

REQUEST FOR PROPOSAL

Design/Creative Consulting Services Ogden City Branding Plan

Ogden City is seeking Proposals from qualified design and creative firms or consultants knowledgeable and skilled in graphic design, printing, branding, environmental design, and public relations. The Work required includes, but is not limited to:

1. Full-service branding of Ogden City and the Central Business District including logos and taglines
2. Detailed implementation plan to include costs associated with implementation of brand and brand maintenance
3. A style guide directing the use of the logo and tagline developed for the brand
4. Management, quality control, and coordination of all printing, binding, distribution, and servicing as required

Information and proposal packets may be obtained by visiting www.ogdencity.com/doingbusiness/bidsandproposals or by contacting:

Brandon Cooper
Construction Project Coordinator
Business Development Department
2549 Washington Blvd. #420
Ogden, Utah 84401
(801) 629-8947

Proposals are to be submitted to:

Ogden City Purchasing Department
2549 Washington Blvd. Suite #510
Ogden, Utah 84401
By:

3:00 p.m. on Friday, JANUARY 8th, 2010. Late Proposals will not be accepted.

Ogden City reserves the right to accept or reject any proposal that best serves its convenience and/or is in the best interest of the City.

Proposals will be evaluated by a committee composed of key city staff members. Finalists of the proposal screening may be asked to make a presentation to the committee.

Ogden City welcomes and encourages proposals from disadvantaged business enterprises.



Request for Proposal

Design/Creative Consulting Services

Ogden City Branding Plan

Prepared By:
Ogden City Economic Development Department
December 18, 2009

I. INTRODUCTION

Intent

The City of Ogden seeks the services of a qualified consultant with substantial experience in design, public relations, and branding to create and provide a meaningful brand that reinforces the City's commitment to high-adventure recreation, thriving business, arts, healthy neighborhoods, our rich history, and our world class outdoor recreation locations. This process will include research and analysis, creative development to include a logo and tagline, and an implementation plan.

Background

The City of Ogden is a robust mid-sized city located along the Wasatch Mountains just north of Salt Lake City. The city has seen substantial growth in recent years, attracting new businesses and residents who are interested in our many recreational, historical, cultural, economic, and social assets. Ogden City seeks to partner with a qualified design and creative consultant for the branding of these assets on a city level as well as the sub-branding of specific 'districts' in the Central Business District.

II. PROJECT DESCRIPTION

The developed brand(s) should reflect the above stated assets as well as Ogden's past, present and future. The City seeks to strengthen its position as the national capital for high-adventure recreation and to reaffirm its offering as THE place to do business within the highly competitive Wasatch region. The final brand process should be designed to assist Ogden in meeting its economic, political and social goals. The City organization itself would also like to develop a consistent look and message related to the brand identity.

A. Project Objective: The City seeks a firm to develop an overall community brand for the City's identity as well as sub-brands for specific 'districts' in the Central Business District. All recommendations should be based on solid, demonstrable research and should include a plan for implementing the brand. Specifics are set forth in the Scope of Services section below.

B. Project Administration: Representatives from Ogden City will serve as project management and technical advisors. A core group staff, with a Business Development representative acting as the project manager, will meet with the consultant at least twice monthly to track the details and progress of the design process.

C. Project Budget: The project budget for this consulting need is not to exceed Fifty thousand dollars (\$50,000).

D. Award: Award will be made to the qualified offeror obtaining the highest weighted score combining price and technical qualifications. Additional information regarding award criteria can be found within the Evaluation and Award Section of this document.

E. Term: Contractor shall begin work within ten (10) calendar days after receipt of a Purchase Order. All work shall be completed within one hundred and fifty (150) calendar days from receipt of a Purchase Order.

III. SCOPE OF SERVICE

In the event of an award, and for the pricing offered, Consultant should anticipate being responsible for, but not limited to, the following:

1. Develop the brand identity for both City and CBD that will accurately and positively capture the City's stated program and create 'brand engagement'.
2. Create style guide for the use and implementation of the brand identities.
3. Develop a detailed implementation plan to include costs associated with implementation and brand maintenance.

IV. PROJECT DELIVERABLES

The following are requirements and /or expected deliverables for the contract:

1. Brand: this could include logo or mark, tag line, type face, colors, textures, orientations, trademarks, and other special features required to capture the image and message of the City's program. Develop an overall City brand with sub-brands for specific districts within Central Business District.
2. Style Guide: used to demonstrate the preferred use, layout, and formatting of the brand identity.
3. Implementation Plan: consists of elements of outreach used to communicate identity to the public and can include, but is not limited to, flyers, mailers, brochures, posters, web pages, invitation, ads, billboards, internal City communication, etc. Be creative.
4. Briefings: The consultant shall meet regularly—at twice monthly—with City representatives to keep them apprised of the progress of the project.

