



Request for Proposals:

Advertising Planning, Trafficking, and Media Buying Services

Center City District, Philadelphia PA

December 2025

Executive Summary

The Center City District (CCD) of Philadelphia is seeking qualified individuals and firms to provide services relating to ad material planning, trafficking, and media buying, including digital media.

Key Project Facts:

- Media campaigns include: Restaurant Week, Sips, Let's Do Lunch, Open Streets, seasonal park events, and other CCD promotions
- Timeline: Project to start in February 2026
- Deliverables: Complete media plan with media buying, trafficking, monitoring and reporting of analytics

1. About Center City District

Center City District (CCD) is a private-sector business improvement district founded in 1990, whose mission is to enhance the vitality of Center City Philadelphia as a thriving 24-hour downtown that is a competitive setting for business, a preferred place to live and a destination to visit, with a public environment that is clean, safe and attractive. The CCD manages and maintains four parks which are individual attractions meant to enliven and enrich the lives of those who live, work and play in Center City.

2. Project Background & Objectives

CCD manages multiple signature campaigns and events throughout the year, each requiring strategic media planning and placement to maximize visibility and engagement. These campaigns are essential to drive foot traffic to Center City businesses and attractions, increase participation in public programs and events, and strengthen Philadelphia's downtown narrative.

We are seeking an experienced media services partner who can develop integrated media strategies, manage trafficking logistics, and execute media buys across traditional and digital platforms to amplify our campaigns and achieve measurable results.

3. Scope of Work

3.1 Campaign Portfolio

The selected firm will provide comprehensive advertising planning, trafficking, and media buying services for the following CCD campaigns and initiatives:

- Restaurant Week (annual promotion of Center City dining)
- Sips (seasonal networking and social experience program)
- Let's do Lunch (midday dining promotion)
- Open Streets (pedestrianized street activations)
- Seasonal park events (programming at Dilworth Park and Sister Cities Park)
- General CCD promotions (ongoing organizational communications)

3.2 Core Services Required

Media Planning:

- Develop comprehensive, integrated media plans for each campaign
- Conduct audience research and targeting analysis
- Recommend optimal media mix across channels (broadcast, print, digital, OOH, social, etc.)
- Provide budget allocations by channel and campaign
- Establish key performance indicators and success metrics
- Create media calendars with flight dates and placement schedules

Media Buying:

- Negotiate competitive rates and added value across all media platforms
- Execute media buys according to approved plans and budgets
- Secure desirable placements and optimal scheduling
- Manage vendor relationships and contracts
- Provide regular reporting on media performance and budget pacing

Trafficking and Coordination:

- Coordinate delivery of creative assets to media vendors
- Ensure all materials meet technical specifications
- Track insertion orders and confirmations
- Manage revisions and updates as needed
- Maintain organized trafficking documentation

Digital Media Management:

- Plan and execute digital advertising campaigns (display, video, social, search, etc.)
- Implement audience targeting strategies
- Monitor campaign performance
- Optimize campaigns based on performance data

Reporting and Analytics:

- Deliver post-campaign reports
- Track impressions, reach, frequency, engagement, and conversions
- Provide ROI analysis and recommendations for future campaigns
- Monitor performance metrics throughout campaign lifecycles and upon event conclusions

4. Deliverables

The selected firm will be responsible for delivering:

- Comprehensive media plans for each campaign with budget allocations
- Media buying documentation (insertion orders, contracts, confirmations)
- Trafficking schedules and creative delivery confirmations
- Monthly budget pacing and spending reports
- Campaign performance reports (impressions, reach, engagement, conversions)
- Quarterly strategic reviews and recommendations
- Post-campaign wrap reports with ROI analysis
- Annual media plan with budget recommendations
- Analysis, metrics and performance reports

4. Budget

The selected firm will be responsible for media buying in five key pillars:

- Seasonal park events, year-round (est. budget: \$67,000)
- Open Streets, year-round (est. budget: \$40,000)
- Sips, summer 2026 (est. budget: \$15,000)
- Let's Do Lunch, summer 2026 (est. budget: \$10,000)
- Institutional ads, timing TBD (est. budget \$15,000)
- Restaurant Week, early 2027 (est. budget \$10,000)

