



**Request for Proposal**  
**Municipal Marketing and Branding Initiative**

Issue Date: October 14, 2019

Due Date: November 6, 2019

Submit To: Robert Jakel, AICP

Director of Planning and Community Development

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[www.cityofkaukauna.com](http://www.cityofkaukauna.com)

## **PURPOSE OF RFP**

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a lump sum contract through competitive negotiation with a qualified consulting firm with solid experience in marketing research (both quantitative and qualitative), message/positioning development, and municipal identity/branding including development of a brand values statement; logo development and associated graphic standards; and recommendations for brand rollout through social media marketing as well as traditional marketing.

The City of Kaukauna is seeking the development of a comprehensive brand marketing campaign to drive business attraction and retention, energize current residents and position the municipality as a desirable place for relocation, and enhance general perception.

## **SPECIFICATIONS OF RFP**

### **A. PURPOSE**

1. The City of Kaukauna requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the City of Kaukauna. Responses to this Request for Proposal (RFP) will provide the City with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized communities. It is important to note that this is a community branding initiative, but that the brand will be used primarily as an identity for the City of Kaukauna.
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 the City of Kaukauna. A defined message that will market the City of Kaukauna locally, statewide, nationally and internationally as a great place to live, work, shop, and do business; a community historically focused on sustainability and conservation; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
  - b. Community Identity/Pride – Identify and promote what makes the City of Kaukauna distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.
  - 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.
  - d. Flexibility – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, as well as

groups and businesses within the City in their specific marketing initiatives, while maintaining consistency with their 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 community leadership in the City of Kaukauna and with business leadership in the greater Fox Cities area.

## **ELIGIBILITY**

1. The consultant should specialize in project management, research, marketing, and creative design as it relates to the 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 in this type of work.
2. The City of Kaukauna 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 with a single project manager point of contact.

## **SCOPE OF WORK**

Project Management – The consultant will lead all aspects of the City of Kaukauna community marketing and branding initiative, including the following:

1. Advisory to the Steering Committee (to be determined) – This team will be composed of representatives from the City and community (business) leaders. Meetings throughout the process will be required.
2. Lead for facilitating various focus groups comprised of community leadership and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City's image.
3. 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 consultant will be expected to employ creative means of public involvement to ensure that community leaders and the business community are aware of and involved in the project.
4. Research – Research will be the basis for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key publics to identify the following:
  - a. The key elements of the City of Kaukauna.
  - b. Analysis of competitor marketing strategies.

- c. Measures that will be used to determine if the branding effort is successful.
5. Strategic Plan – The consultant will develop strategic objectives that will help better inform the City of Kaukauna 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 City of Kaukauna 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. Creative/Development of Brand – The consultant will develop creative elements that include design concepts, logos, messages, brand statement, 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 selected logo design will be delivered, with the final option 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 Steering Committee 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 PREPARATION INSTRUCTIONS**

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of the firm to provide the required Services and Results.

The Firm shall submit one (1) electronic copy by email to [planning@kaukauna-wi.org](mailto:planning@kaukauna-wi.org), or by emailing a link to a file sharing platform. Please do not send hard (paper) copies by mail.

1. A description of the firm's capabilities and experience conducting similar plans. 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 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 current commitment, availability to start this project in Q1 2020 and percentage of time that they will be assigned to complete their project tasks on this job.
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 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. Describe in detail, each projects outcome and the process your firm used to achieve those outcomes. Reference letters are recommended.
6. A work sample of a completed project(s) that is representative of the work proposed for the City.
7. Proposal Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project, including but not limited to, the number of meetings with stakeholders, travel expenses, and document production costs.
8. Proposed engagement agreement with terms and conditions.

## **EVALUATION CRITERIA**

Proposals will be evaluated by the City using the following criteria:

1. Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
2. Specific plans or methodology to be used to perform the services.
3. Reference letters from other clients.
4. Quality of illustrative examples.
5. Proposed Lump Sum Fee.
6. All qualified submissions received by the deadline will be analyzed by the City 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 City reserves the right to (a) accept or reject any/or all submissions of proposals; (b) to waive any irregularity, technicality, informality or discrepancy in a proposal; (c) accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of the City; (d) give full and proper evaluation of the Vendor or team presenting the proposal.
8. The City shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.