



REQUEST FOR PROPOSAL

The Pearl District Business Association (PDBA) is seeking a qualified individual or firm as an Independent Contractor to fulfill the role of Executive Director Consultant for the organization and to perform specific services associated therewith.

PDBA is a non-profit Oregon Corporation that has been in business for approximately 10 years and which currently has an estimated 235 member businesses and a 13 member board of directors. The current annual budget for the association exceeds \$335,000. The association's primary function is to promote the success of all PDBA members by providing cooperative marketing and advertising opportunities which characterize the friendliness and uniqueness of the district and by providing communication, networking, education and public advocacy support.

Over the past decade, PDBA has grown from a small group of 30 or so businesses to its present size by executing a variety of marketing concepts and promotions that increase potential customer traffic in the district, as well as to provide networking, educational and communication resources which individual small businesses could not access on their own. PDBA is proud of its success and as the district continues to grow, we are looking forward to increasing opportunities for our members. For more information regarding PDBA go to www.explorethepearl.com.

The Pearl District is located within the following geographical boundaries:

<u>North:</u>	Willamette River	<u>East:</u>	NW 6th Avenue
<u>South:</u>	W. Burnside Street	<u>West:</u>	NW 17 th Avenue

CONSULTANT TITLE: Executive Director

TERM: One year with option to renew for successive one year terms.

QUALIFICATIONS: The successful candidate or team leader will possess a Bachelor's Degree or better in marketing, business administration or in a related field, have a minimum of five years experience providing services similar to those listed below under "Consultant Responsibilities", possess strong verbal, written and interpersonal communication skills and be comfortable working closely with many different types of business organizations. English language proficiency, including spelling and grammar and writing or publication background is essential. Access to and proficiency with the following specific or compatible computer software is required:

1. Microsoft Excel
2. Microsoft Word
3. Microsoft Outlook
4. Filemaker Pro
5. Adobe Acrobat
6. Coolermail
7. SurveyMonkey
8. Graphics Design Software

CONTRACT SERVICES:

No.	Item	Timing or Frequency	Annual Estimated Hours*
Member Outreach Meetings	Prepare agendas, solicit speakers, arrange venue, assemble required materials, attend, oversee and provide summaries	Monthly	100
Task Force Committee Meetings	Prepare agendas, arrange venue, assemble required materials, attend, oversee and provide meeting summaries	Varies	200
Marketing	Assist task force committees with marketing campaigns, including organization, promotion materials, press releases, etc., maintaining budgets and overseeing funding. Establish customer based e-mail list and assemble member sale and event information, compose and issue weekly e-blast.	4-5 Campaigns per year	400
Membership & Sponsorship	Engage new and existing non-member businesses in order to solicit new members and sponsors sufficient to sustain and expand current revenue levels. Assist with collections as required.	Weekly	300
Public Relations	Provide Public Relations services as required, including Press Releases, media outreach and outreach to other organizations benefitting PDDBA such as Portland Oregon Visitor's Association and Portland Business Alliance.	Monthly	100
"Explore the Pearl" Magazine	Attend "Explore the Pearl"(ETP) magazine editorial meetings, provide meeting summaries and act as editorial liaison with The Oregonian, including proofing sessions.	Bi-Monthly	100
Website	Monitor and coordinate maintenance for the association's website, including regular updates to the calendar, member listings and interactive map.	Weekly	100
Member Database	Maintain member database, district mailing lists, customer e-mail list and ETP Map and Guide.	Weekly	100
Member Services	Provide member services including returning member e-mails and phone calls. Assemble, compose and issue weekly member informational e-blasts.	Daily	700
Material Distribution	Maintain ETP distribution list and oversee distribution of PDDBA promotional materials, such as ETP, marketing campaign materials, etc.	As Required	50
Board Meetings	Assist the Board Chair in developing board meeting agendas and attend board meetings to report on all activities for the preceding period and provide input and recommendation regarding board agenda items.	Monthly	50

*Note: Above are estimated hours only and hours required to perform the services may be more or less during specific periods of the contract term and Consultant will be expected to schedule time as required.

COMPENSATION:

\$60,000 to \$75,000 per year, depending upon experience payable by the 5th day of each month for the previous month, providing an invoice is received by the 1st of each month.

Additionally, PDDBA is open to negotiating a commission arrangement as an incentive for increasing membership and sponsorship revenues.

Reimbursement of certain outside vendor expenses such as printing, copywriting, photography, messenger services, postage and other agreed-upon actual out-of-pocket costs or expenses incurred in performing the contract services will also be provided.

Candidates must provide their own office facilities capable of handling all of the above services, include provision of any administrative support personnel, and provide their own transportation as required to perform the contract services.

PDBA has a computer with the required software programs and files and will provide a cell phone with the Association phone number. PDBA also has a storage unit for temporary storage of marketing materials and permanent storage of association files.

Interested respondents should provide a written proposal by not later than March 20, 2008 to:

Pearl District Business Association
Attn: Adele Nofield, Chair
1022 NW Marshall St., #500
Portland, OR 97209

Questions can be directed via e-mail to Adele Nofield, at the following e-mail address:

wilfsrestaurant@aol.com