V. SELECTION CRITERIA

Ogden City will use the following major criteria to evaluate responses to this RFP. The same criteria will be used to evaluate the oral presentations of the finalists, should the City opt to require such presentations.

A. Experience

1. Experience on similar projects
2. Overall breadth and strength of portfolio
3. Ability to assign consistent resources during the entire project timeframe

B. Firm's Proposed Approach and Methodology

1. Demonstrated knowledge of the project.
2. Adequately address scope of work.
3. Proposed time schedule and quality of implementation plan.

C. Cost

1. Consistency with proposed procedures and strategy.
2. Comparison with other proposals.

VI. PROPOSAL CONTENT

In order to provide each firm an equal opportunity for consideration, adherence to a standardized proposal format is required. ***Individual, separate and complete proposals must be submitted and contain the following elements organized into separate chapters and/or sections, as deemed appropriate.*** Failure to adhere to this format may result in the disqualification of your proposal.

- Work Plan
- Experience
- Project Team Qualifications and Experience
- Sub-Contractors
- Price Proposal
- Other Relevant Information
- References

These elements parallel the basis of the City's proposal evaluation criteria. The following sections provide guidelines for information to include in the proposal.

A. Work Plan: Submit a detailed work plan describing how the firm will conduct the project. The plan should demonstrate the Consultant's understanding of the project scope of work, and his or her ability to complete the project within the scheduled time frame. Include any issues you believe may require special consideration. Discuss any alternatives to the scope of work that you might recommend. The City anticipates that the Project can be completed within one hundred and fifty (150) days. Work plans are to include a timeline for completion of the project.

B. Experience: Firms must demonstrate a minimum of five (5) years experience performing substantially similar consulting work. Consultant shall provide a list of three (3) recent projects completed by the individual Consultant or Consulting Firm, which are similar in subject, size and scope. Include project description, location, project budget, date, contact name and telephone number. Include a statement listing the name of project manager and whether each project was completed on time and within the established budget.

C. Project Team Qualifications and Experience:

Name, title and telephone number of the individual who will manage this project. Provide a resume detailing education, qualifications and previous work assignments relative to each project. In addition, provide resumes detailing education, qualifications and previous work assignments related to each project for each person in the firm who will perform services under the contract. Include a list of team members that will work on this project, along with resumes and availability. All substitutes are expected to have similar experience and expertise as those presented in original proposal.

Additionally, this section of the proposal should include:

- Complete resume(s) or description of all assigned managers and key staff including, but not limited to, education, professional experience, certifications/licenses, length of time employed by your firm and/or whether or not the team member is part of a joint venture or a subcontractor.
- Provide any additional information you wish to call to the City's attention with respect to your firm's qualifications.
- Please specify similar qualifications for all proposed subcontractors.

Note: The City has the right of reasonable rejection and/or approval of staff or sub-contractors assigned to the project by the Contractor. The staff named in the proposal shall remain assigned to the project throughout the period of the contract. If the City rejects staff or sub-contractors, the Contractor must provide replacement staff or sub-contractor satisfactory to the City in a timely manner and at no additional cost to the City.

Note: The Contractor may make no diversion or replacement of staff without submission of a resume of the proposed replacement with final approval by the City of Ogden.

Note: The offeror shall clearly state if it is proposing to sub-contract any of the work herein. The names of all sub-contractors together with a description and anticipated percentage of the work being sub-contracted are to be provided in the Execution of Offer. The offeror assumes full liability for the performance of all subcontractors.

Note: The City reserves the right to contact customers referenced to verify/confirm details provided by your firm.

Note: The City reserves the right to make such additional investigations as it may deem necessary to establish the competency and financial stability of any firm submitting a proposal. If, after the investigation, the evidence of competency and financial stability is not satisfactory in the sole opinion of the City, the City reserves the right to reject the proposal.

D. Sub Contractors: List sub-contracting disciplines needed to complete the project and identify all Sub-Contractors and/or other proposed members of the Consultant Team, and describe what portion of the work they will be doing along with their experience, qualifications and capabilities to provide the specified services.

Respondents shall clearly state whether or not they intend to sub-contract any portion of the work herein. The names of all sub-contractors together with a description and anticipated percentage of the work being sub-contracted are to be provided. The Contractor assumes full liability for the performance of all subcontractors.

