

**REQUEST FOR PROPOSAL | HDMD**  
**Public Relations Firm**  
**The Houston Downtown Management District**

**Addendum 01**

RFP ISSUE DATE: Tuesday, February 7, 2023

ADDENDUM 02 ISSUE DATE: Wednesday, March 1, 2023

PROPOSAL DUE: **5:00 P.M., Saturday, March 4, 2023**

Responses to additional questions received by the Downtown District per the RFP guidelines are attached and incorporated as Addendum 02.

**Q: Is it a requirement to have a team member based in Houston?**

A: No

**Q: What are new projects/initiatives in the pipeline for 2023/2024 that you're excited about?**

A: See top 20 list [here](#)

**Q: Target market/media?**

A: National and state-based publications for major efforts that impact and improve the perception of Houston, local markets to reinforce organizational efforts and perception of Downtown.

**Q: Are you interested in proactive influencer marketing campaign? If so, what are your goals?**

A: Yes, to drive traffic to Downtown stakeholders and grow web/social media audience.

**Q: What are some examples of crisis communications situations?**

A: Being prepared to respond to crime related news that may affect the image of Downtown and/or weather emergencies.

**Q: Will existing communications priorities/themes be pulled from CHI, HDMD, and DRA, or will the agency of record develop new, cohesive messaging?**

A: Many of our current themes and priorities will carry forward, but opportunities to improve those messages are always welcomed.

**Q: Will the launch of this PR engagement coincide with the launch of the umbrella organization, or will there be a period during which the agency of record will represent CHI, HDMD, and DRA?**

A: This PR engagement will start immediately, and it's expected that our PR team will help us socialize the new brand identity during roll out.

**Q: Will the agency you engage work with your partners and other key groups such as the City of Houston, Midtown Management District, East End, etc. to align PR efforts/collaborate on national placements? What about the community relations aspect of engaging with other groups – will you lead this internally or have the agency engage?**

A: Engagement of partners would occur internally, though any intel shared by PR agency to identify such collaborative efforts are welcomed.

**Q: Do you plan for the agency of record to prioritize spotlighting Downtown businesses, events, activities, and collaborations with other Downtown**

**entities? (i.e., micro-campaigns focused on staying, playing, supporting local businesses in Downtown Houston)**

A: No, that on-going micro-level focus is the day-today responsibility of the client.

**Q: In the past, how frequently have you received and responded to media inquiries related to community challenges such as traffic, construction, housing, and public safety? Would you like the agency of record to also include proactive outreach to the media related to these topics?**

A: Weekly inquiries, primarily around major projects, events, or the I-45 highway project. However, we expect that media inquiries will increase as the brand of organization is better understood.

**Q: Can you please provide additional details on the expectations for event PR? How many events are produced each year and a snapshot of the level of involvement you'd like your agency of record to have (i.e., developing script, run of show, media relations, coordination with elected officials).**

A: Tasks listed are performed by the client. For an organizational event, PR firm would be expected to write compelling press releases and solicit media coverage (Approx. 5-10 per year). For a press conference, PR team should invite and wrangle media on site.

**Q: Is there an ad budget for influencers or a budget for hosting events to invite them to for promotion?**

A: Yes, where determined strategic and appropriate, there is a budget for such items, approx. \$50k/year.

**Q: Can you elaborate on what results and information you wish to see in the monthly and quarterly reports and how those differ?**

A: Reports from PR agency should include traditional PR related measures such as coverage, impressions, social media following, engagement and other such metrics. Efforts to translate PR results into other, more tangible measures that CHI members would appreciate also are welcome.

**Q: Have you determined the communications KPIs with goal targets, and if so, can you share them?**

A: See previous.

**Q: Do you have media monitoring and analysis tools and/or influencer marketing tools in place in house, or should those expenses be included in the budget?**

A: We do not have in-house media monitoring.

**Q: For the annual report, are the KPIs for the competitor/industry analysis identified, and are the tools needed to complete the competitive analysis in house or should we include that as well?**

A: Client will help determine appropriate KPIs for competitor analysis and rely on PR team to fulfill analysis.

**Q: When is the expected contract start date given the shift in RFP dates?**

A: Late March or early April.

**Q: What is driving the three entities to seek a new approach to PR support with the release of this RFP?**

A: As a quasi-public agency, we go through competitive bidding every few years to ensure our stakeholders are getting reasonable pricing.

**Q: Are there reputational challenges you'd like to address through PR strategies?**

A: More so than reputation, a major point of discussion throughout the engagement will likely be focused on how Houston is perceived by outsiders, and what we can accomplish through PR to improve or modernize those perceptions.

**Q: Are there untold stories of Downtown Houston you'd like to see on earned media channels.**

A: Yes.

**Q: Who are your priority audiences? Are they the same for each entity?**

A: We think of our audiences as a function of connection to and use of Downtown. Top priority audiences would be local leaders whose decisions could affect Downtown and/or CHI and its affiliates, whereas secondary and tertiary audiences would be those who make regular use of Downtown and whom themselves can be influential within their own networks.

**Q: How would you define project success?**

A: National coverage that positively affects the image and reputation of Houston and its Downtown.

**Q: For reporting parameters: Would the scope include comprehensive coverage of everything related to Downtown (which would be quite a heavy lift based on previous experience) or specific to campaigns implemented as part of this scope?**

A: Neither. There will be a PR effort supporting major initiatives coming out of CHI & co., plus other key community milestones.

**Q: Do any of the three entities have access to videography and photography capture (something that often drives successful placements)?**

A: Yes, we have room in the budget for videography/photography services.

**Q: Would the agency team have direct access to Downtown stakeholders for story planning and PR implementation? This approach often drives better success as we're able to determine not only story approach but also nuance in pitching strategies.**

**A: Yes, client would arrange such access to support story telling efforts.**

**END OF QUESTIONS RECEIVED**