



City of New Rochelle New York

REQUEST FOR PROPOSALS

for an

Economic Development Marketing & Branding Suite

Specification No. **5004**

1. Overview

The City of New Rochelle, New York is hereby requesting proposals from qualified marketing, branding and graphic design professionals to develop a marketing/communications/branding package that would primarily serve as an introduction of the City to businesses and developers and would function as a positive economic development and promotional tool for the City.

City leadership has recognized the need to formalize an approach to economic development marketing and branding to highlight and promote the Department of Development's new and dynamic economic development initiatives. Therefore, the City is issuing this Request for Proposals (RFP) for the creation of an Economic Development Marketing and Branding Suite (EDMBS). Based on conventional marketing research, it is the City's desire to have the following: 1) a branding strategy that would include identification of an overarching brand position, tagline, logo, brand guidelines and an implementation strategy that develops a brand identity and 2) i. a marketing package consisting of a sophisticated folder/handout with various interchangeable inserts that allow the package to be customized for individual end users (5000 folders and 500 sets of interchangeable inserts) and ii. web site and app development with a link to an online commercial real estate property search tool to easily access information on available commercial spaces in the City to attract and locate businesses, and to ultimately increase sales and sales tax revenues. The total budget for the project including the major deliverables of a branding strategy and implementation and a marketing package, web and app development, as are further described below, is \$30,000.

Proposals are requested from firms or consultants with experience in economic development market research, some public sector brand development, creating comprehensive community marketing strategies, branding, communications, custom publishing, web design, and digital media. Firms should address the City's goal to acquire and use a modern, visual, descriptive and data-driven message, dictated by available marketing research that effectively defines: 1) New Rochelle's demographic, market, geographic, transportation, infrastructure and quality of life advantages; 2) why and what kind of businesses (e.g., market niche) should stay, grow and relocate here; 3) how they can do that in partnership with pro-active local government and business support organizations; and 4) the City as a business-friendly leader in the New York metropolitan region.

As this is a deliverable-based RFP, the goal is to produce an EDMBS in creative formats that can be immediately implemented and reproduced across multiple media, including print, the web and mobile apps to be designed and created as part of this RFP. Package content should be in a form that is easily and continually updated in order to be seamlessly used in digital presentations and for outreach, meeting and conference-related purposes. Finally, branding concepts should be developed that will be able to be used in a “municipal art” context and as advertising opportunities (e.g., at gateways, on overpasses, billboards, banners on vacant commercial window space, as “building gift wrapping” visible from I-95, etc.).

2. Representations

Historically, the fleur-de-lis on the City’s governmental seal has been used as a recurring civic symbol, and “Queen City on the Sound” has been used as a tagline. This year, the City celebrated its 325th Anniversary and designed a colorful version of the fleur-de-lis as part of a marketing campaign. It is the City’s objective to increase visibility of the City and each of its business districts as a regular, top-of-mind destination for shopping, dining, entertainment, and recreation. It is envisioned that an updated or new brand could be utilized and adopted by other business development organizations, such as the Industrial Development Agency, Corporation for Local Development, Chamber of Commerce and Downtown Business Improvement District.

3. Scope of Work

The successful respondent shall agree to contract with the City to provide the following:

1. Development of a creative marketing package (**collateral materials** to be used for local and regional marketing) in print with updatable sections (e.g., folder with inserts) that is interchangeable online and via the latest digital formats.
2. In-depth **market analysis**, using available data, which shall include qualitative and quantitative analysis of the City's current and potential image and positioning in the regional market.
3. Periodic assessments of **marketing strategy** effectiveness in 2014 and recommendations for modifications, as needed, in subsequent years.
4. Formation of a strong, positive and memorable business **brand** related to economic vitality - attracting, growing and retaining business (i.e., the development of three original brand logos and taglines for the City, for which the selected firm shall outreach to seek community input during the initial brainstorming process).
5. Creation of a **brand guide and deployment strategy** directing the most effective use of the tagline and logo developed for the brand, including the identification of a distinct and appropriate position or niche for the City and each of its business districts.

