



CITY OF MARYVILLE, TENNESSEE

REQUEST FOR PROPOSAL FOR

CITY OF MARYVILLE DOWNTOWN BRANDING SERVICES

BID NUMBER 18-21

**Prepared By:
City of Maryville, Tennessee
Purchasing Department**

**414 West Broadway Avenue
Maryville, TN 37801
Phone: (865)273-3455**

www.maryvillegov.com

June 22, 2021

I. Purpose

1. The City of Maryville, Tennessee requests proposals by qualified firms to research, create, and develop an implementation plan for a branding initiative for the City of Maryville's downtown district. Downtown Maryville needs a brand to help with name recognition both locally and outside the region through use of a consistent message. Responses to this Request for Proposals (RFP) will provide the City of Maryville with the information required to assess, evaluate, and select a consultant based on prior experience, qualifications, methodology and approach, and work performed in similarly sized communities. It is important to note that this is a community branding initiative rather than an initiative to brand any one agency or entity.

2. The primary goals/objectives to be achieved by the branding initiative include, but are not limited to:

a. Uniformity - The brand should convey a common message and image to audiences both within and outside of Maryville.

b. Community Identity/Pride – Identify and promote what makes Maryville distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents. Brand should be a representation of our promising future while honoring the City's rich, 225-year heritage.

c. Community and Economic Development Promotion – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent. A defined message that will market Maryville's downtown locally, statewide, nationally, and internationally as a great place to live, work, play and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.

d. Flexibility - The brand must be flexible and adaptable in order to meet the needs of a variety of groups, businesses, and governmental organizations within the Maryville area in their specific marketing initiatives, while maintaining consistency with the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.

e. Endorsement - The brand must be authentic and resonate with citizens, businesses, and community groups within Maryville and throughout the region in order to gain the broadest possible support for the initiative. It must be relevant to Maryville's downtown now but also reflect the desire to move forward.

II. Background

The City of Maryville is a community of 30,000 at the foothills of the Great Smoky Mountain National Park and located approximately 10 miles south of Knoxville. The City has a long history. It was incorporated 225 years ago prior to Tennessee acquiring statehood. Maryville College, a liberal arts college, has made its home in Maryville since 1819.

The City has a strong resident population due to its quality school system, plenty of workplace opportunities, extensive greenway, resurging downtown, destination restaurants and its proximity to the National Park. Likewise, many tourists drive through Maryville on their way to the country's most visited National Park that is within one day's drive for 75% of the population in the United States.

Downtown Maryville is a designated Tennessee Main Street community. The Maryville Downtown Association administers the Main Street program and works to revitalize Maryville's downtown as a vibrant, charming, and unique gathering place through events, business promotion, and resources.

III. Eligibility

1. The consultant should specialize in project management, research, marketing, and creative design as it relates to 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.
2. The City of Maryville 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.

IV. Scope of Work

Project Management – The consultant will lead all aspects of the City of Maryville's downtown community branding initiative, including the following:

1. Advisory to the branding task team - The team is composed of representatives from the City, Maryville Downtown Association, and a design professional.
2. Facilitator during the research process and/or testing of the new brand - Include descriptions of community engagement efforts that will take place during this process. The City of Maryville downtown has a very involved and engaged association and community. The consultant will be expected to employ creative means of public involvement to ensure that all segments of the community are aware of and involved in the project.

3. Research – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will create and implement a brand research plan, which may include qualitative and quantitative research to identify the following:

a. List of key stakeholders, groups, or influential individuals, as well as a cross section of citizens and business owners in Maryville and those outside of the city that have a vested interest in the branding initiative and need to be involved in the process.

b. The key elements of the City of Maryville - Some items the team has identified include, but are not limited to:

- history
- livability
- walkability
- outdoor activities
- day visitors from the surrounding region
- tourists coming through to the National Park
- modern initiatives and growth

c. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.

d. Analysis of competitor marketing strategies.

e. Measures that will be used to determine if the branding effort is successful.

4. Strategic Plan – The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand to include, but not be limited to the following:

a. Launch of the brand.

b. Promotion of the use of the brand among many City of Maryville and Blount County community agencies, groups and businesses while maintaining brand integrity.

c. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.

d. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.

5. Creative/Development of Brand – The consultant will develop creative elements that should include design concepts, messages, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The City would like to engage a local vendor to design the logo based on the brand concepts delivered by the selected consultant. The two will work closely on final design.

6. Creative/Development of Logo (by others) – The logo 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

7. Implementation Plan – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow the task team 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. Schedule and expectations: Proposals shall include an outline of what the City can expect as part of the proposal along with applicable timelines and implementation plan. Ideally the process should not exceed 8 months.
- c. Recommended positioning logo and brand guidelines.
- d. Implementation plans for brand identity applications and brand identity maintenance plan.

8. Evaluation Plan - The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the City of Maryville, Maryville Downtown Association, key stakeholders and the public.

