

REQUEST FOR PROPOSALS



The City Manager's Office is requesting proposals for:

CITY MARKETING CAMPAIGN

RELEASE DATE: June 17, 2025

RESPONSE DUE: July 11, 2025

RFP OVERVIEW & TIMELINE	
RFP Title:	City Marketing Campaign
Scope of Work:	See “ <i>Scope of Work</i> ” Section on Pages 4-6
RFP Submittal Information:	Submit electronic copies of their proposal in PDF format via email to the CITY CLERK DEPARTMENT at cityclerk@sfcity.org , with the subject “City of San Fernando – City Marketing Campaign”
RFP Due Date:	Friday, July 11, 2025, by 4:00 PM PST
RFP Submittal Requirements:	<p>Submitted Proposals must include the information described in the “INFORMATION TO BE SUBMITTED” Section on Pages 6-8 of this RFP.</p> <p>Submitted Proposals will be considered non-responsive if the Proposal does not provide all requested information.</p>
City Contact:	<p>Will Pettener Assistant to the City Manager Phone: (818) 898-1226 Email: wpettener@sfcity.org</p>

GENERAL INFORMATION

The City of San Fernando is interested in contracting with an experienced marketing and events management firm for the development and administration of a City Marketing Campaign to attract tourism and manage events in preparation for the FIFA World Cup 2026 and LA Olympics 2028. The RFP seeks an initial term of one (1) year, commencing in Fiscal Year (FY) 2025-2026, with the option to extend an additional two (2) years by mutual agreement through the end of the LA Summer Olympics in Summer 2028. The required services and performance conditions are described in the Scope of Work.

BACKGROUND

The City of San Fernando was incorporated in 1911 and is currently organized according to the City Council/City Manager form of government with seven departments, including a Police Department, Public Works Department, and Recreation and Community Services Department. The City employs approximately 111 full-time employees from a total Adopted Budget for fiscal year 2024-2025 of \$52.9 million, which includes a General Fund budget of \$26.7 million. The City is a cost conscious provider of outstanding public services to its citizens and local businesses.

As the Los Angeles region prepares to host the FIFA World Cup 2026 and Summer Olympics in 2028, cities across Southern California have a unique opportunity to attract global attention and boost local economic activity. With millions of visitors expected and international media coverage focused on the area, it is critical for cities to proactively position themselves as desirable destinations. Hiring an experienced marketing vendor would enable the City of San Fernando to develop and implement a strategic campaign that promotes its cultural heritage, local businesses, and community events to a wide audience. A professional vendor brings the expertise, tools, and capacity to execute targeted outreach efforts—something that is especially important when competing with larger cities for visitor interest. This approach not only supports tourism during international events but also lays the foundation for long-term economic development and brand visibility.

The City believes that open competition for services provides the City with the best results for its public dollars. The City is interested in receiving responsive and competitive Request for Proposals (RFP) from experienced and qualified firms to provide a professional marketing campaign. What follows is a description of the technical environment, contractor staffing, qualifications, and performance expectations.

INSTRUCTIONS TO SUBMITTING FIRMS

A. Examination of Proposal Documents

By submitting a proposal, the prospective firm represents that it has thoroughly examined and become familiar with the services required under this RFP, and that it is capable of delivering quality services to the City in a creative, cost-effective & service-oriented manner.

B. Questions/Clarifications

Please direct any questions regarding this RFP to Will Pettener, Assistant to the City Manager via e-mail at wpettener@sfcity.org. Questions must be received by 5:30 p.m. on **Tuesday, July 1, 2025**. All questions received prior to the deadline will be collected and responses will be emailed by **Thursday, July 3, 2025**.

C. Submission of Bid Proposals

All bid proposals shall be submitted via email to the City Clerk Department at cityclerk@sfcity.org and the subject line of the email shall read, "City of San Fernando RFP – Labor Attorney Services." Proposals must be received no later than **Friday, July 11, 2025, at 4:00 PM PST**. All proposals received after that time will not be accepted.

D. Withdrawal of Proposals

A firm may withdraw its proposal at any time before the due date for submission of proposals as provided in the RFP by delivering a written request for withdrawal signed by, or on behalf of the prospective firm.

E. Rights of City of San Fernando

This RFP does not commit the City to enter into a Contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City reserves the right to:

- 1) Make the selection based on its sole discretion;
- 2) Reject any and all proposals without prejudice;
- 3) Issue subsequent Requests for Proposal;
- 4) Postpone opening for its own convenience;
- 5) Remedy technical errors in the Request of Proposal process;
- 6) Approve or disapprove the use of particular sub-contractors;
- 7) Negotiate with any, all, or none of the prospective firms;
- 8) Solicit best and final offers from all or some of the prospective firms;
- 9) Accept other than the lowest offer; and/or
- 10) Waive informalities and irregularities in the proposal process.

F. Contract Type

It is anticipated that a standard form professional services agreement contract will be signed subsequent to City Council review and approval of the recommended firm.

G. Collusion

By submitting a proposal, each prospective firm represents and warrants that; its proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any person not named therein; that the prospective firm has not directly, induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and, that the prospective firm has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

SCOPE OF WORK

The City of San Fernando is seeking proposals from qualified firms to develop and implement a strategic marketing and promotional campaign that highlights the rich history and vibrant culture of San Fernando. This initiative aims to showcase San Fernando's unique history, highlight its diverse business community, and position the City as an urban wedding destination by capitalizing on its many bridal dress stores and salons. Additionally, the selected firm will organize engaging events to activate local businesses and enhance economic vitality.

