

Subcontractor Opportunity

Marketing Services

Deadline for submission on Thursday, May 26th

The Coalition for Responsible Community Development (CRCD) is seeking a consultant to provide marketing & communication services to its newly created Southeast Los Angeles BusinessSource Center. Successful applicants will provide in-house support to CRCD's Marketing Director on an as-need basis. Services include website updates, marketing collateral design, newsletter layout, creation of social media graphics, demographic strategy for the BusinessSource Center operated by CRCD.

The Southeast Los Angeles BusinessSource Center has a mission to provide an array of services to new and existing business owners, which include strengthening the local economy through planning, access to capital, small business stabilization, and supporting the resiliency of the South LA community.

The City of Los Angeles requires CRCD to conduct a formal procurement process to identify and select potential subcontractors for inclusion in CRCD's proposal to the City. CRCD will review and score subcontractor proposals in a competitive process. Selected subcontractors will be included in CRCD's proposal to the city.

Eligible Subcontractors

The following are eligible proposers to submit a proposal to CRCD to serve as a potential Business Source Center subcontractor:

1. Proposer must have a Los Angeles City Business Tax Registration Certificate (BTRC), or a Vendor Registration Number (VRN) prior to the execution of a contract.
2. Proposer must not have been determined to be non-responsible, nor been debarred by the City pursuant to the Contractor Responsibility Ordinance.
3. Proposer must not have been debarred by the federal, State, or local government.
4. Proposer must have demonstrated experience providing similar services for a minimum of three (3) consecutive years within the last ten (5) years.

Scope of Services for Subcontractors

CRCD is seeking proposals from potential subcontractors to provide **all** of the following program elements:

1. Assist toward developing an overall marketing strategy for the CRCD operated Southeast LA BusinessSource Center.

2. Assist Southeast LA BusinessSource Center Director with organizing and facilitating entrepreneur workshops.
3. Identify target audience demographic and capture contact information in CRM.
4. Help define the CRCD operated Southeast LA BusinessSource Center's competitive landscape and identify its competitive advantage.
5. Identify and help develop strategies for outreach and marketing channels of distribution.
6. Help develop cohesive BusinessSource Center messaging to integrate into CRCD's vision & mission across all marketing & communication channels.
7. Bilingual in English and Spanish highly preferred.