5. Project Timeline

- RFP Issued: **December 12, 2025**
- Questions due by email: **January 5, 2026, 3 p.m.**
- Question response: **January 8, 2026**
- Proposals due: **January 16, 2026, 3 p.m.**
- Interviews conducted, if required: **January 21-23, 2026**
- Selection notification: **January 26, 2026**
- Project start date: **February 1, 2026**

6. Submission Requirements

6.1 Submission Format

- **Format:** Single PDF document, maximum 20 pages
- **File Size:** Maximum 20MB
- **Delivery:** Email submission to jloviglio@centercityphila.org
- **Deadline:** 3 p.m. EST, January 16, 2026

6.2 Proposal Requirements

- Cover Letter and Executive Summary
- Firm Qualifications and Experience
- Team Structure and Key Personnel
- Approach and Methodology
- Overview of Philadelphia market opportunities
- Provide 2-3 relevant case studies
- Estimated costs for services outlined in scope of work
- Proposed fee structure and payment schedule

7. Evaluation Criteria

Proposals will be evaluated using the following weighted criteria:

Relevant Experience and Qualifications (30%)

- Track record with similar organizations and campaigns
- Philadelphia market knowledge
- Client references

Cost and Value (30%)

- Competitiveness and reasonableness of proposed fees
- Value-added services
- Budget efficiency and ROI potential

Team Expertise and Capacity (25%)

- Qualifications and experience
- Depth of resources and staff availability
- Account management approach

Approach and Methodology (15%)

- Quality and creativity of approach
- Understanding of CCD's objectives
- Media planning and buying strategies

8. Contract Terms & Conditions

8.1. Qualification. The CCD will only consider proposals from interested organizations that in its sole discretion demonstrate the experience, qualifications and creative thought processes necessary to execute a media buying strategy. Each organization must demonstrate its qualifications and ability to carry out the management and operational responsibilities as outlined herein.

8.2 Price Proposal. Based on information submitted, the CCD will review and analyze the completeness of qualifications provided and determine which organizations are most qualified to perform the services required. The CCD will notify those organizations which do not meet the minimum qualifications and consider only those price proposals from organizations it deems meet the minimum qualifications necessary to carry out the management and operational responsibilities as outlined herein.

8.3 Equal Employment. It is the policy of the CCD to provide to all persons equal opportunity in employment and contracting with the CCD. In furtherance of this policy, the CCD seeks to ensure equal opportunity to participate in the proposal process without impediments of illegal discrimination and to ensure that the CCD does not contract with businesses, which illegally discriminate in the solicitation and utilization of subcontractors and suppliers. The CCD will not contract with businesses that are not committed to equal employment opportunity as required by applicable law.

8.4 Non-discrimination. The CCD will not contract with businesses that discriminate against minorities or women in the solicitation or utilization of subcontractors and suppliers. If the CCD receives written notification from a minority or female business enterprise that an organization submitting an RFP has so discriminated, an investigation will be conducted, and the subject organization will be required to provide additional information to enable the complaint to be resolved. If the subject organization fails to provide the requested information within the time specified, its proposal will be deemed non-responsive. If it is determined that discrimination occurred in connection with any proposal, the organization submitting the proposal will be rejected.

8.5 Contractor Certification. All contracts awarded by the CCD will require adherence to these legal requirements. A copy of the organization's equal employment opportunity policy must be submitted with your proposal, and an officer of the corporation must execute the policy. The failure to submit an acceptable policy will result in the proposal being deemed non-responsive.

8.6 M/W/DBE The CCD is committed to providing opportunities for Minority, Women and Disadvantaged Businesses (M/W/DBE). As part of your qualifications please provide your proposal to achieve meaningful participation of Minority, Woman or Disadvantaged business enterprises.

Your proposal should provide information relating to your minority business participation practices, the partners you intend to us to fulfill the scope of services under this services agreement, and whether any of your partners, subcontractors or suppliers is a minority, woman or disadvantaged business registered with the City of Philadelphia Office of Economic Opportunity or the Pennsylvania Unified Certification Program. Please also provide minority participant(s) and employee(s) report as part of your response to this RFP.

8.7. Evaluation. Proposals will be evaluated first based on organizational experience, management, and operational capability, and then on the price quote. The CCD will review only those Price Proposals from

organizations it deems, in its sole discretion, to meet the minimum qualifications to carry out the management and operational responsibilities as outlined in the Scope of Work.

