



**REQUEST FOR PROPOSAL**  
**MARKETING AND BRAND INITIATIVE**

**VILLAGE OF COTTAGE GROVE COMMUNITY DEVELOPMENT AUTHORITY**

Issued on Friday, August 14, 2020

Due Thursday, September 10, 2020 by 5:00 p.m.

Submit to:

Erin Ruth, AICP - Director of Planning & Development

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## **PURPOSE OF REQUEST FOR PROPOSAL**

The Village of Cottage Grove seeks the development of a comprehensive brand marketing campaign to drive business attraction and retention, position the municipality as a desirable place for relocation, and to increase awareness within the broader region.

The purpose of this Request for Proposal (RFP) is to establish a lump sum contract through competitive negotiation with a qualified consulting firm with experience in market research, message/positioning development, and municipal identity and branding including development of a brand/values statement, logo design, and recommendations for brand rollout through social media and traditional marketing.

## **SPECIFICATIONS**

The Village of Cottage Grove requests proposals from qualified firms to research, create, and develop an implementation plan for a community branding initiative. Responses to this RFP shall provide the Village with the information required to assess and select a consultant based on experience, qualification, methodology, and work performed for comparable communities.

The goals and objectives to be achieved by the project include, but are not limited to:

1. Economic development – promote available land and Village attributes to real estate professionals and businesses for business attraction and retention.
2. Community identity – identify and promote attributes that make the Village distinct and appealing within the region.
3. Uniformity – convey a common strategic message across a range of communication media.
4. Flexibility – brand must be flexible and adaptable to meet the needs of all departments and municipal functions in the Village, as well as groups and businesses with the Village while maintaining consistency with the overall brand.
5. Continuity – once established, the program shall be easily maintained by Village staff.

## **ELIGIBILITY**

Consultants responding to the RFP should meet the following requirements:

1. The consultant should specialize in project management, marketing, and creative designs as they related to the development of a community brand. Eligible respondents must demonstrate their significant experience with community branding

initiatives. Priority will be given to firms that have experience with local governments for this kind of work.

2. The Village of Cottage Grove desires to issue a contract to a single qualified consultant to lead the project. Consultants may engage subcontractors, but the Village's contract shall be with one consulting firm who serves as the project manager.

## **SCOPE OF WORK**

The consultant shall lead all aspects of the Village of Cottage Grove's community marketing and branding initiative, including the following:

1. The project will be administered by the Village's Community Development Authority (CDA). The consultant shall attend CDA meetings at key decision points in the project, and a Village Board meeting at the end of the project.
2. The Cottage Grove Chamber of Commerce worked with the UW-Extension in 2018 to create a brand strategy book (attached). The book was informed by a community survey and focus groups and resulted in three community brand themes. This book may form the basis for the proposed marketing project.
3. The applicant shall outline other research necessary to perform the marketing program. This may include an overview of competitor strategies and development of metrics to measure success of the marketing program.
4. The consultant will develop creative elements that include design concepts, logos, messages, brand statement, tagline or other products to support the brand initiative. A minimum of three distinct options shall be presented. The selected 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. Events
  - f. Templates
5. The consultant will develop strategic objectives that will help better inform the Village on 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 Village departments.
  - b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
  - c. Recommendations of ways to articulate the brand, define markets and promotional avenues, and advise on strategies to better promote and create brand awareness.

6. The consultant will develop an action plan for implementation of the brand in sufficient detail to allow the Village 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.

## **SPECIFIC PROPOSAL INSTRUCTIONS**

Proposals should be as detailed and thorough as possible so the Village may properly evaluate the capabilities of the firm to provide the required services and results.

The firm shall submit an electronic copy (PDF) by email to [Eruth@village.cottage-grove.wi.us](mailto:Eruth@village.cottage-grove.wi.us) or by emailing a link to a file sharing platform. Please do not send hardcopies by mail. Submittals are due no later than 5:00 pm. On Thursday, September 10, 2020.

Contents of the submittal shall include:

1. A description of the firm's capabilities and experience conducting similar projects. 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 the 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 availability to begin the project in the first quarter of 2021.
3. 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 the deliverables proposed.
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. Priority shall be given to local government references.
6. Work samples of completed projects that are representative of the work proposed for the Village. Describe in detail each project's outcome and the process your firm used to achieve those outcomes.
7. Proposed lump sum fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project including number of meetings, travel expenses, and deliverable production costs.

8. Proposed engagement agreement with terms and conditions.

## **EVALUATION CRITERIA**

Proposals will be evaluated by the Village of Cottage Grove using the following criteria:

1. Qualifications and experience of the firm and individuals assigned to this project.
2. Specific plans or methodology to be used to perform the services.
3. References from other clients.
4. Quality of illustrative examples.
5. Proposed lump sum fee.
6. All qualified submittals received prior to the deadline will be reviewed by the Village according to the criteria outlined in this RFP. Failure to comply with the provisions of the RFP may cause a proposal to be rejected.
7. The Village reserves the right to (a) accept or reject any/all proposal submittals; (b) to waive any irregularity, technicality, informality, or discrepancy in a proposal; (c) accept any alternative submittal of proposals presented, which in its opinion, would best serve the interests of the Village; and (d) give full and proper evaluation of the consultant or team presenting the proposal.
8. The Village shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interests, and its decision shall be final.