



REQUEST FOR PROPOSALS (RFP) Public Relations (PR) Services for the Delmar Loop

East Loop Community Improvement District
6150A Delmar Blvd
Ste 210
St. Louis, MO 63112

AND

Loop Special Business District
PO Box 300249
University City, MO 63130

DATE: February 27, 2026

DUE: March 20th, 2026

OVERVIEW:

The Delmar Loop, located in St. Louis, Missouri, is a vibrant and historic business and cultural district served by both the East Loop Community Improvement District (CID) and the Loop Special Business District (LSBD). Together, these organizations are jointly issuing this Request for Proposals (RFP) to retain a qualified public relations firm or consultant to provide event-focused and initiative-based PR services that elevate the Delmar Loop's profile locally, regionally, and nationally.

This RFP is specifically for Public Relations services only. Marketing, social media management, advertising, and event production services are **not** included in this scope.

The selected consultant will enter into a one-year contract beginning mid-to-late April 2026, with an option to extend, and will work directly with the Executive Director, who represents both the East Loop Community Improvement District (CID) and the Loop Special Business District (LSBD).

SCOPE OF SERVICES:

The selected firm will provide strategic and tactical public relations services focused on media relations, storytelling, and earned media coverage for major Delmar Loop events and initiatives.

1. Core PR Scope – Annual Lump Sum

Proposers should submit a **lump-sum annual fee** to provide PR services for the following **five (5) major Delmar Loop events** each calendar year:

 6150 A Delmar Blvd

 Cell: 618-334-4772

 director@thedelmarloop.com



1. Flowering Artist Festival
2. Día de los Muertos Festival
3. Flyover Comedy Festival
4. Holidays in the Loop (seasonal programming)
5. Delmar Loop Ice Carnival

PR services for these events may include, but are not limited to:

- Working with the event committee to development of PR strategies and story angles for each event
- Writing and distribution of press releases and media advisories
- Media pitching to local and regional outlets
- Coordination of media attendance and on-site press support (as needed)
- Preparation of booking sheets for media segments, including segment details, key contacts, and approved talking points
- Interview coordination with Delmar Loop leadership, partners, artists, or performers
- Coordination and communication with producers and media outlets; consultant presence at media segments is not required unless requested for larger or more complex media efforts
- Event recaps and post-event media follow-up
- Tracking and reporting of earned media coverage
- Submission of events to relevant City, County, and regional event calendars

The lump-sum fee should assume coverage across the full calendar year and account for varying levels of effort by event scale.

2. Additional PR Services – Add-On or As-Needed

In addition to the five core events, the Delmar Loop may request PR support for **1–3 additional initiatives per year**, which may include:

- East Loop Streetscape Project updates
- CID or Board initiatives and announcements
- New events or pilot programs added during the calendar year
- Special announcements, milestones, or advocacy efforts

Proposers should provide pricing for these services as **either**:

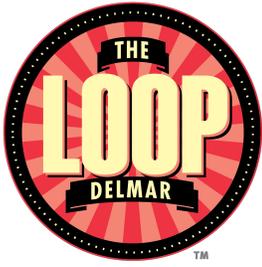
- A per-initiative/project fee, **and/or**
- An hourly rate schedule

These add-on services will be scoped and approved in advance and are not guaranteed.

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GOALS AND OBJECTIVES:

The primary goals of this PR engagement include:

- Increasing earned media coverage and visibility of the Delmar Loop
- Positioning the Loop as a premier cultural and event destination
- Supporting attendance and awareness of major events
- Highlighting local businesses, artists, and community partners
- Elevating district-wide initiatives and long-term investments

QUALIFICATIONS:

Proposers should demonstrate:

- Proven expertise in public relations, preferably for destinations, cultural districts, events, or place-based organizations
- Strong media relationships at the local and regional level
- Excellent attention to detail, writing, pitching, and storytelling skills
- Expertise supporting festivals, public events, or community initiatives
- Ability to manage multiple events and timelines throughout the year

CAPACITY & AVAILABILITY:

Respondents should demonstrate sufficient capacity to deliver consistent, high-quality PR services across multiple events and initiatives throughout the year. This may include staff support or a demonstrated ability to manage workload alongside other client commitments. Solo consultants are welcome to apply.

SUBMISSION REQUIREMENTS:

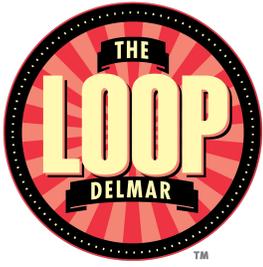
Proposals should include the following:

1. Company Overview – Background and relevant experience with destinations, districts, festivals, or public events.
2. Approach – Highlight understanding of event timelines, media deadlines, live event coverage, earned media goals, story angles, and pitching strategy.
3. Case Studies – 2–4 brief examples highlighting earned media results, coverage placement, media-facing language and story-telling, and measurable outcomes.
4. Pricing
 - Lump-sum annual fee for the five (5) core events
 - Hourly rates and/or per-initiative pricing for additional PR services
5. Primary Contact – Name and contact information
6. References – At least two (2)
7. Consultant WBE/MBE status

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The CID and LSBDB Boards will make their decision based on consultant experience and qualifications. The work may be broken up and awarded to various consultants.

DEADLINE FOR SUBMITTING:

Bid forms must be submitted VIA EMAIL to Samantha Smugala, Executive Director, The Delmar Loop, 6150A Delmar Blvd, St. Louis, MO 63112 VIA Email: director@thedelmarloop.com.

RFP Timeline:

- RFP Opens: February 27, 2026
- Proposals Due: March 20, 2026
- Review Period: Late March 2026
- Consultant Selection & Announcement: April 2026

CLARIFICATIONS, CORRECTIONS, AND ADDENDA:

Contact the Executive Director, Samantha Smugala at 618-334-4772 or Email: director@thedelmarloop.com. If necessary, an addendum will be issued.

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