

# REQUEST FOR PROPOSALS

## Branding Project

City of Ferguson, MO  
110 Church St  
Ferguson, MO  
63135

All RFP's are to be marked clearly on the outside "BRANDING RFP". RFP documents may be downloaded from our website, [www.fergusoncity.com](http://www.fergusoncity.com) or requested by e-mail. Send all requests for documents, questions, or inquiries to [munrein@fergusoncity.com](mailto:munrein@fergusoncity.com) by September 28, 2018 at 5:00pm.

The right is reserved to reject any and all Proposals or to accept the Proposal which is deemed by the City of Ferguson to be in its' best interest. The City also reserves the right to waive any irregularities and/or informalities in the bid process.

### **PROPOSAL REQUEST**

The City of Ferguson is seeking proposals from professional firms with experience in working with organizations interested in community branding, advertising, and public relations. This is a request for proposal for such consulting services, that can execute the necessary processes and achieving our goal of creating a successful imaging and re-branding campaign. Proposer should be able to develop a comprehensive community branding and marketing campaign, whereas the goal is to enhance the image of the community as a great destination and community. The brand should represent the varied economic sectors of our collaborators and be used for residential, business, and visitors recruitment. A branding campaign will help instill a sense of pride for the City of Ferguson as well as create design standards for future marketing and communication material.

Please submit your final proposal to the office of the City Clerk by [Friday October 5, 2018 at 2:00pm] to:

Attn: Octavia Pittman, Clerk

City of Ferguson  
110 Church Street  
Ferguson, MO  
63135

Final RFP Proposal submissions may be submitted via postmarked mail only to the above address, and will be timestamped from the date and time received. Sealed packets must contain three (3) hard copies of full proposal and all its' contents. All submissions will be opened on Friday October 5, 2018 at 2:00pm.

## **BACKGROUND**

The City of Ferguson is an inner-ring suburb located in St Louis County, MO, approximately 15 minutes from the Gateway Arch and Downtown St Louis. Founded nearly 125 years ago, Ferguson is a community comprised of storied hundred year old homes and tree lined streets. Ferguson also has a great deal of modest post-war housing and modern subdivision style housing tracts. We are bordered by Interstate 70 and the University of Missouri – St Louis on the South and by Interstate 270 on the North. Our Eastern and Western borders are joined by other municipalities. Ferguson has an ethnically diverse population of nearly 22,000 persons. In 2014 Ferguson was thrust into the international spot light when an officer involved shooting began a regional and worldwide race relations movement. The City continues to receive national public attention stemming from this incident to this day.

## **SCOPE OF BRANDING INITIATIVE**

The purpose of this initiative is to differentiate Ferguson from other surrounding suburban communities in the area by developing a brand which may be used to market the City to prospective businesses, developers, residents and visitors. The chosen agency shall provide The City of Ferguson with a market research study to determine the view of the City in neighboring communities.

The agency must create an image for Ferguson that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage, social media marketing materials and websites.

It should be noted, the City of Ferguson is currently in the process of undergoing a website redesign. Therefore website recreating or redesign need not be part of the agencies proposals. The City is also concurrently recruiting a planning consultant to rewrite the Comprehensive Plan. The both consultants (branding and planning) will cooperate and coordinate public meetings and marketing. Furthermore, it is possible one consultant may be chosen for both branding and planning.

The City of Ferguson requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the City of Ferguson.

The City of Ferguson would like a proposal that exemplifies the primary goals and objectives to be achieved by the branding initiative and process:

- Uniformity – The brand should convey a common message and image to audiences both within and outside of the City of Ferguson.

- Community Identity/ Pride – Identify and promote what makes the City of Ferguson distinct and appealing in a regionally competitive environment for investors, businesses retailers, visitors, and residents.
- Community and Economic Development Promotion – promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses. A defined message that will market the City of Ferguson locally, statewide, nationally, and internationally as a great place to live, work, play and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
- 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 of Ferguson as well as groups and businesses within the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
- Endorsement – The brand must be authentic and resonate with citizens, businesses, employees, and community groups within the City of Ferguson and throughout the region in order to gain the broadest possible support for the initiatives. It must be relevant to the City of Ferguson, but also reflect the desire to move forward

## **SCOPE OF SERVICES**

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

1. Advisory to the Steering Committee – This team will be composed of representatives from the City of Ferguson and community leaders.
2. 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 City of Ferguson has a very involved and engaged community. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware and involved in the project.
3. Research – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will review previous studies conducted by the City of Ferguson to help implement strategies for the brand image and marketing campaign. In addition:
  - a. Identifying the key elements of the City of Ferguson.
  - b. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
  - c. Analysis of competitor marketing strategies.
  - d. Measures that will be used to determine if the branding effort is successful.

4. 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 Ferguson 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.

5. Creative/Development of Brand – The consultant will develop creative elements that may include design concepts, logos, messages, 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 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. Outdoor signage and brand recognition

6. Implementation Matrix – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:

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

7. 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.

## **DELIVERABLES**

- Minimum monthly reports outlining significant meetings, discussions, actions and results.
- Qualitative and quantitative analyses of current image and positioning.
- Recommended positioning of logo and brand guidelines.
- Implementation matrix for brand identity applications and brand identity maintenance plan.
- Detailed implementation schedule based upon available research.
- Estimated costs/budget associated with the implementation process
- Presentation of the proposed brand identity including the elements listed above.
- Final written report outlining the elements listed above.

NOTE: The detailed scope of services will be negotiated at the time of contract development.

## **ELIGIBILITY**

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 is a firm which significant experience with community branding initiatives. Priority will be given to those firms that have experience with local governments.

The City of Ferguson 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.

The proposals from the consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. The proposal should also entail destination branding for the community.

