



## Request for Proposals (RFP) for Real Estate Development PR and Communications

### Introduction

Since 1965, MAAC has been a leading advocate for underrepresented communities in San Diego County, delivering essential services across five core areas: Education, Economic Development, Health & Wellbeing, Housing, and Advocacy & Leadership Development. With nearly 500 staff members operating across 39 locations, MAAC serves over 100,000 individuals annually with an operating budget of \$70 million.

Learn more at: [www.maacproject.org](http://www.maacproject.org)

### Objective

MAAC seeks a qualified consultant or communications firm to develop and execute a strategic communications plan for the **Mercado Construction Project** on 2001 Newton Ave, San Diego, CA 92113 which will enhance visibility, secure local stakeholder engagement, and prepare for public-facing messaging, including media outreach and crisis communications.

### Scope of Work

The selected consultant or firm will provide the following services:

#### Strategic Communications Plan Development

- Develop a communications strategy for the Mercado Construction Project.
- Align messaging with MAAC's mission, values, and broader strategic initiatives.
- Share the finalized plan with the Mayor's Office, City Councilmember, and local planning board.

#### Media Engagement

- Draft up to three press releases, including bilingual content (Spanish & English).
  - Potential media outlets: *Hispanos Unidos, La Prensa, Univision, Voice of San Diego, San Diego Union-Tribune*
- Coordinate at least one TV news segment near the construction launch window (*April–May*).
  - Potential outlets: *Telemundo, NBC 7 San Diego*

#### Media Relations & Pitching

- Proactively pitch the Mercado project to regional and community-based media outlets.
- Promote MAAC's narrative in a positive, community-empowering light.

#### Interview Coordination

- Facilitate interviews with high-profile stakeholders.
- Leverage MAAC's previous media relationships from projects like *Ventana* for ease of coordination.



### **Crisis Communications**

- Develop a Crisis Communications Plan to anticipate and mitigate potential reputational risks during construction.

### **Deliverables**

- Strategic Communications Plan (PDF)
- 3 Drafted Press Releases (ENG/SPA)
- Media Pitch List & Tracking Sheet
- Scheduled/Confirmed TV News Segment
- Stakeholder Interview Schedules
- Crisis Communications Framework
- Optional: Social Media Content Plan

### **Proposal Requirements**

Interested consultants or firms are requested to submit proposals that include the following:

#### 1. Company background and experience:

- Overview of relevant experience in strategic planning for nonprofit organizations.
- Profiles of key team members and their qualifications.

#### 2. Approach and methodology:

- Description of the proposed approach to conducting the strategic planning process.
- Outline of the methodology for data collection, analysis, and stakeholder engagement.

#### 3. Work plan and timeline:

- Detailed work plan outlining the tasks, deliverables, and timelines.
- Proposed schedule for strategic planning sessions and milestones.

#### 4. Budget and cost breakdown:

- Itemized budget detailing the costs associated with each phase of the project.
- Any additional expenses or fees that may apply.

#### 5. References:

- Contact information for at least three client references who can speak to the quality of your work.



## Submission and Selection Timeline

- RFP Publication Date: **December 02, 2025**
- Deadline for Questions: **December 26, 2025**
- Responses to Questions: **December 30, 2025**
- Proposal submission deadline: **January 7, 2026** – please submit electronically to Laura Camou ([lcamou@maacproject.org](mailto:lcamou@maacproject.org)) by **2PM**.
- Proposal candidate interviews: **TBD**
- Selection deadline: **January 17, 2026**
- Target start date: **January 19, 2026**

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in strategic planning for nonprofit organizations.
- Clarity and feasibility of the proposed approach and methodology.
- Alignment with the objectives and scope of work outlined in this RFP.
- Cost-effectiveness and value for money.
- Quality of references and client testimonials.

MAAC reserves the right to reject any or all proposals, without explanation, to waive irregularities, and to accept a proposal, which in MAAC's sole judgment, is in MAAC's best interests.