

CITY OF BRUNSWICK GEORGIA

August 2019

MARKETING AND BRANDING SERVICES FOR THE CITY OF BRUNSWICK

REQUEST FOR PROPOSAL



CITY OF BRUNSWICK GEORGIA

Purchasing Department

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Brunswick, GA 31520

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MARKETING AND BRANDING SERVICES FOR THE CITY OF BRUNSWICK

INVITATION TO PROPOSERS

The City of Brunswick, Georgia (The City) is seeking proposals from qualified Marketing and Branding services to The City of Brunswick until **2:00 pm, September 2, 2019**.

The City invites vendors to submit proposals in response to the specific requirements set forth in this request for proposals (RFP). The packages containing the technical and fee proposal **must be sealed**, and addressed to:

**Purchasing Agent's Office
Alakenisa Thorpe
601 Gloucester Street
Brunswick, Georgia 31520 (City Hall Building)**

All proposals must be marked "Marketing and Branding Services"-RFP. The package must bear on the outside, the name and address of the vendor. No proposal may be withdrawn or modified in any way after the deadline for proposal openings, and no faxed proposals will be accepted. All submitted proposals will be publicly opened and only the name(s) of those Proposers responding will be mentioned. It is the responsibility of the Proposer to have its sealed proposal at the Purchasing Agent's Office **at least ten (10) minutes prior to the time of opening**; if the Proposer is not attending the opening. Proposals received after the scheduled bid opening time and date will remain unopened and will not be considered. All Proposers are invited to be present during the proposal opening.

Questions regarding this request for proposals should be submitted in writing to Alakenisa Thorpe, at athorpe@cityofbrunswick-ga.gov, prior to 12:00 noon ET on August 19, 2019. Responses to any questions will be posted to the City of Brunswick's website by August 23rd, 2019. Please review all documents pertaining to this request before submitting requested information.

The City of Brunswick anticipates making a single award; however, it reserves the right to make multiple awards should it deem in the best interest of the City. It is anticipated that such an award, if any, will be accomplished within sixty (60) days (unless otherwise agreed upon by the Proposer and the City) from the proposal opening. Contracts issued resulting from this RFP may only be activated in the event of a declared emergency. There is no guarantee any contract resulting from the RFP will be activated or any work will be performed.

The City of Brunswick provides equal opportunity for all businesses and does not discriminate against any person or business because of race, color, religion, sex, national origin, and handicap or veteran's status. This policy ensures all segments of the business community have access to supplying the goods and services needed by The City of Brunswick.

THE BOARD OF COMMISSIONERS, CITY OF BRUNSWICK, GEORGIA RESERVES THE RIGHT TO REJECT ANY OR ALL PROPOSALS, WAIVE TECHNICALITIES AND MAKE THE AWARD IN THE BEST INTEREST OF THE CITY.

-End of This Section-

PURPOSE OF RFP

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a lump sum contract through competitive negotiation with a qualified consulting firm with solid experience in marketing research (both quantitative and qualitative), message/positioning development, and corporate identity/branding including development of a brand values statement; logo development and graphic standards; recommendations for brand rollout and implementation to include interactive and social medial marketing as well as traditional marketing, media and promotions; and recommendations for results tracking/measurement.

The City of Brunswick is seeking the development of a comprehensive brand marketing campaign to drive business attraction and retention, energize current residents and position as a desirable place for relocation, and enhance general perception.

SPECIFICATIONS OF RFP

A. PURPOSE

1. The City of Brunswick requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the City of Brunswick. Responses to this Request for Proposals (RFP) will provide the City with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized communities. It is important to note that this is a community branding initiative rather than an initiative to brand any one agency or entity. Respondents should be aware that this initiative is a priority for the City.

2. The primary goals/objectives to be achieved by the branding initiative include but are not limited to:

A. *Uniformity* - The brand should convey a common message and image to audiences both within and outside of the City of Brunswick. A defined message that will market the City of Brunswick locally, statewide, nationally, and internationally as a great place to live, work, shop and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.

B. *Community Identity/Pride* – Identify and promote what makes the City of Brunswick distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.

C. *Community and Economic Development Promotion* – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent.

D. *Flexibility* - The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, as well as groups and businesses within the City in their specific marketing initiatives, while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.

E. *Endorsement* - The brand must be authentic and resonate with citizens, businesses, and community groups within the City of Brunswick and throughout the coastal area.

B. ELIGIBILITY

1. The consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding initiatives. Priority will be given to those firms that have experience with local governments and are local.

2. The City of Brunswick desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable with single project manager.

SCOPE OF WORK

Project Management – The consultant will lead all aspects of the City of Brunswick community marketing and branding initiative, including the following:

1. Advisory to the Steering Committee (to be determined) – This team will be composed of representatives from the City and community leaders. Meetings throughout the process will be required.

2. Lead for various focus groups comprised of residents and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City's image.

