

**DOWNTOWN**



**Downtown Yonge Business Improvement Area**  
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**REQUEST FOR PROPOSAL (RFP)  
COMMUNICATIONS & PUBLIC RELATIONS CONSULTANT  
RESPONSES TO QUESTIONS  
JULY 18, 2024**

**1.0 IS THE COST OF PRODUCING THE MATERIALS INCLUDED IN THE BUDGET SCOPE (PHOTOGRAPHY, VIDEOGRAPHY, BLOG POSTS, WEBSITE CONTENT, ETC)?**

The scope of work for this RFP includes the production of all materials. Interested bidders must provide a firm, all-inclusive price for all services proposed. Additional costs and fees may be presented as menu pricing.

**2.0 IS THE BIA LOOKING FOR SUPPORT IN DEVELOPING THE CONTENT IDEAS OR EXECUTION SUPPORT?**

The core scope of work in this RFP includes:

- Producing regular online creative content for the BIA's online channels based on feedback and approval from DYBIA that aligns with the organization's goals and further supports its strategic priorities;
- Sharing DYBIA press releases with the firm's media contacts;
- Regular meetings to discuss the continued success of the DYBIA's social media presence;
- Provide recommendations for metrics of success to be agreed with the client in the first month of the contract.

The BIA will provide the creative direction for the materials, the selected firm will be responsible for executing the content.

**3.0 WHAT IS THE EXPECTED VOLUME AND FREQUENCY OF CONTENT DEVELOPMENT AND CHECK-IN MEETINGS?**

This RFP is to appoint a consultant for a 12-month contract, with the firm indicating their projected frequency and volume of content & meetings in the submitted proposal based on the budget provided.