



HILLCREST BUSINESS ASSOCIATION

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Request for Quote

To: Interested parties  
Date: 7-11-22

From: Benjamin Nicholls

Fax:

Phone: 619-299-3330

Subject: Social Media Contractor

Number of pages (incl. cover): 2

excl. attachments

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The Hillcrest Business Association (HBA) is seeking a quote for a contractor to perform monthly communications via the HBA's social media channels. Please respond to this simple request for a quote before August 12, 2022 at 5pm either by mail or email.

**Existing conditions:** The Hillcrest Business Association maintains a variety of social media channels for its Fabulous Hillcrest and Hillcrest Farmers Market brands. These channels include Facebook and Instagram accounts. These channels are used to promote the HBA's events and the community at large.

**Description of work:** Please provide a price quote for the following work:

- Utilize HBA social media photo library and provide at least four weekly social media posts between all four platforms that promote the community, businesses in the community, or the HBA's events.
- Utilize social media amplification strategies and alternative social media tools (such as Instagram Reels and Facebook Stories) including use of identified social media tags, sharing of posts, and solicitation of influencers to share posts.
- Engagement with the HBA's online community by responding to tags, posts, shares and messages.

**Additional Information:**

- The successful respondent to this RFQ as determined by the HBA Executive Director will win the right to enter contract negotiations with HBA to implement the project.
- Please provide a list of professional references and examples of relevant previous work.
- Direct service providers only. Third party contracts will not be considered.
- Please provide any further information concerning this project, including suggestions for how to better complete the project, as an attachment to this document. You may provide any relevant materials about your company that should also be included as an attachment to this RFQ.
- All contractors hired by the HBA conform with state and local laws; City of San Diego insurance, workers compensation and equal employment provisions; and shall indemnify the City of San Diego and the HBA.
- All contractors will provide their own materials, labor and shall be a registered company within the City of San Diego.

Please forward any questions concerning this RFQ to Benjamin Nicholls at (619) 299-3330.

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Public Notice:

The Hillcrest Business Association is seeking a social media/ marketing/ communications contractor to provide communications via its social media platforms to promote its Fabulous Hillcrest and Hillcrest Farmers Market Brands. The deadline for this Request for Quote is August 12, 2022 at 5pm.

To review all details of the RFQ, please visit [www.hillcrestbia.org](http://www.hillcrestbia.org).