V. Procedure for Submittal

1. Proposal for **City of Maryville Downtown Branding** project shall be submitted electronically to the Purchasing Agent via email at comsealedbid@maryville-tn.gov **on or before 2:00 p.m. ET, July 13, 2021**. No proposals will be accepted or considered after this time
2. Proposals must include a statement as to the time period for which the proposal remains valid. However, the time period must be at least sixty days (60) days.
3. To be considered, proposers must submit a complete response to this RFP using the following format. Proposals must be signed by an official authorized to bind the proposer to its provisions in order for the proposal to be considered valid. Unsigned offers will not be considered.

Format for Submittal:

- a. Proposal Form must be signed
- b. Cover letter of understanding of City's requirements and description of services proposed
- c. Include a project approach summary
- d. Company's qualifications
- e. List and provide resume for each person who would be assigned to project, outlining the specific responsibilities of each
- f. References including at least five similar or related projects for whom you have provided branding services
- g. Illustrative examples of past projects
- h. Technical approach to Scope of Work describe in RFP
- i. Include a proposed project schedule
- j. Cost proposal – include pricing range/cost for services outlined with available options
- k. Sample contract/agreement
- l. Any notes or deviations

4. No contract entered into as the result of Proposer's response to this request or any Proposer's response may be subject to any type of non-disclosure agreement.

5. Responses should be prepared simply and economically, providing a straightforward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content.

6. Clarification of terms and conditions of the Request for Proposals shall be directed by email to:

David Morton, Purchasing / Contracts Manager
dhmorton@maryville-tn.gov
865-273-3455

7. Proprietary/Confidential Information: Proposers are hereby notified that all information submitted as part of, or in support of, proposals will be available for public inspection after opening of proposals, in compliance with Tennessee statutes.

8. RFP Addenda: Any change to the RFP herein will be brought forward in the form of a written Addendum from the Purchasing Department and will be provided to all known interested parties. No oral interpretations or communication will affect or change in any way the information contained herein.

9. Selection Criteria

The branding task team will review all proposals received. Proposals will be individually scored by team members based upon the selection criteria. All individual scores will be aggregated to determine the proposal receiving the highest score. The proposals and scores will be collectively discussed.

Your response will be evaluated as follows:

Criteria	Weight Given
a. Qualifications of the firm and services	25%
b. Specific plans or methodology to be used to perform the services	25%
c. References	15%
d. Quality of illustrative examples	20%
e. Cost	15%
Total Criteria Weight	<hr/> 100%

The selection process may include an interview session, the cost of which shall be borne exclusively by the proposer. The City will select the respondent that in the sole judgement of the City best satisfies the requirements in the RFP and the expectations of the City and can do so at the best value to the City and its customers. Selection may not be the proposal with the lowest cost. Respondents may not contest for any reason the selection of the City.

10. Terms and Conditions

- a. The City reserves the right to reject any and all RFP responses and to waive minor irregularities in any response.
- b. The City reserves the right to request clarification of information submitted and to request additional information from any proposer.
- c. Upon selection, the final contract amount will be subject to negotiation once an exact scope of services has been defined and all relevant terms agreed upon by both parties. Selection does not guarantee award of the contract. In the event the selected proposer and the City fail to agree to contract terms, the City may choose from remaining respondents or put out another RFP.
- d. The City reserves the right to award any contract to the next most qualified respondent if the successful proposer does not execute a contract within thirty (30) days after the selection.
- e. Any response may be withdrawn, per written request, up until the date and time set above for opening of the RFP responses. Any response not withdrawn in a timely matter shall constitute an irrevocable offer, for a period of sixty (60) days to provide to the City the services described in the attached specifications, or until one or more of the responses have been approved by the City administration, whichever occurs first.
- f. The professional services contract resulting from acceptance of a response by the City shall be in a form supplied or approved by the City and shall reflect the specifications in this proposal. A sample copy of the contract shall be submitted with this response for the City's review. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP.
- g. The City shall not be responsible for any costs incurred by the consultant in preparing, submitting or presenting its response to the RFP.

11. Compensation

a. Upon selection of the most qualified proposal on the basis of demonstrated competence and qualifications for the type of professional services required, the City will negotiate a price which it determines is fair and reasonable. If the City is unable to negotiate a satisfactory contract with the consultant selected, negotiations with that consultant will terminate and the City may select another consultant.

b. Payment by the City for the services will only be made after the services or phases have been performed. An itemized billing statement shall be submitted and approved by the appropriate City representative. Payment terms are Net 30 days from receipt of approved invoice.

CITY OF MARYVILLE DOWNTOWN BRANDING SERVICES

PROPOSAL FORM

PROPOSERS CERTIFICATION

I have carefully examined the Request for Proposal for City of Maryville Downtown Branding Services dated June 22, 2021 and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the Request. I agree that my proposal will remain firm for a period of up to 60 days in order to allow the City adequate time to evaluate the qualifications submitted.

I verify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service: no officer, employee or agent of the City of Maryville or any other Contractor's is interested in said proposal, and that the undersigned executed this Contractor's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

NAME OF BUSINESS

BY:

SIGNATURE

NAME & TITLE, TYPED OR PRINTED

MAILING ADDRESS

CITY, STATE, ZIP CODE

TELEPHONE NUMBER

EMAIL ADDRESS