



GENESEE COUNTY PLACE BRANDING INITIATIVE

Request for Proposal (RFP) Place Branding Support

May 16, 2022



RFPs are due by COB on Monday, June 13th

Respondents who would like to submit proposals must indicate their interest by May 31st to Erik Fix in writing per the instructions below.

Contact:

Erik Fix
President
Genesee County Chamber of Commerce
8276 Park Road
Batavia, NY 14020
(585)343-7440
efix@geneseeny.com



IMPORTANT DATES:

1. May 31,2022 – Candidates must indicate your intent to respond to this RFP to Erik Fix, Chamber President by May 31, 2022.
2. June 1st – June 8th – Zoom or In-person meeting for Q&A about the program expectations and scope of work
3. June 13, 2022 – RPFs are due on Monday, June 13, 2022 at 4:30pm.
 - a. Four written copies of the proposal must be received at the Chamber offices by the deadline, in addition, one emailed copy must be provided.
4. June 20, 2022 – Final selection will be made on or around June 20, 2022.
5. July 20,2022 - Estimated Project Start Date

ABOUT GENESEE COUNTY

Genesee County, NY is conveniently located between Buffalo/Niagara Falls and Rochester, in Western New York. Genesee County has three major exits off of the New York State Thruway, (I-90) as well as two exits from Interstate 490. Additional major state-wide routes 5, 19, 20, 33, 63, 98 and 77 traverse through the county, making it a hub of regional traffic.

Genesee County has a current population just short of 59,000 people (2020 Census). The county is steeped in tradition, being established in 1802 as a part of the Holland Land Purchase. It is recognized as the birthplace of Western New York, as at one time, all of the land in WNY was considered Genesee County.

The county includes 13 towns and/or villages, ranging in population from 15,000 in the county seat of Batavia to 509 in the small town of Alexander. The Northeast portion of the county includes the historic Tonawanda Indian Reservation. The county includes eight public school districts, one private high school and two private elementary schools. SUNY Genesee Community College is located in the Town of Batavia and currently boasts an enrollment of over 5,000 students.

Major tourism destinations include Six Flags Darien Lake Theme Park and Amphitheater, Batavia Downs Gaming and Raceway, and the Leroy Jell-O Museum. The Iroquois National Wildlife Refuge, Darien Lake State Park, and the Bergen Swamp provide opportunities for outdoor enthusiasts. Easy access to adjacent counties of Erie, Livingston, Niagara, Monroe, Wyoming and Orleans provide additional tourism-based activities within a short drive.

Agriculture is the number one industry in Genesee County with many milk-based businesses finding their home in our many technology parks. Genesee County is the home of the world's first Business Incubator at the Harvester Center in Batavia. In 2021, Plug Power Inc. broke ground on a \$232 Million Green Hydrogen Project, at the Science and Technology Advanced Manufacturing Park (STAMP), a 1,250 Acre Mega Site, located in the Town of Alabama.

Genesee County is rich in culture. Multiple art galleries, national music acts, and the Genesee Symphony Orchestra provide a wide variety of cultural experiences. Recreational opportunities are abundant and centered around the Genesee County Park, the Ellicott Trail bike path and Dewitt recreation facility. There is something for everyone in Genesee County.

THE GENESEE COUNTY CHAMBER OF COMMERCE

The Genesee County Chamber of Commerce is a private, not-for-profit, membership-driven organization that brings together representatives from throughout the county to promote a vibrant local economy. Our membership consists of businesses and organizations from all facets of our local community. With nearly 500 business members, the Chamber leads in the pursuit of creating an environment for business success in Genesee County. This success ultimately aims to improve the quality of life for the citizens of Genesee County.

In addition to support of local businesses, the Chamber serves as the Tourism Promotion Agency for the County. In 2022 they were commissioned to establish the Genesee County Place Branding Initiative to revive the tourism industry in the county after the devastating effects of COVID-19. Using ARPA funding, the Chamber is embarking on a new look and feel for the county that focuses on downtown development.