Required Services:

1. World Cup/Olympic Preparation

- a) The vendor will be tasked with the development and management of special events to be operated on a monthly basis.

- b) These events will function as proof of concept for future World Cup and Olympic events. The vendor will support the City in developing application materials for World Cup watch party applications and Olympic host committee sponsored events, if the contract is extended to 2028.

2. Business Community Activation

- a) Plan and execute events that drive foot traffic and business engagement in San Fernando.
- b) Organize networking events, street fairs, and themed market days to foster economic activity.
- c) Develop partnerships with local businesses to promote their services and increase visibility.

3. Website Development

- a) Design and launch a user-friendly website dedicated to promoting San Fernando as a cultural, business, and wedding destination.
- b) Include information on the city's history, local businesses, wedding services, and upcoming events.
- c) Ensure the website is optimized for search engines (SEO) and mobile-friendly.
- d) Maintain and update the website regularly with fresh content and event listings.

4. Social Media Promotion

- a) Develop and manage social media campaigns to engage audiences and increase awareness of San Fernando's cultural, business, and wedding opportunities.
- b) Create and schedule high-quality content, including images, videos, and event promotions, across platforms such as Instagram, Facebook, TikTok, and LinkedIn.
- c) Implement social media advertising strategies to target key demographics, including tourists, engaged couples, and business owners.
- d) Monitor social media engagement and analytics to optimize campaign effectiveness and audience reach.

5. Cultural and Historical Promotion

- a) Develop a comprehensive marketing campaign showcasing the city's rich history and cultural significance.
- b) Create content for digital platforms, print materials, and other media to attract tourists and businesses.
- c) Partner with local historical societies and cultural institutions to enhance awareness of San Fernando's heritage.

Optional Services:

1. Urban Wedding Destination Branding

- a) Develop a marketing strategy to promote San Fernando as a go-to destination for weddings, capitalizing on the city's many bridal dress stores and salons.
- b) Establish partnerships with local wedding-related businesses, including venues, florists, photographers, and event planners.

- c) Launch digital and print advertising campaigns targeting engaged couples and wedding planners.

PROPOSED TERM OF CONTRACT

The proposed term of the contract is **one year, commencing in FY 2025-2026, with the option to extend an additional two-years by mutual agreement.**

SCHEDULE FOR SELECTION

RFP Available:	June 17, 2025
Deadline for submittal of Questions:	July 1, 2025
Response to Questions:	July 3, 2025
Deadline for submittal of Proposal:	July 11, 2025
Interviews (If needed):	Week of July 21 st
Agreement Presented to Council for Review & Approval:	August 4, 2025

METHOD OF SELECTION AND NOTICES

The City Manager's Office will evaluate the information provided in the submitted proposals using the following criteria as a guideline:

- Completeness and Comprehensiveness.
- Responsiveness to City's issues.
- Potential to benefit the City.
- Experience of the firm providing similar services to other municipalities.
- Cost effectiveness.
- Quality of proposed staff.

Scoring evaluation will be rated as follows:

- Experience and expertise in destination marketing and event management (30%)
- Creativity and feasibility of proposed marketing strategies (30%)
- Budget and cost-effectiveness (20%)
- References and past project success (20%)

INFORMATION TO BE SUBMITTED

1. Prospective Firms must submit one digital copy of their proposal via email in PDF format.

2. Include a *Proposal Summary* Section

This section shall discuss the highlights, key features, and distinguishing points of the Proposal. A separate sheet shall include all the contact people on the Proposal and how to communicate with them.

3. Include a *Profile of the Proposing Firm(s)* Section

This section shall include a brief description of the Firm, including size, location of office(s), number of years providing service, organizational structure of the responsible division, etc.

Additionally, this section shall include a listing of any lawsuit and the result of that action resulting from (a) any public project undertaken by the Firm where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by the Firm or its insurers within the last five years.

4. Include a *Qualifications of the Firm* Section

This section shall include a brief description of the Firm's qualifications and previous experience of similar or related services provided to other agencies. Provide a description of pertinent experience with other public or private agencies (maximum of four) that includes a summary of the work performed, the total amount billed, the period over which your Firm represented the agencies, and the name, title, and phone number of clients to be contacted for references.

5. Include a *Work Plan* Section

In this section, present a well-conceived service plan. This section of the proposal shall establish the Firm's understanding of the City's Scope of Services in this RFP and the Firm's ability to satisfy the objectives and requirements outlined in the scope. Describe the proposed approach for addressing the scope of service, outlining the approach that would be undertaken in providing the requested services. Describe related service experience by the Firm in similar work. Please describe the role, extent of services (number of people used, engagement duration, and contract value).

6. Include a *Proposed Staffing* Section

In this section, discuss how the Firm would propose to staff the City's requested labor service needs. Firm's key team members shall be identified by name, specific responsibilities and their qualifications. An organizational chart for the marketing team and resumes for key Firm personnel shall be included. Key Firm personnel will be an important factor considered by the City. **There can be no change of key personnel once the proposal is submitted, without prior approval of the City.**

7. Include a *Proposal Costs Sheet and Rates* Section

In this section, include the proposed costs to provide the services desired. Include any other cost and price information that would be contained in a potential agreement with the City. In addition, include the costs for any other services that are considered optional additions.