3. Facilitator during the research process and/or testing of the new brand - Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public involvement to ensure that multiple segments of the community are aware of and involved in the project.

4. Research will be the basis for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key public to identify the following:

A. List of key stakeholders, groups, or influential individuals, as well as a cross section of citizens and business owners in the City of Brunswick and those outside of the city that have a vested interest in the branding initiative and need to be involved in the process.

B. The key elements of the City of Brunswick.

C. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.

D. Analysis of competitor marketing strategies.

E. Measures that will be used to determine if the branding effort is successful.

5. Strategic Plan – The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand to include, but not be limited to the following:

A. Promotion of the use of the brand among many City of Brunswick and community agencies, groups and businesses while maintaining brand integrity.

B. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.

C. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.

6. Creative/Development of Brand – The consultant will develop creative elements that include design concepts, logos, messages, mission statement, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design (including the possibility of current logo) will be delivered with a style manual and guidelines for use and the capability of use in the following:

- A. Print and electronic advertising
- B. Website design
- C. Media placement
- D. Public Relations
- E. Events
- F. Templates

7. Implementation Plan – The consultant will develop an action plan for implementation of the brand in enough detail to allow Steering Committee to understand the approach and work plan. An Action Plan should include, but not be limited to the following:

- a. Estimated costs/budget associated with the implementation process.
- b. Proposed timelines for development of creative elements.
- c. Recommended positioning logo and brand guidelines.
- d. Implementation plans for brand identity applications and brand identity maintenance plan.

8. Evaluation Plan - The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the Steering Committee, key stakeholders and the public.

SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of the firm to provide the required Services and Results.

The firm shall submit one (1) original and four (4) copies of their proposal.

Respondents are required to submit the following items for a complete proposal:

1. Name, address, and telephone number of firm (Proposer).
2. Name, title address, telephone number, fax number, and email address of contact person authorized to contractually obligate the Proposer on behalf of the proposer.
3. **Introduction:** A brief statement of the proposer's understanding of the scope of work to be performed; A description of the firm's capabilities and experience conducting similar plans. Include a description of the firm, its organizational structure, location of the principal office and the location of the office that would manage this project.
4. **Background and Prior Experience:** A summary of professional qualifications and experience of the individuals the firm would assign to the project and their individual project responsibilities. Indicate whether these individuals have worked together on previous projects. Indicate everyone's current commitment, availability to start this project and percentage of time that they will be assigned to complete their project tasks on this job.
5. **Approach:** Specific plans or methodology to be used to perform the services with timeline proposed for each phase of the project. Include a description of community engagement efforts included and deliverables proposed.
6. **Project Schedule:** Estimated timeline for completion through implementation.
7. **References:** Names, addresses, telephone numbers, and e-mail addresses of clients for which the firm performed projects of a similar type and size within the last five years with reference letters, and awards received. Describe in detail, each projects outcome and the process your firm used to achieve those outcomes.
8. **Sample:** A work sample of a completed project(s) that is representative of the work proposed for the City.
9. **Proposed Compensation:** A Proposed Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project, including but not limited to, the number of meetings with stakeholders, travel expenses, and

document production costs.

10. Proposed engagement agreement with terms and conditions.

EVALUATION CRITERIA

| Section | Weight |
|---------------------------------------|--------|
| Company Profile & Qualifications | 25% |
| Experience | 25% |
| Methodology & Quality of illustrative | 25% |
| Local Preference | 10% |
| Proposed Compensation | 15% |

Proposals will be evaluated by the City using the following criteria:

1. Company Profile & Qualifications of the firm and individuals to be assigned to this project in providing requested services.

A. Staff who would be assigned as key management and field positions to provide the services described in the Scope of Services, and the functions to be performed by each member.

2. Experience with of the firm in communities with similar demographics and/or challenges like those in Brunswick, Georgia.

A. Describe prior engagements in which the Prosper assisted with similar projects as described in the Scope of Services.

B. References from other clients that discuss the quality of work and ability to comply with performance deadlines.

3. Methodology & Quality of Illustrative:

A. Specific plans or methodology to be used to perform the services.

a. Clearly describe the unique approach, methodologies, knowledge and capabilities to be used in the performance of the Scope of Services

b. The proposal should stimulate creative, innovative thinking and draw out the unique character and advantages of the community.

c. General project schedule with an estimated completion date to be determined by the prosper.

4. Proposed Compensation: The proposed compensation and associated costs may be described as an hourly rate with an estimate of a lump sum, and may include taxes and/or additional items outside the scope

5. All qualified submissions received by the deadline will be analyzed by the City according to the criteria outlined in this RFP. Failure to comply with the provisions of the RFP may cause a proposal to be rejected.

6. The City reserves the right to (a) accept or reject any and/or all submissions of proposals; (b) to waive any irregularity, technicality, informality or discrepancy in a proposal; (c) accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of the City; (d) give full and proper evaluation of the Vendor or team presenting the proposal.

8. The City shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.