

# Request for Proposal Response

## **Prepared For:**

Hillcrest Business Association  
Improved Parking Programs  
3737 Fifth Avenue #202  
San Diego, CA 92103

## **Prepared By:**

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Thursday, September 23, 2011

Dear Hillcrest Business Association Staff and Board of Directors,

This letter is in response to your request for public relations proposals for the Hillcrest Business Association's parking programs. We at Lyons Design & Communications (LDC) appreciate the opportunity to introduce our company to you, and share our unique and creative ideas. After having reviewed your request, we feel confident that our abilities will meet and exceed your needs and expectations.

As a boutique marketing, design, and public relations firm, we have spent the last several years working closely with businesses and non-profit organizations in and around Hillcrest. Our focus is to offer high-end marketing and design products at a "small business" price. We have a love and passion for Hillcrest that only those of us who have lived, worked, and played in the neighborhood can have. You can imagine the wheels that started turning in our heads when the idea of working on this project was presented to us.

LDC would be a convenient and dedicated choice to work with the Hillcrest Business Association on this project. We have relationships with both businesses and media outlets in Hillcrest. We intend to immediately enlist Hillcrest business owners to join us in this campaign; everything from soliciting sponsorships and donating giveaways to working with us on event planning and media campaigns. This portion of the project can begin immediately through our existing networks.

Our proposal offers a low internal cost associated with hiring a public relations firm. We keep our expenses at a minimum and our efforts at a maximum. Hillcrest is our home, and its businesses are our clients. We want to spend the next thirty years watching our neighborhood grow and be successful. This parking program will enrich the Hillcrest experience and drive more money into the neighborhood economy for years to come and we would be thrilled to be a part of the program.

We appreciate and applaud your dedication to creating and promoting a "Parking Is Easy" program in Hillcrest. By choosing Lyons Design & Communications, you will inherit a partner and we will work diligently together with the Hillcrest Business Association, Hillcrest businesses, media outlets, and local elected officials to run a successful campaign.

Sincerely,

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# about us

Lyons Design & Communications is a marketing and brand strategy firm based out of San Diego, California. With over a decade of experience working with companies to increase visual dynamics, customer satisfaction, and over-all brand results, the folks at LDC are armed and ready to work with you and your staff to take your company to the next level of success.

Whether you are an entrepreneur taking a chance on your dreams, or an established organization looking for a burst of rejuvenation, marketing and brand management is essential to your success. Our passion is to see a smile on your face when your success comes to fruition.

As your marketing partner, we want to build a relationship on trust and results. We bring a wealth of knowledge in the fields of traditional marketing tactics as well as cutting edge new technologies. We believe in staying current with the latest market trends, social behaviors and media channels so we can provide you with the most effective strategies.

We pride ourselves on maintaining communication and consistency when detailing the best approach to your strategy through research, experience, analysis, and good old fashioned gut feeling.

# our team



**Brian L Lyons – Owner & Creative Director** is passionate for business through successful marketing and brand management. He specializes in the design, branding, and communication needs of businesses and organizations. Having had the privilege of working in the marketing departments for non-profits organizations for over a decade, he decided to take a chance on a dream and develop Lyons Design & Communications. As an advocate for civil rights, Brian is growing in his career working with non-profit LGBT service organizations, businesses and publications.

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**Eddie Chaidez – Business Development Director** is proud to be the Business Development Director at Lyons Design & Communications. From his early days as a coffee house Barista, to an Early Intervention Social Worker, and now working in client communications and business development, Eddie has spent his entire career focusing on building strong relationships with clients, peers, and co-workers. Eddie knows the San Diego business and social communities better than most people know their ABC's.

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live. laugh. design.

# proposal

Whether shopping along University Avenue on a Saturday afternoon or pulling up to Eden for a night out with friends, parking has become a frustrating situation for any resident or visitor to our unique and vibrant Hillcrest neighborhood. The energy surrounding parking improvement projects is infectious and the buzz is already apart of our daily lives through social media, business networks, and water cooler talk. So how do we take it to the next level?

This program is unique in that it will gain a lot of momentum and recognition at little to no cost. It is a large neighborhood improvement project that will attract media from television to print. Involving local elected officials in the events and promotions will guarantee coverage.

In this digital age, a simple Google search can pin point where information needs to be to reach a target audience. People who want information about Hillcrest are among the most important people to reach with our message. A search on Hillcrest brought us ideas of working with the top search results including [hillquest.com](http://hillquest.com), [sandiego.org](http://sandiego.org), [sdgln.com](http://sdgln.com), and many more to push a web advertising campaign along with public service announcements to their readership.

Restaurants and nightlife venues are by far the highest revenue building industries in commercial Hillcrest. These businesses will be essential in our efforts to host events and promotions bringing people to the neighborhood. Events could be based around special meter rated days, new infrastructure kick-offs, a special holiday shopping event where participating businesses have coordinated sales in early December, and even some of the standard Hillcrest events.

Local health and fitness businesses will be perfect to work with to develop and install designated bike lanes and bike corrals. We envision 15 second TV spots starring the staff of Barry's Bootcamp promoting riding your bike and using the new corrals.

Another shining example of the power of Hillcrest is our elected officials. Everything from city council members to members of Congress, our representatives always use their voice to support our neighborhood and its residents and businesses. We have ideas that range all the way from simple political appearances to Hillcrest being an example for other San Diego neighborhoods to follow suit through their leadership.

The options are endless when you think about the power of Hillcrest. People come to our neighborhood from all over the city, state, nation, and world.

If you choose LDC as your partner, we look forward to working with you. We wish you the best success.

# budget

Below is a proposed budget for a six month marketing, advertising, and public relations campaign centered around the parking enhancement projects in Hillcrest. The totals are projected estimates, with the disclaimer that throughout the six month program, possible additional strategies will emerge.

<b>LDC 6 month retainer</b>	<b>\$30,000.00</b>
- Including but not limited to:	
• Campaign development and administration	
• Creating all associated marketing materials	
• Solicit and secure campaign sponsorships and partners	
• Media management; buys, PSA's, inquiries, etc.	
• Weekly media pitches regarding current features	
• Serve as media liaison and point of contact	
• Develop and manage parallel social media campaign	
• Campaign event development and management	
 <b>Special event planning and expense budget</b>	 <b>\$3,000.00</b>
 <b>Neighborhood signage program</b>	 <b>\$5,000.00</b>
 <b>6 month media budget</b>	
- Including but not limited to:	
• Television	\$30,000.00
• Radio	\$10,000.00
• Print Advertising	\$6,000.00
• Direct Mail (incl. postage)	\$15,000.00
• Web Advertising Campaign	\$10,000.00
• TV/Radio/Campaign spot production	\$5,000.00
 <b>Proposed Budget Totals</b>	 <b>\$114,000</b>