

PURPOSE OF RFP

The City of Lawrence is seeking a comprehensive brand marketing campaign in support of our Strategic Plan. We are seeking a brand that will drive business attraction and retention, energize current residents and position our City as a desirable place for future residents.

We are requesting 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 municipal identity/branding, including development of a brand values statement, graphic standards, and an implementation plan for brand rollout through City-owned assets as well as traditional and social media marketing.

SPECIFICATIONS OF RFP

1. The City of Lawrence requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the City of Lawrence. Responses to this Request for Proposal (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, but that the brand will be used primarily as an identity for the City of Lawrence.
2. The primary goals/objectives to be achieved by the branding initiative include:
 - a. Uniformity – The brand should convey a common message and image to audiences both within and outside our community. A defined message that will market the City of Lawrence locally, statewide, nationally and internationally as a great place to live, work, shop, and do business; an unmistakably unique community where everyone can enjoy life and feel at home; the right place for development, redevelopment and investment.
 - b. Endorsement – The brand must be authentic and resonate with residents, community leadership and City of Lawrence employees.
 - c. 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, while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
 - d. Community Identity/Pride – Identify and promote what makes the City of Lawrence distinct and appealing within our competitive region.
 - e. Community and Economic Development Promotion – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent.

ELIGIBILITY

1. The consultant should specialize in project management, research, marketing, and creative design as it relates to the 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 in this type of work.
2. The City of Lawrence 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 a single point of contact.

SCOPE OF WORK

The consultant will lead all aspects of the City of Lawrence community branding initiative, including:

1. Advisory to the Steering Committee (committee members to be determined) – This team will be composed of representatives from the City. Meetings throughout the process will be required.
2. Lead for facilitating various focus groups comprised of residents, community leadership 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 refreshed brand – Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of community engagement to ensure that the community is aware of and involved in the project.
4. The current City of Lawrence strategic plan will be the basis for the overall brand initiative. Additional research should be used to develop a branding initiative and campaign that expands on the strategic plan. The consultant will create and implement a research plan, which will include qualitative and quantitative research and key publics, to identify the following:
 - a. What makes the City of Lawrence unique
 - b. Analysis of competitor marketing strategies
 - c. Measures that will be used to determine if the branding effort is successful
5. Implementation Plan – The consultant will develop strategic objectives that will help guide the City of Lawrence on implementation, management and ongoing promotion of the brand, which will include, but is not be limited to the following:
 - a. How City of Lawrence departments will use the brand
 - b. Application of the brand on City-owned assets
 - c. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences
 - d. Recommendations of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
6. Brand Creative – The consultant will present a design concept with accompanying logos, messages, brand statement, tagline and other assets as appropriate to support the overall brand initiative. The City is requesting at least one design concept that builds upon the current Flame logo and Strategic Plan branding. Additionally, the selected firm can present creative options that are separate from the current Flame and strategic plan design, but that creative should be based on the results of the research. The selected brand 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 sufficient detail to allow the 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 and calendar for brand identity applications (application across City owned assets) and brand identity maintenance plan.

SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of the consultant to provide the requested services and results. The Firm shall submit one (1) electronic copy by email to citycommunications@lawrenceks.org, or by emailing a link to a file sharing platform. Please do not send hard (paper) copies by mail.

Proposals should include:

1. A description of the firm's capabilities and experience with similar efforts. 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.
2. 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 each individual's current commitment, availability to start this project in Q1 2020 and percentage of time that they will be assigned to complete their project tasks on this job.
3. Specific plans or methodology to be used to perform the services with a timeline proposed for each phase of the project. Include a description of community engagement efforts you will include and proposed deliverables.
4. Estimated timeline for completion through implementation.
5. References (names and contact information) for clients for which the firm performed projects of a similar type and size within the last five years. Describe in detail each project's outcome and the process your firm used to achieve those outcomes.
6. A work sample of a completed project(s) that is representative of the proposed work.
7. Proposal Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project, including but not limited to, meetings with stakeholders, production costs, etc.
8. Proposed engagement agreement with terms and conditions.

EVALUATION CRITERIA

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

1. Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
2. Specific plans or methodology to be used to perform the services.
3. Reference letters from other clients.
4. Quality of illustrative examples.
5. Proposed Lump Sum Fee.

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. The City reserves the right to (a) accept or reject any/or all submissions of proposals; (b) 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.

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.