



Request for Proposals For Branding and Image Campaign

City of Newark, Ohio & Newark Vision Plan 2028

Newark Development Partners in Newark, Ohio, invites all interested communications and brand development firms to submit a proposal to conduct the community's brand development campaign. This proposal must also include a detailed budget. The focus of this plan should be to review the adopted Newark Vision 2028 Plan and implement a comprehensive branding campaign. This campaign should consider both residential and business desirability, promoting Newark as a premier and diverse place to live and work. The focus of this proposal will be on branding the community in addition to rebranding the government organization.

Proposals for these services are due to the Licking County Chamber of Commerce on Friday, June 29, 2018, before 4:00 p.m.

Questions regarding this request for proposal should be directed to Jennifer McDonald, President of the Licking County Chamber of Commerce, at jmcdonald@lickingcountychamber.com or 740-345-9757 ext. 5.

An electronic version of this RFP can be found at <http://www.lickingcountychamber.com/resources.asp> or by clicking here.

Information on the Newark Vision can be found here: <https://www.newarkvisionplan.com/>

Proposals may be sent as hardcopy or electronic submissions. Electronic submissions of the proposals should be submitted in PDF format to jmcdonald@lickingcountychamber.com with "Proposal for Brand Development" in the subject line. Hardcopy proposals should be submitted to:

Jennifer McDonald
President
Licking County Chamber of Commerce
PO Box 702
Newark, OH 43058-0702

About the City of Newark, Ohio

The City of Newark will provide its residents, businesses and organizations with professional, unbiased, personalized and effective public services to help build a strong community based on our welcoming atmosphere, cultural heritage and diversity with mid-western livability.

The City of Newark strives to enhance quality of life to those who live and work in our community by providing vision, leadership and performance standards that promote health, welfare and environmental stewardship.

According to the most recent census, the City of Newark is the 18th largest city in Ohio.

About the Newark Development Partners

The Newark Development Partners is a public-private partnership between the City of Newark and the Licking County Chamber of Commerce focusing on catalyzing the redevelopment and improvement of the City of Newark, Ohio. Founded in 2012, the organization has focused on community and economic development-based projects throughout the City of Newark including the establishment of the Newark Commerce Center, improvements to the Newark City School's White Field, the ongoing redevelopment of the former Longaberger Headquarter facility, as well as the creation of the Newark Vision Plan 2028.

General Background & Newark Vision Plan 2028

The Newark Vision Plan 2028 is a partnership between the Newark Development Partners (NDP), local stakeholders, and City leadership. This plan has been holistically developed with the intuitive knowledge of the community, and by an examination of physical, economic, and social trends of the city and region. The end result is a plan that is calibrated to the pulse of Newark. It is designed to be used as a tool to guide and inform the community and local leaders in making collective decisions that work toward a common future over the next ten years. To view the plan, visit: <https://www.newarkvisionplan.com/view-the-plan/>

Goals of Brand Development

1. Redefine and focus the City's brand to forge a distinct sense of place and identity for the community, including residents and businesses.
2. Market a brand that is desirable to current and prospective residents and businesses.
3. Promote a brand that is a cohesive and consistent visual identity for the city, Newark Development Partners, and the Newark Vision 2028 Plan which can be used by all stakeholders in printed and digital formats.

Scope of Work

The Newark Development Partners, Branding Committee, and City Representatives will collaborate with the successful vendor to oversee and consult on the Scope of Work. The successful partner will have a proven track record in creative excellence in brand research, design, development, and implementation. The partnering agency will conduct research, develop several branding options, and establish an implementation schedule, with team members' assistance and input. Expected services include conducting quantitative and qualitative research, analyzing results, creative development, and identifying a strong, unique, complementary, and differentiated brand that captures the historic feel and originality of Newark.

Branding

- Utilizing the Newark Vision 2028 Plan and stakeholder input, develop a unifying logo and brand for Newark, Ohio.
- Create the brand standards (i.e. brand standard phrases, taglines, and narratives) and identity guidelines (color palette) including the logo design, brand identity system and image standards, and templates. Templates should include brochures, Power Point Presentation templates, business cards, stationary, ID cards, and newsletter, website and calendar design templates, and other similar collateral. The brand options should also take into consideration items such as building signs, vehicle signs and wayfinding signs. Image standards should consider the rich history of Newark.

Marketing Plan

- Assist with the implementation of the brand into the design of the newsletter, calendar and website to ensure a consistent message and image is being used on all platforms. Price should include both in-house handling of the proposed website as well as outside consultancy.

Proposal

The proposal should contain the following requirements.

- Provide company name, mailing address, phone number, and main contact's email address and direct phone number.
- A brief description of the company's structure and capabilities.
- List of services provided in-house and services provided by outside consultants.
- Provide a brief description of these outside consultants, their roles and capabilities.
- Describe your approach and process for brand development.
- Provide two to three case studies of similar services your firm provided to an organization this size. Please include a brief description of the services provided and a discussion of the outcome.
- Assuming a start date of August 1, 2018, submit a detailed schedule for the Branding and Marketing Plan. Include critical dates for stakeholders to provide feedback on various proposed elements.
- Propose how to include additional local stakeholders such as local businesses and other civic groups in the process in order to promote the Newark brand and image.
- Provide a detailed fee proposal or budget, outlining the specific activities that will be performed.
- Detail the system that will be utilized to transfer information and material.
- Supply at least three references that have used your professional services for a similar project. Please include a contact name, mailing address, phone number and email address.

Please note that applicants are free to submit a second proposal that collapses the timeline and cost.

Anticipated Schedule*

RFP issued	May 30, 2018
Questions due	June 8, 2018
Answers to questions to be sent to all respondents	June 15, 2018
Proposal due	June 29, 2018
Invitation to present	July 6, 2018
Finalist presentation	July 13, 2018
Decision	August 1, 2018
Project start date	August 1, 2018
Project completion date	December 31, 2018

Please note: Newark Development Partners reserves the right to adjust or amend this proposed schedule with notifications to all interested parties.

Evaluation

Proposals are due to the Licking County Chamber of Commerce on June 29, 2018, no later than 4:00 p.m. Electronic or hard copy proposals are acceptable. Proposals will be evaluated based upon the bidder's:

- Responsiveness to work scope and project needs (35%)
- Demonstrated experience and expertise in similar projects with similar organizations (35%)
- Cost effectiveness (20%)
- Personnel assigned (10%)

The Newark Development Partners will negotiate terms with the most qualified bidder. If unsuccessful, the Newark Development Partners intends to negotiate with the next most qualified bidder. Newark Development Partners reserves the right to reject any or all proposals received in response to this request and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the Newark Development Partners.

Contract Terms

The proposed contract period for services provided will be through 2018, with frequency of payments made as agreed upon in terms of contract. Invoices must be submitted for services rendered.

All material produced, data collected, and reports generated by the vendor and subcontractors on behalf of Newark Development Partners are property of Newark Development Partners. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by Newark Development Partners or our member organizations.

This RFP does not commit Newark Development Partners to pay any costs incurred in the preparation of a proposal or to procure or contract for services. Newark Development Partners reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and to cancel the RFP, in part or in its entirety at its sole discretion.

Contact Information

Questions regarding this RFP should be submitted to Jennifer McDonald, President of the Licking County Chamber of Commerce, at jmcdonald@lickingcountychamber.com or 740-345-9757 ext. 5. Responses will be shared with all vendors with the intent to submit a proposal.