E. Price Proposal: It is the intent of Ogden City to enter into a contractual agreement with one (1) selected respondent based upon the requirements outlined within this proposal and the subsequent revision (if necessary) to the scope based upon negotiations of a lump sum price. Offeror must attach a highly detailed breakdown of cost per deliverable, which includes at a minimum:

- i) A lump sum fee proposal for completing the services described herein.
- ii) An estimate of the hours and hourly rates that will be required by the lead Consultant and other members of the project team, including all sub-contractors, to complete the services and all deliverables described herein. Hourly rates shall include all profit, fees and other personnel expenditures.
- iii) Identify all non-labor costs including plan copies, courier, mailing, data processing, forms, fax transmissions, telephone calls, printing and all other expenses or incidentals. No additional payment will be made for travel expenses.
- iv) Provide hourly rates for additional services and meetings beyond those provided for in the specifications.
- v) Provide hourly rates for additional oral presentations beyond those provided for in the specifications.

Failure to provide these costs may result in the disqualification of your proposal.

F. Other Relevant Information: Provide any additional information you wish to call to the City's attention with respect to your firm's qualifications and how it can add value to this project.

G. References: Provide the current name, address, telephone number, and contact person for the three (3) projects referenced in Section B "Experience".

VI. EVALUATION AND AWARD

An Evaluation Committee consisting of City staff will review all proposals. The committee members will independently evaluate the proposals based on the following criteria:

1. Capability to Perform the Required Services for the Project	20%
2. Understanding of the scope of work as evidenced by the work plan	10%
3. Recent Experience in Similar Projects and Established Success	20%
4. Professional Background, Availability and Caliber of Key Personnel assigned to this Project	10%
5. Demonstrated creative work from firm (portfolio)	20%
6. Price	20%

The Evaluation Committee will evaluate the proposals and may also ask questions of a clarifying nature from offerors as required. Each Review Committee member will complete a proposal evaluation matrix form for each submission received. A composite rating will be developed which indicates the group's collective ranking of the highest rated proposals. Selection will be made of one offeror deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal. Negotiations may be conducted with one or more offerors so selected. After negotiations have been conducted, if needed, the City will select one offeror, which, in its opinion, has made the best proposal, and will award a contract to that offeror. The City may cancel this Request for Proposal or reject proposals at any time prior to an award, and is not required to furnish a statement of the reasons why a particular proposal was not deemed to be the most advantageous. The Evaluation Committee may afford those offerors whose proposals seem to be the most beneficial to the City an opportunity to make oral presentations in order to clarify their proposals, including presenting proposal in a public forum. If requested, oral presentations shall be made at no cost to the City. When the committee has tentatively selected an offeror, it may request a conference to clarify specific matters. The City of Ogden reserves the right to reject any and all proposals and to accept the proposal(s) the City considers most advantageous. All proposals will become the property of the City.

VII. GENERAL INFORMATION

A. Technical and Contractual Questions

Technical and contractual questions pertaining to this RFP may be directed to Brandon Cooper, Construction Project Coordinator, via e-mail at

brandoncooper@ogdencity.com.

Oral answers to questions relative to interpretation of requirements or the proposal process will not be binding on the City.

To ensure fair consideration for all offerors, any interpretation made to prospective offerors will be expressed in the form of an addendum to the requirements, if such information is deemed necessary for the preparation of proposals or if the lack of such information would be detrimental to the uninformed offeror. Such addendums, if issued, will be posted at the address listed below:

www.ogdencity.com/doingbusiness/bidsandproposals

Please note, that it is the respondent's responsibility to check this site frequently for Addendums, which may impact pricing, documents requirements, terms and/or conditions.

B. Number of Proposals

The consultant shall submit one (1) original of the proposals. All portfolio documents shall be no larger than 11" x 17".

C. Submission of Proposals

1. Submission Deadline.

Fully responsive proposals must be submitted by 3:00 p.m. **JANUARY 8TH, 2010.** No facsimile transmittals will be accepted. All submittals must either be hand carried or delivered by U.S. Postal Services or other delivery services.

LATE PROPOSALS WILL NOT BE ACCEPTED

NOTE: IT IS THE SOLE RESPONSIBILITY OF THOSE RESPONDING TO THIS REQUEST FOR PROPOSAL TO INSURE THAT THEIR RESPONSE IS SUBMITTED IN ACCORDANCE WITH THIS REQUEST.

2. Proposals shall be submitted to the following:

Ogden City Purchasing Department
2549 Washington Blvd. Suite 510
Ogden, Utah 84401
Attn: Sandy Poll, Purchasing
Telephone: (801) 629-8743