



RFP for Public Relations Services for Berkley Riverfront Park
Questions & Answers

Question 1: What is your budget for this project?

Answer 1: Port KC does not anticipate spending more than \$25,000 for this this project.

Question 2: Who is in charge of running your social media posts now?

Answer 2: The Vice President of Corporate Communications and the Communications Specialist are responsible for Port KC's social media.

Question 3: Are you looking for a proposal that includes social and digital strategy only or social and digital strategy and execution? Meaning do you want the winning team to also create and upload the posts on your social media portals and if we recommend changes to the website also include costs for making those changes creating a new website?

Answer 3: In this proposal we are looking for strategy only.

Question 4: Who are your target audiences for both the Park and the Development? General public, developers, potential tenants – both residents and businesses?

Answer 4: The audience for the park is the general public. For the development it would be geared toward developers and potential tenants.

Question 5: What events are you planning for 2017?

Answer 5: Some events include a Star Wars festival, Color Vibe 5K, Wanderlust, Promise Walk, PrideFest, Outpace Poverty, Wine Run and Kansas City RiverFest. Additional events will be scheduled.

Question 6: Who is managing your events?

Answer 6: Events are managed by the Vice President of Corporate Communications.

Question 7: What other PR events or announcements are you planning on for 2017?

Answer 7: Port KC anticipates the completion and opening of Bar K, the initial construction of Berkley Gardens (within the park), and a variety of other development deals.

Question 8: What is the length of time of this contract? How many months?

Answer 8: We would like to have the plan completed four months after the contract is signed. It needs to be complete before the start of the next fiscal year which begins May 1, 2017; ideally it would be before then.

Question 9: On the social and PR strategy, will you just want us to give you a document that outlines our recommendations based on your 2017 plans or are you also wanting some kind of ongoing collaboration to give you content and pitch recommendations during the timeframe? We could set up a social and PR framework on paper, but there are always “ongoing” opportunities that present themselves that are unknown until you get into the pitches and opportunities present themselves.

Answer 9: We are looking at a document with recommendations based on current plans. We do recognize that the plan may necessitate ongoing work with a PR firm. You are welcome to separately submit a proposal for that work.