



**EAST VILLAGE ASSOCIATION
REQUEST FOR PROPOSAL
PUBLIC RELATIONS & SOCIAL MEDIA SERVICES**

Issued by: East Village Association
Contact: Gabby Manocchio
Asst. District Manager
gabby@newcityamerica.com or 610-840-3079 (Cell)

Issue Date: Thursday, July 23, 2026

Proposal Due: Friday, August 7, 2026 by 5:00pm

I. INTRODUCTION

Spanning 130 blocks, East Village is Downtown San Diego's largest neighborhood, stretching from Seventh Avenue to 17th Street. Home to more than 700 businesses, the district offers an exciting mix of restaurants, hotels, art galleries, unique retailers, entertainment venues, educational institutions, and Petco Park, home of the San Diego Padres.

Thousands of residents call East Village home, and continued investment and development have transformed the neighborhood into one of San Diego's most dynamic urban destinations, known for its vibrant blend of arts, culture, education, dining, and entertainment.

The East Village Association (EVA) is a 501(c)(3) nonprofit organization that manages the East Village Business Improvement District, enhancing the neighborhood through maintenance, beautification, advocacy, marketing, and economic development.

II. OVERVIEW

The prospective vendor responding to this RFP can be a firm or individual with demonstrated experience and expertise in public relations and social media strategy. Proposals should include detailed documentation outlining the vendor's relevant background, including prior work on similar projects involving the planning, coordination, and execution of public relations and digital media campaigns.

Preference will be given to vendors with proven success in:

- Destination marketing
- District or multi-tenant retail/dining center promotion
- Comprehensive public relations management

EAST VILLAGE ASSOCIATION

1041 Market Street #200 ■ San Diego, CA 92101 ■ 619-546-5636
info@EastVillageSanDiego.com ■ www.EastVillageSanDiego.com
Facebook / Instagram: @EastVillageSD ■ #EastVillageSD

- Social media strategy and engagement

Experience securing earned media in local, regional, national, and Baja California markets is highly desirable. Proposals should also clearly articulate the vendor's approach to the specific goals and priorities outlined in this RFP.

III. Scope of Work

The selected vendor will be responsible for the planning, coordination, implementation, and administration of PR and social media strategies, including:

A. Public Relations Services

- Develop and execute media outreach strategies
- Secure earned media placements in local, regional, national, and Baja California markets
- Draft a monthly article submitted to the Downtown News
- Promote:
 1. East Village San Diego as a premier destination
 2. Special events and seasonal promotions
 3. New projects and businesses
- Provide crisis communications support

B. Social Media Management

- Platforms: Facebook, Instagram, TikTok, and X (formerly Twitter); with potential expansion to other platforms as needed
- Deliverables:
 1. 2–3 posts per week
 2. Content strategy development
 3. Strategic ad placement and boosting
 4. Creation and management of event pages
 5. Audience engagement and inquiry response

IV. VENDOR EXPECTATIONS & DELIVERABLES

- 1. Approval Process:** All press releases, media communications, and social media posts must be reviewed and approved by EVA designated staff prior to publication.
- 2. Spokesperson Coordination:** All spokespersons must be vetted and approved by the EVA DI&P Committee Chair or designated staff.
- 3. Reporting:** Monthly public relations and social media reports must be provided and reviewed at Board and DI&P Committee meetings.
- 4. Participation:** A vendor representative must attend monthly Board and DI&P Committee meetings.
- 5. Language Access:** Vendor may be required to provide a Spanish-speaking representative for media engagements.
- 6. Advertising Budget:** A separate advertising/boosting budget will be provided in addition to the contract.

V. BUDGET & TERM

- **Annual Budget:** \$40,000
- **Contract Term:** 10 Months with potential for extension and increased services/budget
- **Negotiation:** EVA reserves the right to negotiate based on experience and proposed scope of work
- **Projected Start Date:** Thursday, August 20, 2026

VI. PROPOSAL REQUIREMENTS

Please submit a clear and comprehensive proposal including the following sections:

1. Cover Letter

- Signed by an authorized representative
- Include a primary contact person

2. Qualifications & Experience

- Company or individual background and capabilities
- Resumes/biographies of key personnel or person
- List of similar or relevant projects with outcomes
- Three (3) client references
- If subcontractors are included, provide the same information for those parties

3. Approach

- Describe your proposed strategy for public relations and social media management as outlined in the Scope of Work

VII. SUBMISSION INSTRUCTIONS

Deadline: Friday, August 7, 2026 by 5:00pm

Submission Format: Electronic submission only

Submit to:

Gabby Manocchio

gabby@newcityamerica.com

Please confirm receipt with a follow-up call to Gabby at 610-840-3079.

Subject Line: *EVA PR & SM RFP*

Addressed to:

Robyn Spencer, Secretary

c/o East Village Association

1041 Market Street #200

San Diego, CA 92101

VIII. ADDITIONAL PROVISIONS

- EVA is not responsible for any costs associated with proposal preparation or submission.

- EVA reserves the right to reject any or all proposals and to select the vendor deemed most beneficial to the organization.
- All contracts will comply with applicable federal, state, and local regulations.
- EVA is an Equal Opportunity Employer. Minority, veteran, and women-owned businesses are encouraged to apply.
- While local vendors are preferred, all qualified proposals will be considered

IX. CONTRACTOR REPRESENTATIONS

By submitting a proposal, the vendor affirms that:

1. They have read and understand the RFP and all attachments
2. They have reviewed the project scope and visited the current site as needed to assess local conditions affecting cost and performance

X. AWARD OF CONTRACT

The contract is expected to be awarded by **Thursday, August 20, 2026**, with work beginning immediately.