

2.3 Corona del Mar Business District Membership Directory

Consultant shall produce a cooperative annual promotional publication called "The Directory" which markets the Corona del Mar Business District and lists all BID Members and their contact information. The Directory shall include a separate full-page ad for pertinent information on the Corona del Mar BID and include the BID logo on the outside cover. The Directory shall be mailed and circulated to 10,000-12,000 households in Corona del Mar and portions of Newport Coast. Publication shall be circulated throughout the year at community events and strategic distribution points.

2.4 Business Beautification Award Program

Consultant shall manage the BID's Business Beautification Award Program by identifying business locations within the District who have renovated, remodeled or enhanced the aesthetics of their storefronts contributing to the overall Vision 2020 Plan. Consultant shall bring nominations to the BID Board for vote, order and incur costs for awards, notify the award recipients and coordinate community award presentation & ceremony.

2.5 Coast Hwy Dolphin Topiary Program

Consultant shall manage the Dolphin Topiary Décor Program, coordinate and facilitate storage for the seasonal decorations of the topiaries located at the intersection of Marguerite and Coast Highway. Consultant shall coordinate volunteer committee schedules, forward budget requests, and coordinate trimming of Dolphin Topiaries.

2.6 Social Media & Communications

Consultant shall maintain the current Social Media Platforms, launch monthly campaigns and continue to promote through social media and its databases. Consultant will provide public email notifications and communications with BID Members, Board Members and the community at large in regard to BID/City projects and notices.

2.7 Marketing Campaigns & Programs

Consultant shall create and manage marketing campaigns & programs as directed by the Board such as the "Shop Local" marketing campaign, ad campaigns, and new program development to assist the Business District retailers and promote economic growth.

2.8 PR - Special Event Outreach

Consultant will provide exhibit space at annual & monthly events for the BID to communicate and share programs, collateral and PR announcements within the community. Costs include tent, table, linen & chairs, set-up and breakdown, coordination of materials.

2.9 BID Cooperative Sponsorship – Christmas Walk

Consultant shall provide the BID with marketing and public relations services at the sponsored event called the Christmas Walk. In return for the cooperative sponsorship, Consultant shall recognize the BID logo on all marketing collateral associated with the event. Consultant will also provide and coordinate a tented promotional exhibit space and coordinate all BID marketing display collateral and volunteer staff.

CORONA DEL MAR CHAMBER OF COMMERCE **FEE FOR SERVICES**

Proposal Term: One Year
July 1, 2020 thru June 30, 2021
(A Multi-Year Fee Schedule Shall be Prepared Upon Request)

Marketing & Communications	FY 2020/21
Facilities – Physical office, storage, office equipment	\$ 4,318
Vision 2020 Brochures	\$ 1,422
Member Decals	\$ 1,200
Membership Directory	\$ 7,500
Beautification Award Program	\$ 1,000
Coast Hwy Dolphin Topiary Program	\$ 1,000
Social Media & Communications	\$ 1,000
Marketing Campaigns / Current & New Programs	\$17,000
Annual Meeting (PR / Special Events)	\$ 1,000
Cooperative Sponsorship (Xmas Walk)	\$ 5,000
Total Marketing & Communications	\$40,440
Administration / Consulting & Reporting	
*Consulting & Reporting (*To be billed Monthly: Ex \$20,560 divided by 12 months)	\$ 20,560
Contract Contingency	\$ 4,000
CONTRACT TOTAL	\$ 65,000

TOTAL CONTRACT

Consultant proposes providing professional Marketing & Administrative Services to the Corona del Mar BID as stated herein beginning July 1, 2020 through June 31, 2021 for a total annual amount not to exceed \$65,000.

PAYMENT SCHEDULE

Consultant shall bill the BID monthly and invoice payments are due within 30 days of receipt.

ADDITIONAL MARKETING & ADMINISTRATIVE SERVICES

Should the CdM BID Board request additional or future projects beyond this proposal, Consultant shall prepare a proposal at a separate fee either per project or hourly consulting rate of \$90 per hour.

Linda Leonhard
CORONA DEL MAR CHAMBER OF COMMERCE
Consultant, Corona del Mar Business Improvement District
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