

## REQUEST FOR PROPOSAL

### Westshore District Social Media Management

#### OPPORTUNITY

The Westshore Alliance (WSA) is seeking a qualified digital marketing firm to establish a social media strategy and develop content for Tampa's Westshore District. The purpose of this project is to elevate our digital presence and promote Westshore on 4 existing platforms - LinkedIn, Instagram, Twitter and Facebook.

#### INTRODUCTION

Tampa's Westshore District is the center of regional activity not only in Tampa, but also on Florida's west coast. Located at the intersection of several major highways and an interstate, Westshore is home to Florida's largest office submarket with more than 12 million square feet of office space, 4,000 businesses and 102,000 employees. The District also boasts many of Tampa's finest restaurants, world-class shopping, Cigar City Brewing Co. and the largest concentration of hotels in the county. It is home to Raymond James Stadium and George Steinbrenner Field, which host professional sports, annual community events, and music concerts featuring world-renowned performers.

Westshore has evolved from its roots as a 9 am to 5 pm office district to a vibrant 24/7 community with 15,000 people calling Westshore home. Westshore is also the regional gateway for more than 22 million people who travel through Tampa International Airport each year. Located on the western edge of the City of Tampa, Westshore is approximately 10 square miles bounded by Kennedy Boulevard to the South, Himes Avenue to the East, Hillsborough Avenue to the North and Old Tampa Bay, including Rocky Point to the West.

#### ABOUT THE WESTSHORE ALLIANCE

The Westshore Alliance is a not-for-profit organization of business and community leaders recognized as the voice of Tampa's Westshore District. The Alliance has a 38-year track record of getting things done, including significant progress in the areas of transportation, urban development, marketing, public safety, education and connecting our community. With 450+ member businesses and scores of volunteers, the Alliance's mission is to promote, shape future growth and foster economic prosperity of the Westshore Business District.

#### PROJECT DESCRIPTION

- Defined strategy and goals for each channel and specific roles for WSA staff
- Content creation (to include video), curation (large existing photography database) and storytelling
- Posting schedule/execution – WSA is currently using Hootsuite
- Engagement, monitoring and analytics
- Options to pay to promote or boost certain content

## **SELECTION GUIDELINES**

- Provide descriptions/links/results of similar projects the company has successfully completed along with contact names and numbers as references
- Submissions should clearly and concisely express the company's understanding and approach to the project, and include scope of work with specific deliverables
- Include a proposed timeline
- Provide the cost and fee schedule
- **Submissions should be sent to Ailsa Hudson at [HUDSON@WESTSHOREALLIANCE.ORG](mailto:HUDSON@WESTSHOREALLIANCE.ORG) by Friday, July 9, 2021.**

## **PROJECT TIMELINE**

Provide pricing for 12 months. Project to begin in September 2021.

## **SELECTION PROCESS**

Evaluation criteria is based on project understanding and approach, as well as qualifications and past performance in the successful completion of similar projects. The selection of a company is solely at the discretion of WSA. WSA reserves the right to consider all or parts of any submission and is under no obligation to accept any submission. WSA reserves the right to negotiate further with any bidders after the receipt of submissions. Companies that are not selected will be notified via email.

## **CONTACT:**

Ailsa Hendry Hudson  
Westshore Alliance Director of Marketing & Communications  
813-289-5488  
Choosewestshore.com  
[HUDSON@WESTSHOREALLIANCE.COM](mailto:HUDSON@WESTSHOREALLIANCE.COM)