



REQUEST FOR PROPOSAL

Organizational Rebranding Strategy Development and Implementation

City of Kansas City, Missouri Parks and Recreation

Project#: 7020124350

Organizational Background

Kansas City, Missouri Parks and Recreation provides facilities, programs and recreational opportunities for the community that contribute to an aesthetically pleasing environment and enhanced quality of life. The department operates and maintains close to 12,000 acres of parkland including 220 parks, 135 miles of boulevards and parkways, 47 fountains, 87 sculptures and monuments, 29 lakes, 50 miles of trails and bikeways, 144 ball diamonds, 137 ball diamonds, 98 playgrounds, 105 tennis courts, five golf courses, four museums and hundreds of special events.

Highlights of Kansas City's historic 120-year old system include: Swope Park, one of the country's largest urban parks, and home to the Kansas City Zoo, Starlight Theatre, Lakeside Nature Center and the annual Ethnic Enrichment Festival; Loose Park Rose Garden featuring 4,000 roses of nearly 150 varieties; Shoal Creek Living History Museum, a village of 20 authentic 19th century buildings; the National World War I Museum at Liberty Memorial; and The Springs Aquatics Center and The Bay Water Park. In addition, ten unique community centers located throughout the city feature fitness equipment, classes, pools, tennis courts, gymnasiums, walking tracks, plus targeted programs for youth and seniors. KC Parks works in partnership with more than 8,000 volunteers and 100 neighborhood, community, business and not-profit organizations to leverage resources and generate city-wide interest and support for our system facilities, programs and events.

Scope of Work

KC Parks is seeking a firm with extensive experience in rebranding companies/organizations. The select firm will work closely with the Marketing Division to provide a comprehensive plan for rebranding the department. The selected firm will be given access to staff including leadership and Board members. It is expected that the selected firm will also seek input from residents and key community leaders.

The selected firm will perform all services necessary for the following:

- **This RFP is subject to the City's Small Local Business Enterprise (SLBE) program. Any entity that has applied for certification as a SLBE at least 45 days prior to the date of this solicitation and who will have received that certification by the date on which the response is due shall receive a bid incentive of 5%.**

- The development of an executable brand package including detailed treatment of marketing materials, a tagline, and standards manual to guide staff and partners in the implementation of the new brand. NOTE: The rebranding does not include a redesign of the Parks Department current logo. Instead the rebranding will need to be developed using the current logo versions.
- Development of a strategic roadmap that identifies the departments goals/objectives, brand value, target audiences/personas, primary messaging, website strategy, email marketing strategy, search engine optimization strategy, social media strategy, community involvement and event strategy, and an ongoing execution plan.
- Ad design, including concepts for print/radio and television spots, and the development of a media implementation plan with recommendations on integration strategies, timeline, and projected costs (do not include the cost of media buys in proposal fees).
- Design and development of the department's website, including: a fresh content architecture, layout/design, CMS and blog integration, enhanced functionality, content development, search engine optimization and social media integration.
- Research and ongoing public relations for 2013
- Design of collateral materials reflecting the new brand (do not include printing costs in proposal fees):
2012 Year in Review- content and images provided, 20 pages, full-color
2013 Spring/Summer Activities Guides – content provided, some images, 20 pages, full-color
2013 Fall/Winter Community Center brochures-content provided, some images, 4 pages, full color
- Development of a signature fundraising event(s), including sponsorship procurement, for implementation in 2014.
- Social media strategy development and implementation
- Tracking mechanisms to gauge effectiveness of the rebranding efforts and monthly reporting.
- Team should include graphic design, web development and public relations professionals.
- Bid should include regularly scheduled meeting time throughout the year to discuss outcomes and opportunities.

Estimated Project Duration

The initial rebrand debut will take place in March 2013 via the tagline, website, Spring/Summer Activities Guide and 2012 Year in Review. The rebranding/public relations process will continue through December 2013.

Ownership of Final Product/Intellectual Property

Kansas City, Missouri Parks and Recreation will retain ownership of the produced materials, tagline and artwork. All proposals and supplementary material will become the property of the City when submitted

Submittal Requirements

Proposals must be submitted electronically in a .pdf format to Heidi Downer at heidi.downer@kcmo.org by 4:00pm on December 10, 2012.

Proposals must include the following:

1. Completed Acknowledgement of Terms of the RFP process
2. A firm profile, length of time in business and a description of the firm's core competencies.
3. Description of the firm's design philosophy and methodology,
4. Portfolio of similar work completed for previous clients including a comprehensive package illustrating rebranding through tagline development and design elements/colors carried through a variety of promotional and digital pieces.

5. Description of firm’s availability to begin the project in accordance with the schedule (included). Provide a proposed timeline for implementation and delivery.
6. List service fees for the completion of elements requested in the Scope of Work and present the total estimated cost to complete the project by hourly fee (with number of estimated hours) or flat rate.
7. Designation of principals or staff members who will actually be performing this work.
8. Conflicts of interest. You must identify any existing or potential conflicts of interest which are currently known or anticipated. This includes you or your firm’s representation of any party in litigation against the City, exclusive of representation in municipal court.
9. Other City contracts. Indicate if you have current contracts with the City on other matters.
10. A summary explaining why your firm is most qualified.

Discussions and Negotiations

Proposals may be evaluated and award made with or without discussions and/or negotiations with proposers. The City also reserves the right to discuss and negotiate anything and everything with any proposers at any time. The City reserves the right to request additional information from any or all proposers. Negotiations by the City will not be deemed a counter offer or a rejection of any original proposal.

Rejection of Proposals

The City reserves the right to reject any and all proposals.

Schedule for Selection Process

Issuance of RFP	November 19, 2012
Responses Due	4:00pm on December 10, 2012
Finalist Interviews <i>(if applicable)</i>	December 18-19, 2012
Award of Contract	December 21, 2012
Commencement of Project	January 2, 2012

KC Parks Contact Person /Questions

Firms shall submit their proposal and any general questions or issues about any aspect of this RFP via email at any time until one (1) week prior to the due date for proposals. The city will answer all inquiries via email.

Heidi Downer, Marketing Director
 KC Parks, 4600 East 63rd Street
 Kansas City, Missouri 64130
 E-mail: heidi.downer@kcmo.org

Acknowledgement of Terms of the RFP Process

(This signed document must be included in the RFP response)

I have read and understand the requirements for professional services for the City of Kansas City, Missouri Parks and Recreation department.

Project: KC Parks Organizational Rebranding Strategy Development and Implementation

Project#: 20124350

FIRM NAME: _____

MAIN FIRM CONTACT: _____

SIGNED: _____ DATE: _____