



Public Relations 2026

Request for Proposals (RFP)

Bid Issue: Friday, October 31, 2025

Bid Deadline: Friday, November 21, 2025

Public Relations 2026

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The Omaha Municipal Land Bank (OMLB) is soliciting proposals from qualified and experienced individuals or firms to support the development and implementation of its Public Relations strategy and administer the PR and communication services for 2026.

Ideal respondents will have demonstrated experience in managing public relations and crisis communications services.

OMLB intends to award a contract beginning Thursday, January 1, 2026 through Thursday, December 31, 2026. Provided the contractor has met all terms, conditions, and performance standards of the contract to OMLB's satisfaction, and upon agreement by the contractor, the contract may be renewed for one (1) additional term. Either party will provide written notice of its intent to seek renewal of the contract at least 75 days prior to the expiration of the current term.

By submitting a response, respondents affirm that they have thoroughly reviewed and understand the Scope of Services outlined in this RFP and are capable of performing the work necessary to achieve the stated objectives.

Scope of Services

The primary goal of this engagement is to retain a firm or individual that will represent and elevate OMLB's presence and influence across local, state and national platform. This includes maintaining existing relationships with media and cultivating new relationships in communities and avenues not presently engaged. In addition, the firm will monitor media and advise OMLB on any action necessary to mitigate crisis, anticipate threats and maximize opportunities.

The selected contractor will deliver public relations work towards achieving the following **activities**:

- Maintain general public relations and crisis communication to promote our value of transparency, helping OMLB provide clear, consistent and accessible communication with all stakeholders, ensuring openness in our decisions, operations, and stewardship of public assets.
- Promote awareness of the OMLB's mission and impact through regular public relations and outreach to media outlets on a local and national platform.
- Drive attendance to OMLB hosted and partnered events, including 2026 R2U conference, through strategic article pitches and press releases.
- Develop and implement an annual Public Relations strategy that identifies a plan for prominently positioning OMLB throughout the year, leveraging op-ed appearances, recommending ad placements and more.
- Serve as the primary point of contact for media relations. Prep OMLB staff and board for media engagement.

- Inform Advocacy efforts by contributing communication tools and messaging to advance policy priorities.

All activities will be coordinated through **consistent communication with OMLB staff** to develop messaging, plan outreach, and respond to information requests.

Vendor Registration Required

Companies wishing to work with OMLB must be registered as vendors through the OMLB registration page. This page can be found at the following link on our webpage: <https://omahalandbank.org/get-involved/vendor-registration/> .

Proposal Contents

Please include the following information in your proposal submission:

1. **Respondent Name & Background:** Include complete name, business address, website, and phone and email address of main contact person.

Include brief overall description of the responding organization, including size, geographic scope, location of office from which work will be performed, length of time in business, summary of services, involvement and familiarity in the community, especially North and South Omaha where most of the Land Bank's properties are located.

2. **Summary of Relevant Experiences & References:** Explain why the respondent is qualified to perform this work, including a summary of experience, training and education in the public sector.

Please also provide at least three (3) references for similar engagements, including organization name, contact name, title, phone number and email address; and length of time on engagement.

3. **Resume of Personnel Assigned:** Provide a list, resume and description of the experience of the team members who would be assigned the work. Included in this section there should be a description of your team's capacity to deliver a high-quality product on time.
4. **Description of approach:** Describe the approach you would take to understanding OMLB's mission and stakeholders to meet OMLB's public relations needs. Describe how your team would approach collaboration with OMLB staff to generate press releases, pitches, and respond to emergent needs. Detail how your team balances workflows with client staff to develop, review, and approve communications content.
5. **Ideas for Consideration:** Please include your thoughts about these questions and issues:

- a. How do you approach storytelling to elevate a brand's visibility and impact?
 - b. Describe a time when you had to pivot a campaign due to unexpected challenges. What was your strategy and how did you adapt?
 - c. How do you measure the success of a PR campaign? What metrics do you prioritize? Can you provide examples of how your work has led to measurable outcomes for clients (e.g., increased media coverage, improved public perception, stakeholder engagement)?
 - d. Describe your process for managing a public relations crisis. What steps do you take to mitigate reputational risk?
6. **Costs:** Provide a statement of estimated costs. The proposed price must be a single, all-inclusive, firm-fixed price for the full scope of work described in this RFP. This price must cover all costs, including labor, materials, travel (within Omaha), and overhead. Invoices will be paid monthly and must include a breakdown of deliverables to track progress.

Proposal Submission Deadline

Proposals should be submitted (PDF preferred) to info@omlb.org by **Friday, November 21, 2025, at 5 pm CST.**

Estimated Project Delivery Schedule

Proposals will be reviewed at the December finance committee for approval at the subsequent board meeting. Work is expected to begin Thursday, January 1, 2026 and terminate Thursday, December 31, 2026.

Questions

Any questions related to this bid opportunity should be directed to info@omlb.org and received by Friday, November 14, 2025 close of business. All submitted questions and answers will be addressed and posted on the OMLB webpage at <https://omahalandbank.org/bidding/> (under the relevant RFP page) for all to see on Monday, November 17, 2025.

Please contact OMLB at (402) 800-1240 or info@omlb.org with any other questions.