

PROPOSALS MUST BE SEALED AND ADDRESSED TO: Downtown Eau Claire, Inc. PO Box 5148 Eau Claire, WI 54702	Proposal envelope must be sealed and plainly marked in lower corner with due date and Request for <u>Proposal #052607</u>. Late proposals will be rejected. Proposals must be date and time stamped by Downtown Eau Claire, Inc. on or before the date and time that the proposal is due. Receipt of a proposal by the mail system does not constitute receipt of a proposal by Downtown Eau Claire, Inc. Proposals shall be firm for acceptance for ninety (90) days from date of proposal opening, unless otherwise noted. The attached terms and conditions apply to any subsequent award.
Proposals must arrive at the above address no later than: June 25, 2007, 5:00 pm	
For further information, contact: Mike Schatz 715-839-4914	

REQUEST FOR PROPOSAL

<u>Description</u>
Downtown Eau Claire Branding Project: Development of a brand (mark) to signify a revitalized downtown Eau Claire as it reawakens and begins to thrive. Expected deliverables include a mark/logo and light pole banners. The selected contractor will be working with Downtown Eau Claire, Inc. (DECI) staff and DECI's Downtown Image Committee. Q&A Meeting: A meeting will be held in the North Conference Room at the Eau Claire City Hall, 203 S. Farwell St., Eau Claire, Wisconsin, at 1:30pm on Tuesday, June 5th, to respond to vendor questions and provide any needed additional instruction on the submission of proposals. If no questions are received, DECI reserves the right to cancel the Q&A Meeting.

PROPOSER (Name and Address): 		
In signing this proposal we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury. We will comply with all terms, conditions and specifications stated in this proposal.		
<i>Signature of Authorized Representative</i>	<i>Title</i>	<i>Date</i>
<i>Federal Employer Identification Number or Social Security Number if Sole Proprietor</i>		

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1.0 GENERAL INFORMATION

1.1 Definitions

The following definitions are used throughout the RFP.

DECI means Downtown Eau Claire, Inc.

Downtown means the geographical area of downtown Eau Claire.

Contractor means the proposer awarded the contract.

1.2 Introduction and Background

Like most downtowns in the early 1900's, Downtown Eau Claire was the heart of the city and community – not just geographically but also socially. It was a community-gathering place. All the major department stores, the post office, and other necessities were located downtown. It was the place to shop, eat, and be entertained.

With the rise of malls in the 1970's, the department stores moved out of downtown to take anchor spaces at London Square Mall and then Oakwood Mall in Eau Claire's suburbs. The smaller stores either followed suit or closed their doors, and downtown grew silent, empty, and deteriorated.

In 2001, the Eau Claire City Council hired an independent consultant, Hyett Palma, to conduct a study on how to revitalize downtown Eau Claire. The Hyett Palma Study created an action agenda of steps to renew the heart of our community and recommended establishing an organization dedicated to implementing the action agenda. In 2002, the City Council founded Downtown Eau Claire, Inc. (DECI), a non-profit agency charged with revitalizing the downtown area. Since that time, DECI and its 20-member Board of Directors have been hard at work, implementing action items.

In six years, Downtown Eau Claire has done a 180. It is now home to the \$13 million Royal Credit Union Corporate Headquarters, the award-winning \$4 million Phoenix Park at the confluence of the Chippewa and Eau Claire Rivers, and most of the downtown storefronts are filled with new businesses. In addition, two private developers approached the City within the last year and have started redeveloping a six-block area of downtown adjacent to Phoenix Park.

DECI believes that the time has come to brand our downtown as a contemporary, cultural center of activity. Downtown Eau Claire now has a unique culture and style – it's more than the architecture and the rivers, it's the live performances, the events and discussions, the artwork, the classes, the unique storefronts, the specialty products and services, and the passionate entrepreneurs giving their dreams a go. Downtown Eau Claire has an amalgamation of creativity that is authentically local – it is Eau Claire. It doesn't appeal to everyone, but that's part of the magic. (A focus document that describes DECI's marketing vision for downtown Eau Claire is attached as Appendix A.)