SUBMISSION GUIDELINES & REQUIREMENTS

The following submission guidelines and requirements apply to this Request for Proposal:

1. Only qualified individuals or firms with prior experience in similar projects should submit proposals in response to this RFP.
2. Bidders who intend on submitting a proposal should notify Chamber President Erik Fix no later than May 31st.
3. As part of their response, bidders must specify at least three (3) projects that are substantially similar to this one. Please provide references for these projects as well as examples of your prior work.
4. A technical proposal must be not more than 20 pages long. It must provide an overview of the proposed solution as well as resumes of involved personnel. In addition, the technical proposal should include a suggested schedule and milestones, as applicable.
5. A price proposal must be not more than 2 pages long. It should indicate the overall fixed price for the project as well as hourly rates and the estimated total number of hours, should the Chamber decide to award a contract on an hourly rate basis.
6. Proposals must be signed by an authorized representative of the bidding company.
7. If the bidding company has a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
8. The bidding company must have an active SAM.gov registration or be willing and able to obtain one prior to the project start date. More information can be found at SAM.gov.
9. Proposals must be received prior to June 13th at 4:30pm and remain valid for 180 days. The Chamber anticipates choosing at least two bidders to have more in-depth discussions. Final selection will be made from among these "down-selected" individuals or companies.

Please include the following:

1. Corporate Structure/Respondent Information- Organization name, description, address, and form of entity (C Corp, S Corp, Partnership, LLC., LLP., Sole Proprietorship, Not for Profit).
2. Respondent Resumes- Organization employees and biographies describing the structure you envision to carry out the initiatives. Include an organizational chart.

3. Primary Contact- provide contact information (address, phone and email) for the primary contact for this proposal.

PROJECT DESCRIPTION

The Genesee County Chamber of Commerce in its capacity as the TPA for the county will spearhead a Place Branding initiative for the county. The initiative will allow for a new strategy to better integrate tourism promotion and economic development in Genesee County. The goal is to create Interest Based Tourism destinations, provide strategic new business development and create a new outlook for our community as a whole. The three distinct components of the project are as follows:

1.Re-Imagining Tourism

- Utilize existing studies conducted by local municipalities to assess the needs of the community as a destination. Create a Place Branding Initiative to be implemented throughout the county to draw new visitors, businesses and people.
- Develop a new “draw” for the county
 - Highlight what makes us unique. Create a slogan or a pitch to be used along with branding pieces.
- Turn tourism into business development
 - Create destination items such as the barn quilt tour

2. Main Street Development

- Conduct Main Street/Commercial District Assessment
- Create Wayfinding Plan for County
 - Direct tourists from town to town
 - Direct tourists to select sites in town/villages
- Improve promotion and development of Main Street/Commercial zones
 - Encourage development of new unique businesses with a focus on retail
 - Façade work and unity in “look and feel”
 - Matching funds program for renovations and improvements
 - Events, fairs, parades and programs that bring people downtown
 - Murals and signage
- Replace empty storefronts with unique shops and other entrepreneurial ventures that will improve the “vibe” of downtown
 - Highlight success stories
 - Advertise openings
 - Provide trainings and opportunities for new businesses

3. Improving Online Resources

- Development of a county-wide landing page
 - Focus on storytelling
 - Highlight successes
 - Point viewers to the highlights of the county
- Correct the disorganization between various municipalities and organizations across the county with a unified “look and feel” of the county online. Provide templates for the following:
 - Individual Websites
 - Social Media

PROJECT SCOPE OF WORK

The ideal candidate will create a partnership with the Chamber of Commerce to facilitate the success of the overall initiative and lead as a project manager. However, interested parties can submit proposal for all or part of the following:

1. Place Branding Program (32-44 weeks of start date)
 - a. Analyze current place branding
 - b. Design new place branding identity
 - c. Provide implementation concepts for place branding
 - d. Include focus group and other evaluation based events
2. Main Street Development (40-52 weeks of start date)
 - a. Design guidelines
 - b. Wayfinding measures
3. Central Landing Page (12-16 weeks following #1)
 - a. Utilize place branding design
 - b. Create centralized web based landing page to highlight the County
 - c. Provide templates for e-based social media campaigns
4. Project Management (Ongoing, rate should be for continued necessary workload)
 - a. Includes #1,2,3 above
 - b. General contract all aspects of the project from start to finish
 - c. Provide additional support to the Chamber as needed including but not limited to:
 - i. Grant solicitation and writing
 - ii. Web and digital marketing
 - iii. Public relations and media strategy

Financial Considerations

Please provide a complete quote for proposed services including payment schedule and itemized billing.