

**City of Morrow Request for Proposals
Comprehensive Branding Strategy
Pre-Proposal Conference June 14, 2018 at 10am
Proposal Deadline July 6, 2018 at 2:30 pm**



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Be advised that any conversations (in reference to this Proposal) between vendors and any City employee or City official outside of the contact identified in this Proposal during the entire competitive process is strictly prohibited. Such actions will result in removal of the vendor from the Vendors List and rejection of the vendor's Proposal. The ONLY official position of the City is that position which is stated in writing in this document. No other means of communication, whether written or oral, shall be construed as a formal or official response statement.

Purpose: The City of Morrow is seeking proposals to oversee the development of a comprehensive Branding Strategy that will create an identity, help achieve economic benefits, and establish a clear vision for the municipality when it comes to direction and strategic promotion.

The City of Morrow will hereinafter be referred to as the "City." Respondents to the RFP shall be referred to as "Vendor(s)." The Vendor to whom the contract is awarded shall be referred to as the "Contractor."

Timeline:

Wednesday June 6, 2018	RFP available (from City website and GMA website)
June 14 at 10 am	Pre-Proposal Conference
Monday, July 2 at 2 pm	Deadline for Inquiries
Tuesday, July 3 at 2 pm	Deadline for inquiry responses (All responses posted on City website)
July 6, at 2:30pm	Deadline for Proposals

Scope:

The vendor will work to capture an inspiring message and brand that communicates an identity for Morrow that reflects a combined perspective of

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Mayor and Council, businesses, staff, residents, visitors, and partners. These perspectives will be researched through focus groups, site visits, surveys, and research on historical marketing information. The development of the brand will consider all of Morrow's assets which will be identified during development. Morrow's community is diverse, and the development of the brand shall include outreach to the Vietnamese and Hispanic/Latino businesses and residents. Morrow collaborates with two Destination Marketing Organizations (or "DMO") and both DMOs will be included in the collaboration.

Project Deliverable:

Develop City of Morrow Brand – logo, message, caption, and story.
Action plan that includes priorities and implementation.
All original files and color/style guides for reproduction.
Tailored messages for specialized audiences.
Comprehensive branding for web, print, digital ads, signage, apparel, and the like.

Proposals:

All proposals must include information about your company's ability and capacity to develop both a brand and its implementation. Proposals must include samples of established brands developed by the vendor.

Qualifications:

All Vendors must be qualified to do the work outlined in this Proposal.

Communication:

It is the responsibility of the Vendor to inquire about any requirement of this RFP that is not understood. Responses to all inquiries will be posted on our website as addendums. The City will not be bound by oral responses to inquiries or written responses other than addendums. Inquiries about the RFP must be made to:

Sylvia Redic
sylvia@cityofmorrow.com

The deadline for all inquiries is Monday, July 2, 2018 at 2pm. Any inquiries that come in after this date and time will not be answered. The deadline for all answers is July 3, 2018 at 2pm. It is the responsibility of the Vendor to check the website to stay current on all addendums. It will not be the City's responsibility to ensure that the most current information is available in any additional way other than posting on the website.

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Evaluation: Award will be made to the Vendor considered most qualified who will provide the best product and service at a cost in line with our project budget. To that end, Design Services should include a cost estimate and should demonstrate brand development costs separately from implementation costs, should the city should to engage with the vendor after the brand development. Proposals must include references. These references should represent agencies who have selected vendor for brand development, particularly municipal or government agencies. Provide company names with contact person, emails and telephone number. If you do not submit the requested contact information (including email addresses), references may or may not be contacted and will not be available during the selection phase. The absence of this information may have a negative effect on our selection.

Evaluation Criteria: Proposals will be evaluated on many criteria deemed to be in the City's best interests to include but are not be limited to:

- Product
- Pricing
- Demonstrated capacity
- References
- Experience in providing the services specified in this RFP
- Information on product and company presented in submittals
- Insurance to cover Errors and Omissions

Pre Proposal: There is a pre-Proposal conference that will allow for a robust discussion of some of the things going on in the city, a glimpse at where we have come from, and some discussion about our expectations. At this time, Vendors will have an opportunity to address any questions and to communicate the feasibility of the City's expectations.

The Pre-Proposal Conference will be held on Thursday, June 14, 2018, and begin at promptly 10am at the Morrow Tourist Center - 6475 Jonesboro Road, Morrow GA, 30260.

Vendors who do not attend the pre-conference may still submit a proposal, but the pre-conference will provide useful information that could benefit your proposal.

Award: It is the intent of the City to award this work all to one Vendor. The City reserves the right to conduct any tests it may deem advisable and to make all evaluations. The City reserves the right to reject any or all Proposals, in whole or in part and is not necessarily bound to accept the lowest price but instead will accept the

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Proposal which best suites the City and the City's service level. The City reserves the right to waive minor irregularities. A Proposal may be rejected if it is in any way incomplete or irregular.