The purpose of this RFP is to provide interested parties with information to enable them to prepare and submit a proposal for graphic design services to create a new visual identity for downtown Eau Claire through a mark/logo, light pole banners, and any other deliverables the contractor would like to suggest. The contractor will be responsible for the deliverables from concept through implementation. DECI intends to use the results of this solicitation to award a contract for the design and implementation of the Downtown Eau Claire Branding Project.

1.3 Purpose of Project

At the present time, Downtown Eau Claire does not have an official identity or look. Visitors are not able to recognize when they've crossed into "downtown" or back out of it. It is an eclectic, haphazard assembly of different styles, decorations, colors, and architecture. While some of this is part of downtown's charm, some sort of unification is needed. The DECI organization has a logo, but there isn't a unique visual identity in existence to unify the downtown area. The purpose of the Downtown Eau Claire Branding Project is to design that identity.

Over the past year, the DECI Downtown Image Committee has been contemplating the re-branding of downtown Eau Claire in depth. The Committee is in agreement that the new identity should feel:

- Active/Exciting/Bustling/Vibrant
- Approachable/Inviting/Friendly
- Contemporary
- Imaginative/Creative
- Simple

DECI envisions the following deliverables as part of this project:

- **Brand development** (mark/logo) – the mark can include as many colors as necessary with the understanding that the image must be equally effective as a one color or gray scale image. *The mark should include a one-color simplified version to be placed on region-wide wayfinding signage being developed by another organization.*
- **Light pole banners** (designs that incorporate the new mark to hang along downtown streets)

However, if the proposer believes alternate deliverables would be more effective or added deliverables are needed, DECI is more than willing to entertain other options based upon the proposer's expertise.

1.4 Budget Parameters

A project budget has not been set at this time. The DECI Board has sufficient funds available for this project and will allocate funds after reviewing proposals and weighing the cost versus effectiveness of each deliverable suggested.

1.5 Process Description

This Request for Proposal (RFP) is issued by Downtown Eau Claire, Inc. (DECI), which is the sole point of contact during the selection process. The person responsible for managing the procurement process is Mike Schatz, Executive Director.

The DECI Downtown Image Committee is responsible for reviewing proposals submitted and choosing proposals to recommend to the DECI Board of Directors. Proposal finalists will be asked to present their proposal to the DECI Board in a 15-minute presentation with a short Q&A session to follow. All proposers will be notified in writing of DECI's intent to award the contract. DECI reserves the right to negotiate the award amount and desired deliverables with the selected proposer prior to entering into a contract.

The contract resulting from this RFP will be administered by the DECI Downtown Image Committee and its coordinator Tiffany Richter. The Committee will work in an advisory capacity and will supply the contractor with basic facts, key messages, and other background information needed.

1.6 Clarification and/or Revisions to the Specifications and Requirements

Any questions concerning this RFP must be submitted in writing on or before June 1, 2007, to:

Mike Schatz
Downtown Eau Claire, Inc.
PO Box 5148
Eau Claire, WI 54702
mike.schatz@eauclairewi.gov

Vendors are expected to raise any questions, exceptions, or additions they have concerning the RFP document at this point in the RFP process. If a vendor discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the vendor should notify immediately the above named individual of such error and request modification or clarification of the RFP. All questions and clarifications must be submitted in writing by June 1, 2007.

In the event that it becomes necessary to provide additional clarifying data or information or to revise any part of this RFP, amendments or supplements will be provided to all recipients of the initial RFP.

Any discussion of this RFP with DECI representatives is prohibited during the period from RFP release until notice of intent to contract.

1.7 Q&A Meeting

A vendor Q&A meeting will be held in the North Conference Room at the Eau Claire City Hall, 203 S. Farwell St., Eau Claire, Wisconsin, at 1:30pm on Tuesday, June 5th, to respond to vendor questions and provide any needed additional instruction on the submission of proposals. If no questions are received, DECI reserves the right to cancel the Q&A Meeting.