8.8 Presentations. The CCD reserves the right, in its sole discretion, to schedule individual presentations with those organizations it believes to have the capabilities to provide the services contemplated herein.

8.9 Right to Modify or Rescind. The Center City District reserves the right to modify this RFP upon written notice, to rescind this RFP in part or in its entirety at any time, or to commence further negotiations with an organization of its choice. The CCD has no obligation to engage any organization as a result of this RFP.

8.10 Failure to Provide Requested Information. The CCD reserves the right to disqualify an organization for failure to provide information requested in this RFP. Failure to provide any of the information requested herein could result in the entire proposal being deemed unresponsive. In addition, the CCD will not accept any modifications to a proposal once it has been submitted.

8.11 Proposal Length. Proposals should be as concise as possible, while conveying the information requested herein. Superfluous information relating to an organization is not required, nor desired.

8.12 Proposal Presentation and Authorized Signature. Proposals should be signed by a representative of the organization who is authorized to negotiate business terms on its behalf.

8.13 Contract for Services. It is contemplated that the CCD will negotiate a satisfactory contract for Services with the organization whose proposal is deemed in the best interest of the CCD. In the event the CCD is unable to negotiate a satisfactory contract, the CCD reserves the right to take whatever action, without limitation, it deems appropriate and in the best interest of the CCD.

8.14 Contact, Notices and Questions. Any contact, notices and/or questions with respect to this RFP must be in writing to be valid for consideration under this RFP. Phone conversations without written follow-up will not be taken into consideration with respect to this RFP. All questions and answers will be provided to all organizations requesting a copy of this RFP and be issued as an Addendum(s) to this RFP. All questions become part of the RFP, as well as a final services agreement with the winning agency. Written questions are due pursuant to the schedule outlined in Section 5.

8.15 If selected, the agency will need to show proof of the following prior to contract execution:

- a) The organization and its proposed subcontractors (if any) must presently be in good standing with local, state and federal governments in terms of compliance with all applicable ordinances, statutes, acts and codes, including but not limited to those pertaining to minimum/prevaling wages, fair labor practices, equal employment opportunity, affirmative action, environmental protection, Federal, State and local safety and OSHA regulations, and must provide certification of this compliance.
- b) If the organization or any of its proposed subcontractors owns property within the boundaries of the CCD, it must be current on all CCD Assessed Charges.
- c) The organization and its proposed subcontractors (if any) must possess and present copies of the necessary licenses and other documents authorizing them to do business in the City of Philadelphia and the Commonwealth of Pennsylvania.
- d) The organization will be expected to provide evidence of advertising liability insurance pursuant to mutually agreed upon limits and must be willing to name the Center City District, Central Philadelphia Development Corporation, its agents and subsidiaries as additional insureds.

e) A statement indicating the organization's ability and consent to conform to all requirements as outlined in this RFP. A copy of the organization's equal employment opportunity policy must be submitted with the proposal and the policy must be executed by an officer of the corporation.

f) Subcontracted Services. If the proposal includes a team approach to address the scope of services, CCD anticipates a team structure with a lead contractor and one or more subcontractors. Under this scenario, the lead Contractor will be responsible for controlling the activities of all subcontractors associated with the final services agreement and will be responsible for their actions and operations. Please provide a signed statement certifying that Contractors/Sub-Contractors will comply with all applicable federal, state, and local laws, including, but not limited to, equal employment opportunity laws and provide copies of Philadelphia Business License.

9. Submission Process & Contact Information

9.1 Registration

Qualified individuals and firms wishing to submit must register at: centercityphila.org/rfp

9.2 Questions & Clarifications

All questions must be submitted in writing by email to:

JoAnn Loviglio, Vice President, Communications & PR

Center City District

jloviglio@centercityphila.org

Questions Deadline: January 5, 2026, 3 p.m.

Questions will be answered collectively to ensure all potential bidders receive the same information. All questions and responses will be posted as an addendum to the RFP.

9.3 Proposal Submission

Email to: jloviglio@centercityphila.org

Subject Line: "RFP Response – Media Buying Services - [Firm Name]"

Format: Single PDF, maximum 20MB

Deadline: January 16, 2026, 3 p.m.

Thank you for your interest in partnering with Center City District.

We look forward to receiving your proposal.