Submission: A **SIGNED** original and three (3) copies of the Proposal must be received at Morrow City Hall, 1500 Morrow Road, Morrow, GA 30260. **Deadline for submittals is July 6, 2018 at 2:30 pm.** The Proposal must be date/time stamped by Morrow City Hall to be considered. Vendors are strongly encouraged to submit Proposals in advance of the due date/time to avoid the possibility of missing the deadline due to unforeseen circumstances. Vendors assume the risk of the methods of dispatch chosen. The City assumes no responsibility for delays caused by any package or mail delivery service or unforeseen condition. A postmark on or before the due date **WILL NOT** be a substitute for receipt of Proposal. Proposals received after the due date and time will be not be returned. Additional time will not be granted to any single vendor; however, additional time may be granted to all Vendors when the City determines that circumstances require it. **FAXED OR E-MAIL PROPOSALS WILL NOT BE ACCEPTED.**

Envelope: The signed Proposal should be submitted in an envelope or package, sealed and **identified on the outside** of the envelope with contact name, contact email, company name and due date.

Proposal Opening:

The Proposal packages will be opened and reviewed directly after the deadline. The proposal viewing is open to the public and will take place at Morrow City Hall, 1500 Morrow Road, Morrow, Georgia 30260. A list of Vendors who submitted proposals will be available on the website after the deadline.

Materials to Include

Proposals submitted should include the following information. To the extent possible, please provide responses in the following order as well.

Title Page

The title page shall include the company, contact name, address, and telephone number to call for information regarding the Proposal. This information must include and email address.

Cost Estimate

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Vendors shall provide a cost estimate. All anticipated costs to the City shall be identified and explained when necessary.

Executive Summary

Each proposal should include an overview. It should include any points the vendor wishes to highlight, as well as any relevant conditions or restrictions.

Company Profile including References

This component should include a profile of the company, including the number of employees and their locations as well as credentials and certifications for relevant staff.

E-Verify

All vendors must submit an E-Verify Affidavit (The affidavit is included in this RFP).

Certificate of Insurance

The Proposals should present information that enables the City to understand the Vendor's history, capacity, experience and any other "selling points" the Vendor feels are relevant to their ability to provide the best service to the City.

Selection: All the Proposals are due on or before **July 6, 2016 at 2:30 pm**. The city reserves the right to choose from the proposals submitted or to choose finalists. Finalists maybe asked to attend a presentation with Mayor and Council or to submit additional information. We reserve the right to ask for clarification or additional information contained so that a fair and comprehensive evaluation of all Proposals can be conducted. If three (3) or fewer Proposals are received, the City reserves the right to terminate this process and begin again or to choose from the submissions.

Debarment: Submission of a signed Proposal in response to this solicitation is certification that your firm (or any subcontractor) is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal department or agency. Submission is also agreement that the City will be notified of any change in this status.



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Addendum I

1. Whether companies from Outside USA can apply for this?

(like, from India or Canada)

Certainly, any company can apply.

2. Whether we need to come over there for meetings?

By “over there” if you mean come to the City of Morrow, yes it will be expected that companies will visit with residents, business owners, Mayor and Council, and to see the city from a real-time in-person perspective.

3. Can we perform the tasks (related to RFP) outside USA?

(like, from India or Canada)

The work could not be performed successfully by individuals who never come to the city, so at least in part, no.

4. Can we submit the proposals via email?

No, as specified in the RFP proposals can only be accepted via mail, in-person, or parcel delivery (FedEx/UPS)



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Addendum II

1. Has the City of Morrow established a budget for the project? If so, would the City be willing to share this information?
We do not have a budget, honestly, we appreciate that these services are very artistic in nature and wouldn't know how to put a price tag on such services without first seeing the range of costs that we will learn during the proposal process.
2. Is this a best value or low-bid award?
Definitely not low-cost, we will be selecting that vendor who is deemed that best match with our expectation.
3. -Since you'd like brand development and implementation costs to be priced separately, what do you foresee as "implementation costs"--are these printing costs?
Details on how Morrow can expose the public to the brand successfully – this may be examples from other cities, concept drawings of how the brand translates to street flags, t-shirts. Implementation may be just a document filled with ideas from other successful campaigns. There could be a proposal to hold focus-groups or events that include the branding company helping market.
4. -Can vendors attend the pre-proposal conference virtually? If so, what's the conference call information?
There will be no opportunity for virtual attendance, but remember, it is not mandatory.
5. -How will you measure this project's success?
Success will include interviews of business owners and residents, discussions with the Mayor and Council, perhaps even conversations with our neighbors outside of Morrow. We want honest feedback on how we are currently perceived as well as ideas for what will create a brand of distinction.

-Do you have a specific list of marketing collateral/templates that you'd like the vendor to provide?

If I understand the question:

We want a brand that translates into a website design, t-shirts, apps, street flags.

What's the project's budget?

We want to invest in a quality product but there is no set budget.

When would you like to launch your new brand identity?

As soon as we can.

Is there an incumbent vendor (i.e. an agency you're already working with)?

Not since our last new logo was selected around 7 years ago.

Do you have existing target audience/public awareness data?

Our audience is every resident, every potential resident, every student or potential student, every business or potential business.

6. -Are on-site meetings a project requirement?

Yes, I would not consider success achievable without many onsite meetings.

7. -Is there a preference for Georgia-based agencies?

Personally, I hope we have some local companies participate, but we will not bind ourselves to any other than the best match for what we need.