1.8 Calendar of Events

DECI reserves the right to adjust the schedule below in the event of an irresolvable conflict. If dates are changed, a new calendar of events will be sent to all recipients of the initial RFP.

<u>DATE</u>	<u>EVENT</u>
May 23, 2007	RFP release
June 1, 2007	Last day to submit written questions
June 5, 2007	Q&A meeting
June 25, 2007	Proposals due from vendors
July 11, 2007	Presentations by invited vendors
July 13, 2007	Notification of intent to award sent to vendors
July 23, 2007	Contract start date

2.0 PREPARING AND SUBMITTING A PROPOSAL

2.1 General Instructions

The evaluation and selection of a contractor will be based on the information submitted in the vendor's proposal and oral presentation. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

Elaborate proposals beyond what is requested below are not necessary or desired.

2.2 Incurring Costs

DECI is not liable for any cost incurred by proposers in replying to this RFP.

2.3 Submitting the Proposal

Proposers must submit a three-ring bound original and eight stapled copies of the proposal by June 25, 2007, 5:00 p.m. local time to:

Mike Schatz
Downtown Eau Claire, Inc.
PO Box 5148
Eau Claire, WI 54702

The proposal must be plainly marked with the proposer's name, address, proposal due date and Request for Proposal #052607. Late proposals will be rejected. Proposals must be date and time stamped by Downtown Eau Claire, Inc. on or before the date and time that the proposal is due. Receipt of a proposal by the U.S. Post Office does not constitute receipt of a proposal by Downtown Eau Claire, Inc. Proposals shall be firm for acceptance for ninety (90) days from date of proposal opening, unless otherwise noted.

2.4 Proposal Organization and Format

Proposals should be typed, submitted on 8.5" x 11" paper bound securely, and not exceed 25 pages. Proposals should be organized by the headings and subheadings of:

- 4.1 Project concept
- 4.2 Schedule and budget
- 4.3 Experience
- 4.4 Staff qualifications
- 4.5 References
- 4.6 Special skills

2.5 Oral Presentations

Top scoring vendors based on an evaluation of the written proposal will be required to make a 15-minute oral presentation to the DECI Board to support and clarify their proposals (short Q&A session to follow). Failure of a proposer to present may result in rejection of the vendor's proposal.

3.0 PROPOSAL EVALUATION

3.1 Evaluation Criteria

Proposals will be scored using the following criteria:

<u>SECTION</u>	<u>POSSIBLE POINTS</u>
4.1 Project Concept	100
4.2 Schedule and Budget	100
4.3 Experience	100 (case studies–50 pts, sample work–50 pts.)
4.4 Staff Qualifications	50
4.5 References	50
<u>4.6 Special Skills</u>	<u>50</u>
TOTAL	450

3.2 Right to Reject Proposals and Negotiate Contract Terms

DECI reserves the right to reject any and all proposals. DECI may negotiate the terms of the contract, including the award amount and desired deliverables, with the selected proposer prior to entering into a contract. If contract negotiations can't be concluded successfully with the highest scoring proposer, the agency may negotiate a contract with the next highest scoring proposer.

4.0 PROPOSAL REQUIREMENTS

4.1 Project Concept

The proposer should describe what they envision will be involved in the project, what deliverables they suggest, and how they see the project running. This section should illustrate the proposer's confidence and knowledge of working on a project of this type.

4.2 Schedule and Budget

The proposer should provide a timeline showing anticipated product delivery for each deliverable mentioned in 4.1. The proposer should provide a detailed budget, listing separate costs for each deliverable. The budget should be inclusive of all costs from concept through implementation. This budget will form the basis for contract negotiations with the successful vendor. All prices, costs and conditions outlined in the proposal shall remain fixed and valid for acceptance for ninety (90) calendar days starting on the due date for proposals.

4.3 Experience

The proposer should provide up to five case studies with samples of past design work that incorporate one or more of the following:

- Branding/Creating a visual identity
- Logo development
- Working with a non-profit organization
- Working with a committee
- Making effective use of a budget

Samples of work will not be returned to proposers after evaluation.

