



REQUEST FOR PROPOSAL PUBLIC RELATIONS & SOCIAL MEDIA SERVICES

Issued by: Downtown El Cajon Business Partners, Inc. (DECBP)
Contact: Christopher Gomez
Brand Communications & Public Affairs Manager
chris@newcityamerica.com or 619-454-1596

Issue Date: Wednesday, July 8, 2026

Proposal Due: Friday, July 31, 2026 by 5:00pm

I. INTRODUCTION

Downtown El Cajon Business Partners, Inc. (DECBP) is a nonprofit Property Business Improvement District (PBID) committed to revitalizing Downtown El Cajon through strategic investments in events, beautification, and community initiatives. Funded by self-imposed property assessments, DECBP enhances public spaces, supports local businesses, and fosters a vibrant downtown experience for residents and visitors alike.

DECBP is soliciting proposals from qualified vendors to provide comprehensive public relations and social media services. The selected vendor will develop and execute strategies to enhance the district's brand identity, generate earned media coverage, and strengthen community engagement through digital platforms.

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
- Social media strategy and engagement

DOWNTOWN EL CAJON BUSINESS PARTNERS, INC.

200 Civic Center Way • El Cajon, CA 92020
619-334-3000 • info@downtownelcajon.com • downtownelcajon.com
Facebook, Instagram, TikTok, X: [@dtelcajon](https://www.instagram.com/dtelcajon) • [#downtownelcajon](https://www.instagram.com/dtelcajon)

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 East County Californian
- Promote:
 1. Downtown El Cajon 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 DECBP designated staff prior to publication.
- 2. Spokesperson Coordination:** All spokespersons must be vetted and approved by the DECBP 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

- **5-Month Budget:** \$27,500
- **Contract Term:** 5-months with potential for extension and increased services/budget
- **Negotiation:** DECBP reserves the right to negotiate based on experience and proposed scope of work
- **Projected Start Date:** Mid-August 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 background and capabilities
- Resumes/biographies of key personnel
- 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, July 31, 2026 by 5:00pm

Submission Format: Electronic submission only

Submit to:

chris@newcityamerica.com

Please confirm receipt with a follow-up call to **Chris Gomez at 619-454-1596**.

Subject Line: *DECBP PR & SM RFP*

Addressed to:

Paris Landen, DI&P Chair
c/o Downtown El Cajon Business Partners, Inc.
200 Civic Center Way
El Cajon, CA 92020

VIII. ADDITIONAL PROVISIONS

- DECBP is not responsible for any costs associated with proposal preparation or submission.
- DECBP 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.
- DECBP 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 **mid-August 2026**, with work beginning immediately.