



**LITTLE ITALY ASSOCIATION OF SAN DIEGO
REQUEST FOR PROPOSAL
PUBLIC RELATIONS & SOCIAL MEDIA SERVICES**

Issued by: Little Italy Association of San Diego
Contact: Christopher Gomez
Chief Executive Administrator
chris@littleitalysd.com or 619-454-1596 (Cell)

Issue Date: Tuesday, July 7, 2026

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

I. INTRODUCTION

The Little Italy Association of San Diego (LIA) is a 501c3 nonprofit public benefit corporation established in 1996 to lead the revitalization, preservation, and enhancement of the Little Italy neighborhood in Downtown San Diego. Representing the district's property owners, businesses, residents, and community stakeholders, the Association is dedicated to advancing public safety, beautification, economic development, and destination marketing while preserving the neighborhood's rich Italian heritage and cultural identity.

Governed by a 25-member Board of Directors, the Association is the nation's only district management organization dedicated exclusively to a historic Little Italy neighborhood.

Established in the 1920s, San Diego's Little Italy is Downtown San Diego's oldest continuously operating neighborhood business district. Once home to more than 6,000 Italian families and the center of the West Coast tuna industry, the neighborhood experienced decades of decline following the collapse of the industry and the construction of Interstate-5, which eliminated nearly 35% of the community.

In the early 1990s, local property owners and business owners came together to restore the neighborhood. Today, Little Italy is recognized as one of San Diego's premier urban destinations, featuring award-winning restaurants, independent businesses, public art, vibrant piazzas, and a thriving residential community. For nearly 30 years, the Little Italy Association has helped transform the district into a nationally recognized model for the revitalization of historic urban neighborhoods while honoring its Italian-American heritage.

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

LITTLE ITALY ASSOCIATION OF SAN DIEGO

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Facebook / Instagram: @LittleItalySD ■ #LittleItalySD

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

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. Little Italy 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 LIA designated staff prior to publication.
- 2. Spokesperson Coordination:** All spokespersons must be vetted and approved by the LIA 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:** 1-year with potential for extension and increased services/budget
- **Negotiation:** LIA reserves the right to negotiate based on experience and proposed scope of work
- **Projected Start Date:** Tuesday, September 1, 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, July 31, 2026 by 5:00pm

Submission Format: Electronic submission only

Submit to:

chris@littleitalysd.com

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

Subject Line: *LIA PR & SM RFP*

Addressed to:

Steve Galasso, President
c/o Little Italy Association of San Diego
2210 Columbia Street
San Diego, CA 92101

VIII. ADDITIONAL PROVISIONS

- LIA is not responsible for any costs associated with proposal preparation or submission.
- LIA 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.
- LIA 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 **Tuesday, September 1, 2026**, with work beginning immediately.