4.4 Staff Qualifications

Provide a summary describing the educational and work experiences for each of the key staff that will be assigned to this project.

4.5 References

Provide three references of clients the proposer has worked with in the last three years. Include name, title, address, phone number, and short project summary with each reference.

4.6 Special Skills

Describe any special skills or experience the proposer has that enhances their abilities to creatively and successfully complete this project.

5.0 CONTRACT TERMS AND CONDITIONS

In the event of contract award, the contents of this RFP and the proposal of the successful proposer shall become part of the contract. Failure to accept these as a contractual agreement may result in a cancellation of award.

DECI may terminate the contract at any time at its sole discretion by delivering 30 days written notice to the contractor. Upon termination, DECI's liability will be limited to the pro-rata cost of the services performed as of the date of termination plus expenses incurred with the prior written approval of DECI. In the event that the contractor terminates the contract, it will refund to DECI within seven days of said termination, all payments made hereunder by DECI to the contractor for work not completed or not accepted by DECI. Such termination will require written notice to that effect to be delivered by the contractor to DECI not less than 30 days prior to said termination.

Appendix A

FOCUS OF THE DOWNTOWN EAU CLAIRE MARKETING PLAN

February 28, 2007

For:

The DECI Board

Prepared by:

DECI Marketing Plan Committee

Barbara Arnold

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Dan Goelzer

Vicki Hoehn

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1.0 Executive Summary

This document outlines part of the plan that DECI's Marketing Plan Committee has discussed for marketing Downtown Eau Claire to current and potential patrons of Downtown. The DECI Marketing Plan Committee has identified the initial focus for Downtown Eau Claire, and will later develop a strategy and tactics to address the priorities identified in this document. In this document, the Downtown area and its competition are described. Recommendations will be made to the DECI Board on the actions to be taken to address the needs identified by the Marketing Plan Committee. DECI's buy-in will be key to the success of any strategy pursued related to Downtown Eau Claire. This document is not a complete marketing plan, but outlines the needs prioritized by the DECI Marketing Plan Committee.

2.0 General Description/Perception of Downtown Eau Claire

It is the Committee's perception that the current general view of Downtown Eau Claire is:

- A low-rent district
- A location for businesses who can't afford mall lease rates
- A place for struggling businesses
- The Oakwood Mall's ugly step-sister
- Possibly unsafe

Downtown Eau Claire is not necessarily known for shopping and dining. The Oakwood Mall area wins that competition because of its superior clustering – people are drawn there because of the quantity of choices, predictable and dependable store hours, and brand names. Phoenix Park, the new Farmers Market Pavilion, RCU, and other redevelopment efforts are beginning to change that perception. But to continue the momentum of that change of perception, to compete with other business districts, and to make an impression on the people of Eau Claire and its visitors, Downtown needs a definitive focus.

2.1 What is unique about Downtown Eau Claire?

Downtown Eau Claire has a unique culture and style – it's more than the architecture and the rivers, it's the live performances, the events and discussions, the artwork, the classes, the unique storefronts, the specialty products and services, and the passionate entrepreneurs giving their dreams a go. Downtown Eau Claire has an amalgamation of creativity that is authentically Eau Claire. If one wants to experience this, one needs to come Downtown. Downtown has a significant "arts" cluster not available anywhere else in the city. It includes

the State Theater and Grand Little Theater, music and dance lessons, martial arts classes, poetry readings, the Children's Museum, and more.

2.2 What's the goal?

After careful thought and consideration, the DECI Marketing Plan Committee came to a consensus that it would benefit all of Downtown to focus on the aspects and entities in Downtown that cannot be found anywhere else in the area. The Committee strongly feels that the primary issue for Downtown is a lack of awareness of its many assets, even among long-term residents. DECI should also consider refocusing from the "labels" used for Downtown areas in its Baseline report (Courthouse District, North Barstow, etc.) when communicating with patrons. The Committee believes that once we get the people of Eau Claire to patronize the unique assets of Downtown, retail and restaurant business will follow. In the past, we've focused on getting people to patronize the businesses rather than satisfying a unique need.

