

REQUEST FOR QUOTES

Scope, Costs, & Personnel – Public Relations Services for Atlanta BeltLine, Inc.

Project Goal:

Atlanta BeltLine, Inc. (ABI) is the largest public infrastructure redevelopment program in Atlanta's history that includes 22 miles of light-rail transit located in the Atlanta BeltLine corridor, 33 miles of trails, over 1,200 acres of new parkland, 46 miles of new streets and streetscapes, public art, 1,100 acres of brownfield reclamation, and the creation of more than 30,000 jobs and 5,600 affordable housing units in the neighborhoods surrounding an underutilized railroad corridor. In addition, ABI is committed to advancing equity and inclusion within the organization, along the corridor, and throughout all programs and projects.

ABI is seeking a public relations consultant to elevate the Atlanta BeltLine's story around community benefits, notably affordable housing, economic development, jobs, and equity and to share positive stories and advancements and to counter negative perceptions and narratives. The priority is to increase visibility at a national level for this once-in-a-lifetime project, while also maintaining a focus on regional and local media.

The duration of the contract would be for one year. Proposed budgets should take into account the scope outlined below.

Description and scope:

The Consultant would work closely with ABI's communications department and its additional consultants. The scope includes:

- Seeking out, brainstorming, and vetting story angles
- Pitching national media
- Coordinating media interviews with CEO and subject matter experts
- Support in writing press releases
- Identifying executive level speaking opportunities
- Writing case studies

All content would become the property of ABI. A licensing agreement will establish the details.

Budget: up to \$18,000 annually

Project Management:

The Communications and Media Relations Manager for Atlanta BeltLine, Inc. will serve as the "Project Manager" and supervise the Consultant. A licensing agreement would establish the details.

Please submit quotes (including scope of services and work samples) by 5 p.m. on Friday, May 21, 2021 to Jenny Odom: jodom@atlbeltline.org.

Upon selection of a quote, the successful vendor will be required to submit the following:

W-9

Certificate of Existence from Ga Secretary of State

Certificate of Insurance

E-Verify

Copy of DBE Certification if applicable

Certification of No Conflict of Interest