



Request for Proposal Community of Hibbing Branding

Project Description

This is a Request for Proposal (RFP) for the creative design, development and production of a complete brand/identity package for the community of Hibbing.

Statement of Purpose:

The goals of this branding are to:

1. Create a new, unified brand for the community of Hibbing.
2. Develop a marketing plan to:
 - a. Increase internal community pride.
 - b. Communicate Hibbing's value to external audiences including future employees, manufacturers, and retailers.
3. Develop a budget to support the new branding campaign and subsequent marketing plan.

Background Information

The City of Hibbing is coordinating this branding effort to create a unified, consistent look and feel across of the community. The community of Hibbing includes nine different stakeholders: the City of Hibbing, the Hibbing Area Chamber of Commerce, the Hibbing Economic Development Agency (HEDA), Hibbing Business Development Corporation (HBDC), Hibbing Public Utility Company (HPUC), the Chisholm-Hibbing Airport Authority, Hibbing Community College (HCC), the Hibbing School District ISD 701, and Range Fairview University Medical Center.

The City of Hibbing would like the new brand to better reflect our recent and forthcoming development. While mining still plays an important role in our economy, healthcare is now our largest employer. Retail, education and specialty manufacturers are within our five biggest workplaces. New retailers have recently moved to Hibbing, and with the advent of Minnesota Steel Industries new steel plant beginning construction this fall, Hibbing will be looking at large and immediate growth.

Hibbing is focused on the future. The energy and excitement is palpable, and we'd like to reflect this in our logo, tagline and marketing materials. We want to communicate this to our internal and external audiences.



Hibbing, Minnesota

Contractor Duties

Services that are expected as a part of the project include, but are not limited to the following:

- Project coordination, creative development, layout, design, art coordination, and some copywriting and editing for all print materials including:
 - Logo
 - Tagline
 - Letterhead, business cards, associated materials
 - Marketing Folder
 - Web site design
- Supply of PDFs/color laser proofs of projects to the City of Hibbing at various intervals of project development.
- Upon being awarded contract, provide camera/press/print-ready artwork in various mediums.

Proposal Format

The following is a summary of the required information that applicants are required to provide in response to this RFP.

- A statement that describes your understanding of this project. This should include the overall methodology, a timeline for proposal tasks, and identification of those people who will perform these tasks.
- Suggested marketing plan to successfully launch Hibbing's new brand identity to local and statewide audiences.
- Total cost of the project(s) including estimates for all alternatives proposed, photo scans, revisions, and broken down by proposed tasks/activities (logo development, tagline development, folder and website development, etc.) on a production basis.
- Time needed to perform the work, broken into estimated number of hours per proposed task.
- Nine color artwork samples of the proposed identity campaign.
- Agency Information:
 - History and overview
 - Specific qualifications to serve the community of Hibbing
 - Resumes of persons who will be assigned to the Hibbing community account
 - Creative samples of successful branding campaigns
 - List of client references



Hibbing, Minnesota

Selection Criteria

The following will be considered in review of the proposals:

Creativity and eye-appeal of design	50%
Cost of Project	30%
Work Plan	20%

Selection Process/Timeline

Each proposal submitted will be evaluated by a committee comprised of the above named stakeholders. Questions regarding this RFP may be directed to Duane Northagen, Community Economic Development Coordinator and Executive Director of HEDA at (218) 262.3486 x 116 or email at dnorthagen@ci.hibbing.mn.us, or Miriam Kero, Marketing Assistant at (218) 262.3486 x 162, email mker0@ci.hibbing.mn.us.

Project Timeline:

September 20, 2007	Release RFP
October 20, 2007	Proposals due
October 20-31, 2007	Presentations to the stakeholder committee
November 1-9, 2007	Finalist chosen
November 9, 2007	Award Contract

Responses to RFP

Please deliver or send nine copies of the proposal to:

Duane Northagen
Community Economic Development Coordinator
City of Hibbing
401 E. 21st St.
Hibbing, MN 55746

Responses to this RFP must be received by 2:00 PM on October 20, 2007. No fax or email responses will be accepted. All applicants will be notified prior to or on November 9, 2007 of the outcome of this RFP.



Hibbing, Minnesota

Terms and Conditions

- This RFP does not commit the City of Hibbing or any of its stakeholders to award a contract or to pay any costs incurred in the preparation of any proposal.
- The City of Hibbing and its marketing committee/staff reserve the right to accept or reject any or all proposals received.
- The City of Hibbing and its marketing committee/staff reserve the right to cancel in part or in its entirety, this RFP or the contract (at any time), if it is deemed to be in the best interests of the community to do so.
- The City of Hibbing and its marketing committee/staff reserve the right to correct any obvious, unintentional or irregular errors within this RFP and or to waive any obvious, unintentional, or irregular errors in any proposal received.
- The City of Hibbing and its marketing committee/staff the right to adjust the timeline presented in this RFP to accommodate changes in scope of work or tasks undertaken or any other considerations.
- The City of Hibbing and its marketing committee/staff's decision regarding this choice of contractor is final and is not subject to any dispute process.