



Request for Proposals

South Elm Street Redevelopment Project Consulting Services for Marketing, Community Outreach and Branding

Deadline for Submittals: 4:00 PM on December 5, 2008

The City of Greensboro is requesting proposals for consulting services related to marketing, community outreach and branding for the City's South Elm Street Redevelopment Project. The project involves the cleanup and reuse of a 10 acre urban infill site located on the southern edge of downtown Greensboro.

Project Background

Planning for the South Elm Street redevelopment project began immediately following an attempt in 2001 by a private investment group to develop a new minor league baseball park on the site. The investment group ultimately chose a site on the north end of downtown and the Greensboro City Council requested further study of the potential for new investment on the South Elm Street property.

Because possible underground soil contamination issues had been publicized during the baseball park discussions, the City applied for and was awarded funds from EPA and HUD to undertake the assessment and cleanup of the properties. These grant funds included \$800,000 from EPA, and a combination of grant and loan funds totaling \$5 million from HUD.

With the grant funds available, the City Manager appointed a Community Advisory Team, (CAT) made up of community residents and other representatives to work with City staff and a private consultant to develop a comprehensive and detailed plan for reinvestment. The consultant, Chan Krieger Sieniewicz of Cambridge, Mass. prepared alternative development scenarios for the CAT and community to review and choose from. The selected plan calls for a dense, mixed-use area that will pick up on the main street character of South Elm Street to the north, with a variety of building types and styles. Public comments reflect

a desire to attract creativity and flair in the building program that will create a unique destination.

Marketing Issues

Redevelopment of the South Elm site will continue a concerted City effort to provide high quality investment on the southern and southeastern edges of the downtown area. This site abuts the Ole Asheboro neighborhood, which is a long-term community development project and is also adjacent to the acclaimed Southside neighborhood. Positioning South Elm to complement these communities and also to become an integral part of the downtown area is an important element of the requested services.

At the same time, the marketing effort needs to build interest and excitement and promote the inclusiveness that guided the earlier planning work. Finally, the City sees the South Elm Street project as an opportunity to promote sustainable development practices such as mixed-use and mixed income, green building, and storm water management such as green roofs and rain gardens.

Private developer proposals for development of the South Elm Street site will be solicited within the next 6 months. Because developers have not yet been selected, services to be performed under this assignment must also be sensitive to the needs of private developers to establish their own marketing plans and identities for component parcels within the project.

Scope of Work

The planned scope of work is divided into three primary tasks and proposals should provide proposed products, number of person hours and fee estimate for each primary task:

1. *Marketing and Branding:*

- Develop an overall marketing and branding strategy
- Create logos and signage recommendations
- Prepare production-ready layouts for advertisements for development proposals for a minimum of 2 publications
- Prepare production-ready layouts for a minimum of 2 project handouts
- Prepare production-ready layouts for project signage

2. *Project Web Site:*

- A [webpage](#) for the project exists on the City's web site, and a free-standing [site](#) is also still maintained. Proposals should provide recommendations on upgrading of current project web sites or

creation of a new site and should include production of web site layouts that provide, at a minimum, the following functions:

- o Home Page with text, links and well designed graphics
- o News Page, updatable by the City
- o Links Page, updatable by the City
- o Background page, with summary information about the project
- o The ability to view and download the Redevelopment Plan, either in chapters or as a whole document
- o Text links to maps stored on the site
- o Online RFQ/RFP submittal process, including registration of interested firms, link to post questions, and submittals.
- o Easy updating ability
- The web site should be search-engine friendly

3. ***Community Involvement Plan:***

With the acceptance of Brownfield Cleanup Grant funding from EPA, the City must prepare and submit to EPA a Community Involvement Plan. The selected firm will be responsible for preparing a draft of this plan, which must address:

- Schedule of public meetings and proposed meeting sites
- Identification of target audience (including why they are the selected audience) and explanation of how they will be engaged
- Detail on proposed methods of communicating site cleanup info to the target audience and to the broader community
 - o Preparing a 'plain language fact sheet' related to site cleanup
 - o Capturing and summarizing public comments during required public notice periods, from the website and at public meetings
 - o Assistance (as needed) with periodic progress updates to community

RFP Contents

Proposals should be limited to four pages, not including work samples and staff bios. Proposals should include the following information:

1. Name of firm, years in business, and primary focus of the firms work.
2. Names of firm staff who will be engaged in the work, the principal responsible for the quality and timeliness of the work, and information on their level of experience and involvement in similar work assignments.

3. Proposed communications products, estimated staff hours, and fees for each of the 3 primary tasks listed above.
4. Timeframe for completing each requested element of the work.
5. Examples of work performed within the past 5 years by the principal staff assigned to this project that would be representative of the quality of the products to be provided to the City. Past work samples should include print and web products.

Contact/Deadline Information

Completed proposals should be emailed to russ.clegg@greensboro-nc.gov by 4 PM on December 5, 2008. Proposals received after the deadline, for whatever reason, will not be accepted. Receipt notices will be returned to the submitter but the City accepts no responsibility for problems encountered during the submittal process.

Due to limitations on the City's emailing system, any submittals larger than 2MB should be placed on the City's FTP site with a follow-up email submitted immediately to russ.clegg@greensboro-nc.gov. To post to the FTP site, point your browser to <ftp://ftp3.ci.greensboro.nc.us> and place your document in the HCD folder. Please direct all questions or comments regarding this RFP to the same email, or call Russ Clegg at (336)373-2211.