



Financial Oversight and Management Board for Puerto Rico

REQUEST FOR PROPOSAL GOVERNMENT AND PUBLIC RELATIONS FIRM

May 16, 2017

Executive Summary

The Financial Oversight and Management Board for Puerto Rico (“Board”) was established by the bipartisan Puerto Rico Oversight, Management, and Economic Stability Act (“PROMESA”), which was signed into law by President Obama on June 30, 2016 to address the economic crisis in Puerto Rico and to provide Puerto Rico with the tools it needs to restructure its debts and embark on a path to economic recovery.

The Board is tasked with working with the people and Government of Puerto Rico to create the necessary foundation for economic growth and to restore opportunity to the people of Puerto Rico. The Board consists of seven members appointed by the President of the United States and the Governor of Puerto Rico, or his designated representative, as an ex-officio member.

The Board is in the process of selecting a specialized Government and Public Relations firm to complement to Board’s ongoing communications and public relations program, through and in coordination with the Board’s chief communications and public relations counsel, by assisting in efforts to communicate with federal government officials, the national investor community and national, financial trade and other specialized media outlets. The firm will be expected to advise, review, and assist in the implementation of strategies for the Board in its relations with the federal government, the national investor community and national, financial trade and other specialized media outlets.

Scope of Work

The scope of work is designed to encourage proactive and reactive outreach to federal government officials, the national investor community as well as outreach to national, financial trade and other specialized media. The scope will include but not be limited to the following items and activities:

1. Federal Government relations and outreach: The firm must be able to effectively represent and advise the Board on matters pertaining to the Federal Government in Washington DC. The firm will be expected to conduct proactive and reactive outreach to the federal government on matters

pertaining, but not limited to, the Debt Restructuring Process of Puerto Rico, the Government of Puerto Rico's Fiscal Plans, and the Role of the Financial Oversight and Management Board for Puerto Rico.

2. Investor community relations and outreach: The firm must be able to effectively represent and advise the Board on matters pertaining to investor community relations. The firm will be expected to conduct proactive and reactive outreach to the investor community on matters pertaining, but not limited to, the Debt Restructuring Process of Puerto Rico, the Government of Puerto Rico's Fiscal Plans, and the Role of the Financial Oversight and Management Board for Puerto Rico.

3. Media relations and outreach: The selected firm must have an ongoing relationship with key national, financial trade and other specialized media outlets to facilitate press coordination and awareness related to the Board. The firm must conduct proactive and reactive outreach to national, financial trade and other specialized media outlets on matters regarding, but not limited to, the Debt Restructuring Process of Puerto Rico, the Government of Puerto Rico's Fiscal Plans, and the Role of the Financial Oversight and Management Board for Puerto Rico.

4. Prepare material for public communications: The selected firm must research, draft and place in national, financial trade and other specialized media columns, op-ed pieces and commentaries by Board members and senior staff, as well as assist the Board's chief communications and public relations counsel in the preparation of documents, statements, talking points, among other forms of public communications.

5. Crisis and scenario planning: The firm must analyze scenarios that could play out on the national, financial trade and other specialized media with regards to the Board's role on Puerto Rico's Debt Restructuring process and development of Fiscal Plans and recommend strategies to deal with those scenarios.

6. Press conferences: The firm shall assist in the execution of press conferences when appropriate to drive coverage.

7. Coordinate efforts with Executive Director and Board's chief communications and public relations counsel: The firm must ensure alignment on strategy with the Board's chief communications and public relations counsel and on all points listed above. The firm must coordinate with said chief communications and public relations counsel the drafting and distribution of all press releases, public communications, and media announcements.

Proposal Requirements

The proposal should focus on addressing the firm's ability to provide the services outlined on the Scope of Work section of this RFP. The following must be provided:

1. Cover letter: A letter signed by an officer of the firm, company or corporation, binding the firm / company / corporation to all comments made in the proposal. Include a primary contact for the proposal.

2. Qualifications: Provide an overview of firm's experience and expertise, as well as a list of each person who will perform services, their title, bio, and relationships to key media outlets covering the Board and the debt restructuring process of the Commonwealth of Puerto Rico. Include list of similar / relevant projects that the firm has undertaken, including results achieved. Include also in submission

a list and description of any connections, past and present, with Puerto Rico and any work that the applicant has performed or is performing for the Government of Puerto Rico or any of its instrumentalities. State if the firm or the proposed team have any conflict of interest or potential appearance of conflict of interest in taking this engagement by virtue of the applicants' current or prior engagements with other parties.

3. Approach to Scope of Work: Provide a detailed plan for performing the services outlined on the Scope of Work section of this RFP.

4. Fees and Expenses: The response to the RFP should include a proposed contract complete with terms, conditions and pricing. The response should also contain a list of each person who will perform services, their title, bio, and relationships to key media outlets covering the Board and the debt restructuring process of the Commonwealth of Puerto Rico. The proposal should also include the estimated number of staff hours to complete scope of work. Notwithstanding the foregoing, the Board reserves the right to modify the form of proposed contract.

Response Deadline

The response to the RFP is due no later than 5:00 p.m. on May 31st, 2017. Please respond in a thorough and timely fashion. Proposals submitted beyond the deadline may not be accepted. The Board reserves the right not to consider responses to the RFP or revisions after the response due date. All proposals received shall remain in effect for thirty (30) days from the date of receipt of the proposal. Evaluation of the responses and ultimate selection will be made by the Board.

It is the intent of the Board to select a Government and Public Relations firm based on the RFP response and, at the Board's option, conduct subsequent interviews with various applicants. This will allow the applicant to present its credentials to the selection board.

All inquiries, correspondence, and submissions during the RFP process are to be addressed to Chief of Staff Rosemarie Vizcarrondo, at: vizcarrondo@promesa.gov.