6. Review of the City's Economic Development **web pages** (site manager is Civic Plus) to propose:
 - a) a new, separate economic development web portal (with a link to the City's site) or b) improvements and a redesign of the City's web site in an easily updated user-friendly format; either option to include a commercial real estate property search tool or link to such and any other business- oriented e-government tools based utilizing the new branding scheme.
7. EDMBS outline and **budget** for the project (e.g., a detailed implementation plan that includes costs and timing associated with implementing the EDMBS and branding, including the copyrighting for the City's use of taglines and logos) with the expectation that the \$30,000 will encompass:
 - a. **Print**
 - Economic development marketing and branding package (5000 folders and 500 sets of interchangeable inserts) (transferrable to the web and widely-used digital formats)
 - Market Analysis
 - Branding Guide
 - Tagline and logo
 - Identification of market position/niches
 - Outreach strategy
 - b. **Web**
 - Economic development web presence (accessible on smartphones/tablets, etc.)
 - Commercial real estate property search tool or link
 - c. **App**
 - Economic development customized app mimicking the website.

4. Evaluation of Proposals

Proposals will be evaluated and scored by an Evaluation Committee based on the following criteria and points:

- Strength and experience of the team 25 points
Experience and Qualifications: Demonstrated prior experience in producing similar, high-quality marketing strategies of similar scope and complexity;
- Written, Verbal and Graphic Presentation 40 points
The degree to which the firm or consultant illustrates its understanding of the City of New Rochelle and the importance of its regional position in defining "Who we are" and "What we should strive to be;"
- Completeness of proposal 10 points
- Creativity of proposal 25 points

Respondents may be required to make a presentation of their qualifications to a proposal review team, which will be assigned to evaluate all qualified, responsive submissions received by the City. The review team will consider the information in the proposals as outlined above. It should be noted that

the contract resulting from this RFP will be awarded to the respondent whose proposal is determined to be in the “best interest” of the City. It is anticipated that the selection will be completed expeditiously.

The City reserves the right to reject any or all proposals, to waive informalities in the process, provided the informalities do not affect the price, quality or performance, and to accept, modify or reject any item or combination of items. The award will be made to the respondent whose proposal, in the opinion of the City, best takes into consideration all aspects of the respondent’s proposal and represents the most beneficial procurement as determined by the City. The City reserves the right to contact any respondent, to conduct interviews or request additional information.

Proposals will be accepted from thoroughly competent, experienced and financially qualified individuals or firms as determined solely by the City. Respondents are responsible for submission of accurate, adequate and clear descriptions of the information requested. Omissions, vagueness or inaccurate descriptions or responses shall not be interpreted in favor of the respondent and shall be grounds for rejection.

This document is not an offer to contract, but is an RFP. Neither the issuance of the RFP, preparation and submission of a response, nor the subsequent receipt and evaluation of any response by the City, will commit the City to award a contract to any respondent even if all of the requirements in the RFP are met. The City may modify these requirements in whole or in part and/or seek additional respondents to submit quotations. Only the execution of a written contract will obligate the City in accordance with the terms and conditions contained in such contract.

5. Qualification Requirements

Respondents are encouraged to keep the responses brief and relevant to the Scope of Work. At a minimum, proposals should include the following information in clearly-labeled sections:

- Cover letter describing the firm or firms’ size and location with full contact information, the staff assigned to this project and the principal for this project, identifying the capacity this person has to manage and execute a comprehensive business marketing strategy;
- A clear explanation of the relevant qualifications necessary to do this project, including biographies of agency representatives assigned to the account and any services you plan to outsource; cite recent examples of similar work;
- The structure of the agency/firm, length of time in business and number of employees;
- A list of client references with contact information and an explanation of the work completed for this client;
- Proof that the firm or firms are licensed to conduct business in the State of New York or a statement that the firm or firms will take the necessary steps to achieve such certification; and

- A fee quote totaling no more than the City's total budget for this project of \$30,000, that includes web portal and app development, server/platform maintenance and assistance for up to 1 year, printing copies of the hard-copy economic development marketing package (5000 folders and 500 sets of interchangeable inserts), and any other associated costs. Hourly rates and time allocation for staff who will be involved with the project are required.

6. PROPOSAL SUBMISSION

Respondents should submit one (1) original and seven (7) bound copies, not to exceed 25 pages, inclusive of any graphic renderings or marketing material samples. A signed copy of Exhibit A, attached herein, must be submitted with proposal response.

