

## **REQUEST FOR PROPOSAL**

### **Westshore District Social Media Management**

#### **OPPORTUNITY**

The Westshore Alliance (WSA) is seeking a qualified digital marketing firm to develop a social media strategy and produce content for Tampa's Westshore District. The purpose of this project is to elevate our digital presence and promote Westshore on 4 existing social media platforms - LinkedIn, Instagram/Threads, Twitter/X 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 15 million square feet of office space, 6,500 businesses and 100,000 employees. The District 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 to 5 office district to a vibrant 24/7 community with 15,000 people calling Westshore home. Westshore is also the regional gateway for more than 20 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 501(c)6 not-for-profit organization working to continue the Westshore District's transformation into a premier mixed-use district and cultivate a thriving community for residents and businesses. With 400+ member businesses and scores of volunteers, the Alliance has a 40-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.

#### **PROJECT DESCRIPTION**

- Defined strategy and goals for each channel
- Content creation (to include video), curation and storytelling
- Posting schedule/execution
- Engagement, monitoring and regular 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 details as references
- Submissions should clearly and concisely express the company's understanding and approach to the project, and include scope of work with specific case studies
- Include a proposed monthly scheduling and planning timeline
- Provide the monthly cost
- **Submissions should be sent to Ailsa Hudson at [HUDSON@WESTSHOREALLIANCE.ORG](mailto:HUDSON@WESTSHOREALLIANCE.ORG) by Friday, September 1, 2023. Westshore Alliance will select firm by September 15.**

## **PROJECT TIMELINE**

Provide pricing for 12 months. Project to begin in October 2023.

## **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:**

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