



CDA STAFF REPORT

MEMO DATE: October 9, 2020
MEETING DATE: **OCTOBER 12, 2020**

TO: Village of Cottage Grove Community Development Authority
CC: Matt Giese – Village Administrator

FROM: [Erin Ruth, AICP – Village Planning Director](#)

RE: **Marketing Proposal Review**

OVERVIEW

At the September 29 meeting the CDA chose to request \$30,000 from the 2021 budget for a marketing project, and moved three of five RFP respondents (Distillery, Signalfire, and Weber Marketing) forward for further consideration.

Direction was given to staff to prepare a scoring system to assist the committee in selecting a consultant.

Staff also reviewed the scope of work in each of the three finalist's proposals to determine how to achieve an apples to apples comparison given the range in price and scope in the proposals.

SCORING SYSTEM

The RFP listed the criteria the CDA would use in selecting a consultant. Those criteria are listed below. The RFP did not designate how those criteria would be weighted relative to each other.

The criteria are:

1. Qualifications and Experience of Firm and Individuals Assigned
2. Specific Plans and Methodology
3. References from Other Clients
4. Quality of Illustrative Examples
5. Proposed Fee

Staff recommends assigning each of the five criteria equal weight with each being worth 20 points totaling 100, though the CDA may choose to assign the points differently.

SCOPE COMPARISON

The following table compares the scopes or work described in the finalist’s proposals.

DISTILLERY	SIGNALFIRE	WEBER
Ph. 1 – Audit	Ph. 1 – Discovering & Understanding CG	Ph. 1a – Research
<ul style="list-style-type: none"> - Internal review - External review - Deliverables: present findings of market research, competitor strategies, & community sentiment - Feedback 	<ul style="list-style-type: none"> - Undercover visit - CG Team Interviews - Community Focus Group 	<ul style="list-style-type: none"> - Present research strategy and plan to VoCG - Execution and assessment inc. surveys and focus groups
Ph. 2 – Branding Exploration	Ph. 2 – Research & Comparison	Ph. 1b – Brand Development
<ul style="list-style-type: none"> - Design (3 options) - Presentation - Refinement 	<ul style="list-style-type: none"> - Competitive community comparisons 	<ul style="list-style-type: none"> - Review surrounding community branding - Development of brand framework - 3 logo/tagline options - Concept and approval - Deliver brand standards guide
Ph. 3 – Rollout	Ph. 3 – Visual Identity Development	Ph. 1c – Marketing Plan
<ul style="list-style-type: none"> - Strategy - Deliverables: style guides and templates 	<ul style="list-style-type: none"> - Logo design (3 initial concepts) 	<ul style="list-style-type: none"> - Development of 12-month plan
	Ph. 4 – Application of the Brand	
	<ul style="list-style-type: none"> - Style and use guide - Advertising concepts & scaling the brand - Recommended marketing plan 	

While Distillery had the lowest fee, they also appear to have the narrowest scope with a more streamlined research phase and a late phase marketing strategy focused on brand rollout.

Signalfire provides an undercover visit in their research phase that the others don't offer and their marketing strategy seems to go beyond brand rollout to exploring broader community marketing efforts.

Weber includes a community survey in the research phase that is not mentioned in the other proposals. Like Signalfire, their marketing strategy also appears to be more comprehensive than just introducing the new brand.

Staff recommends asking Signalfire to separate the cost of the undercover visit and divide the marketing strategy costs between brand rollout and further marketing efforts. Staff further recommends asking Weber to separate the cost of the community survey and likewise divide the costs of the marketing strategy between brand rollout and follow up marketing efforts.

With those costs pulled out we should be able to achieve a more direct comparison among the three proposals.