## **CONTENT OF PROPOSAL**

The following information should be included under the title "BRANDING RFP":

**1. Name of proposer**

**2. Proposer address**

**3. Proposer telephone number**

**4. Proposer federal tax identification number**

**5. Name, title address, telephone number, fax number, and email address of contact person authorized to contractually obligate the Proposer on behalf of the proposer.**

Proposers should letter and number responses exactly as the questions are presented herein. Interested proposers are invited to submit proposals that contain the following information:

**1. Introduction (transmittal letter)**

## **2. Background and Experience**

## **3. Personnel/Professional Qualifications**

## **4. Approach**

## **5. Project Schedule**

## **6. Proposed Compensation**

By signing the letter and/or offer, the Proposer certifies that the signatory is authorized to bind the Proposer. The proposal should include:

### **1. Introduction (transmittal letter)**

- a. A brief statement of the proposer's understanding of the scope of the work to be performed;
- b. A confirmation that the proposer meets the appropriate state licensing requirements to practice in the State of Illinois if applicable;
- c. A confirmation that the proposer has not had a record of substandard work within the last five years
- d. A confirmation that, if awarded the contract, the Proposer acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract;
- e. Any other information that the Proposer feels appropriate;
- f. The signature of an individual who is authorized to make offers of this nature in the name of the proper submitting the proposal.

## **2. Background and Experience**

Proposers should:

- a. Describe Proposer's firm by providing its full legal name, date of establishment, type of entity and business expertise, short history, current ownership structure and any recent or materially significant proposed change in ownership.
- b. Describe any prior engagements in which Proposer's firm assisted a governmental entity with any other projects relating to brand image. Proposer should include all examples of work on similar projects as described in the Scope of Services. Proposer should provide the names, phone numbers, and emails of contact persons in the organizations for whom any projects referenced in this section were conducted. Proposer should include written references (letters

or forms are acceptable) from previous clients attesting to the quality of work proposer cites in this section.

c. Describe any issue the characteristics of which would be uniquely relevant in evaluating the experience of Proposer's firm to handle the proposed project.

d. Describe any relevant specialized knowledge in brand image.

### **3. Personnel/Professional Qualifications**

Proposers should:

a. Identify staff members who would be assigned to act for Proposer's firm in key management and field positions providing the services described in Scope of Services, and the functions to be performed by each.

b. Include resumes or curriculum vitae of each such staff member designated above, including name, position, telephone number, fax number, email address education, and years and type of experience. Describe, for each such person, the relevant branding image projects on which they have worked.

### **4. Approach**

Proposers should:

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

b. This request for proposal should stimulate creative, innovative thinking and to draw out the unique character and advantages of the community.

### **5. Project Schedule**

The proposal should include a general project schedule with an estimated completion date to be determined by firm.

### **6. Proposed Compensation**

The selected Consultant will be compensated on a unit-price basis for each deliverable of definable work product delivered and on an hourly fee basis for additional services rendered.

- a. Provide the firm's general fee structure for providing identified services. Where applicable, provide unit prices for deliverable items described in the Scope of Services. Any final price per task will be subject to a cost reasonableness determination and final negotiation.
- b. For tasks that lack a definable work product, provide fully-loaded hourly rates for responsible personnel. The estimate of costs and person hours per work item must be an exhibit in the consultant proposal and must be represented as a "cost not to exceed".
- c. Provide other pricing information if applicable.
- d. City of Ferguson is not liable for any cost incurred by any proposers prior to the execution of an agreement or contract created as a result of this RFP. The City shall not be liable for any costs incurred by the selected consultant that are not specified in the contract.

## **SELECTION CRITERIA**

City of Ferguson reserves the right to accept or reject any or all proposals. All proposals become the property of the City. The City of Ferguson shall evaluate each potential contractor in terms of:

### **1. Qualifications – 25 points**

- a. Experience of the firm with this particular type of project as described in the scope of services.
- b. Experience of the firm in communities with demographics and/or challenges similar to those faced in Ferguson.

### **2. Team proposed for this project – 25 points**

- a. Incorporate a strong team structure able to handle the task.
- b. Company has completed work for other municipalities to county governments.

### **3. Current capacity to accomplish the work in the required time - 20 points**

### **4. Reference from other clients attesting to firms - 10 points**

- a. Quality of work.
- b. Compliance with performance schedules

### **5. Cost reasonableness – 20 points**

Upon receipt of submission the City team will review the application and determine a short list of three finalists. To determine the finalist a member of the City team may call representatives of the application for clarification, information, or additional details. The final three will be asked to make a presentation to the City team. The finalist will be presented to the President and Board of Trustees at a City Board Meeting for recommendation of approval.



## PRODUCT

This contract will result in an implementable brand image and marketing campaign that will draw out the unique character and advantages of the community. The brand image shall positively change the perception of the community and create community pride. The brand image will include, but not limited to logos design, messages, tagline, visual graphics, and other applicable graphics.

## COMPLIANCE WITH LAWS

The selected firm agrees to be bound by all applicable Federal, State and Local laws, regulations and directives as they pertain to the performance of the contract.

## Important Due Dates

Monday Sept 10, 2018 @ 8:30am	RFP officially open and published to the public
Friday September 28, 2018 @ 5:00pm	Requests for documents, questions, or inquiries to <a href="mailto:munrein@fergusoncity.com">munrein@fergusoncity.com</a>
Friday October 5, 2018 @ 2:00pm	Final RFP Submissions due – Bid Opening; 110 Church St, Ferguson MO 63135
Monday October 15, 2018	Selection of top three (3)Finalists
Monday- Friday October 22-26, 2018	Top three (3) finalist presentations to Selection Committee
Tuesday November 13, 2018	Selected firm’s presentation at Council Meeting – 6:00pm