The aspects of Downtown prioritized below have little competition from any other location in Eau Claire, unlike the retail and restaurant businesses that have to stand up to the big box stores and chain restaurants in the Oakwood Mall area. The goal is to get residents to enjoy and feel comfortable in Downtown Eau Claire and to take ownership of the activities in Downtown. The goal is also to increase and in some cases create awareness of the unique aspects of Downtown Eau Claire among long-term residents, recent residents, and visitors of Eau Claire. Some of the unique cultural and entertainment activities that Downtown has to offer include:

- State Theater, Grand Little Theater, Children's Theater and other live entertainment
- Eau Claire Regional Arts Center Gallery and other smaller art galleries
- Chippewa Valley Symphony, Stone's Throw, Acoustic Café, and other live music venues
- Ramada Convention Center events
- Self-expression forums (Idea Lounges, poetry readings, etc.)
- Volume One events (film fest, concerts in the park)
- Activities at restaurants and taverns
- Community Television's 48-hour film fest and other programming
- Farmers Market and Just Local Food co-op
- Classes and lessons of all sorts (quilting, knitting, music, dance, martial arts)
- Custom home design and furnishings (interior designers, antiques, specialty artwork and furniture)
- Body Art
- Children's Museum (and classes) and Boys & Girls Club
- Recreation: YMCA, bike trails and parks, Express baseball, Skate shops
- L.E. Phillips Memorial Public Library and all the events that take place there
- Signature events and festivals: IFF, Summerfest, Trick or Treating, Christmas

2.3 Who is the target market segment?

Based upon the events and activities listed on the previous page, Downtown's primary target market includes culturally minded Eau Claire residents who believe in supporting their community and engaging in local activities. They are considered one cohesive group based more on their mentality than on age. Most Downtown happenings appeal to a broad range of ages - beginning at young professionals (age 23) and continuing through age 65 and beyond. Examples of subgroups of this market include:

- Faculty and staff of UWEC and CVTC
- Audiences of The State Theatre/Regional Arts Center
- New residents and visitors (via Chamber and CVCVB packets, realtors)
- Visitors to IFF, Summerfest, and other events
- Downtown employees (medical, courthouse, Banbury Place, etc.)

A secondary target market includes Eau Claire families with young children because of the large number of children's activities in Downtown Eau Claire. While there is some overlap with the primary target market, these families do not necessarily share the mentality of the primary target market; they are bringing their children Downtown for the unique classes, lessons, and experiences offered here.

While college students are important to Downtown and could be enticed to come to certain Downtown activities, we have found, after careful analysis of our existing assets, that the majority of Downtown activities appeal to older markets at the present time. Students can still be considered a tertiary market on a by-event basis and as our budget allows. We expect that by targeting and partnering with UWEC and CVTC, some interest will be generated among students.

2.4 What needs of the target market will this focus fulfill?

By the focus prioritized in this document, we are addressing important individual and community-based needs of the target market, including:

- Personal development (music lessons, knitting classes)
- Cultural and creative development (State Theatre, Film Fest, art galleries)
- Safety and security (Children's Museum, Boys & Girls Club)
- Social connectedness (Farmers Market, library activities)
- Community development (Idea Lounges, festivals)
- Year-long indoor and outdoor activities (bike trails, YMCA, concerts in the park)

2.5 Keys to Success

The success of marketing Downtown will depend upon:

- DECI Board support
- Communication with downtown businesses and organizations
- Building strong partnerships with key entities
- Creating positive downtown experiences for new visitors/residents
- Focusing marketing efforts on the creative and cultural aspects of Downtown
- Formation of a marketing advisory council consisting of representatives from key entities that directs staff on marketing initiatives

The Committee will further develop this plan and specific tactics to achieve our marketing goals once we receive feedback from the DECI Board.