Submittals Due Date: **Tuesday, December 3, 2013 by 3 pm.**

Proposals must be submitted via hard copy with the mailing label clearly marked: SPEC 5004

**And to the attention of: Mark Zulli, Deputy Commissioner, Finance
Purchasing Office
New Rochelle City Hall
515 North Avenue
New Rochelle, NY 10801**

7. General Terms and Conditions

The City of New Rochelle is a sponsor of the Westchester Affirmative Action Equal Employment Agreement and strongly encourages all firms qualified and certified as Women/Minority/Disadvantaged Business Enterprises (W/M/DBE) to submit proposals. The awarded firm or firms shall make a good faith effort to ensure that W/M/DBE firms are given the maximum opportunity to participate in this project (see City Resolution No. 205 attached).

Labor Laws - the awarded firm will be required to comply with all applicable laws, including but not limited to labor laws, prevailing wage rates and workers compensation.

Liability Requirements - Errors and Omissions Policy: the successful company shall apply and maintain insurance which indemnifies and holds harmless the City, its officers, employees and agents from and against any and all liability, damages, claims, demands, costs, judgments, fees, attorney's fees or loss arising directly out of acts or omissions hereunder by the contractor or third party under the direction or control of the contractor in an amount not less than \$1,000,000.

Other required insurances that must be furnished prior to commencement of work:

Workers Compensation	Statutory Requirements
New York State Disability Coverage	Statutory Requirements
General Liability/Property Damage	\$2,000,000 combined single limit
Automobile Liability	\$2,000,000 per occurrence

Insurance certificates shall name the City of New Rochelle as Additional Insured Party and shall be primary over any insurance held by the City.

Proprietary Information - the New York State Freedom of Information Law, Public Officers Law, Article 6, provides for public access to information. Public Officers Law, Section 87(d)(2) provides for exceptions to disclosure for records or portions thereof that are 'trade secrets or are submitted to an agency by a commercial enterprise or derived from information obtained from a commercial enterprise and which if disclosed would cause substantial injury to the competitive position of the subject enterprise'. Information that the proposer wishes to have treated as proprietary and confidential trade information should be identified and labeled "Confidential" or "Proprietary" on each page at the time of submittal. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted.

Right to Reject Proposals - this RFP does not commit the City to award a contract, pay any cost incurred in the preparation of a proposal in response to this RFP or to procure or contract for services. The City intends to award a contract on the basis of the best interest and advantage to the City, and reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified proposers or to cancel this RFP in part or in its entirety, if it is in the best interest of the City to do so.

Cancellation Clauses - any violation of the terms, conditions, requirements and/or non-performance of the agreement resulting from this RFP shall result in immediate cancellation. The agreement may be governed by New York Law and Venue

A contract resulting from this award shall be construed under the laws of the State of New York. All claims, actions, proceedings, and lawsuits brought in connection with, arising out of, related to, or seeking enforcement of this contract shall be brought in the Supreme Court of the State of New York, Westchester County.

All contractors which are not incorporated in the State of New York must produce a Certificate to Do Business in the State of New York from the New York Secretary of State prior to execution of a contract with the City of New Rochelle.

Iran Divestment Act

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to paragraph (b) of subdivision 3 of section 165-a of the state finance law.

Contract Person: For questions please contact Jeremy Schulman, Economic Development Manager, City of New Rochelle Department of Development, at jschulman@newrochelleny.com.

EXHIBIT "A": REQUEST FOR PROPOSAL SPECIFICATION #5004

All terms, conditions and requirements as set forth in this Request for Proposal are acceptable as specified therein. Yes_____ No_____

If **"NO"**, please provide a detailed description and/or explanation of any deviation in your proposal from the specification detailed in the Request for Proposal with your proposal response.

By submission of this proposal, each bidder, and each person signing on behalf of any bidder, and in the case of a joint bid, each party thereto as to its own organization, under penalty of perjury, certifies to the best of its knowledge and belief:

- A. The prices in this proposal have been arrived at independently without collusion, consultation, communication or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder of any competitor; and
- B. Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the bidder prior to the opening, directly or indirectly, to any other bidder or to any competitor; and
- C. No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

The bidder certifies that this proposal is made without any connection with any other person making a proposal for the same purpose, and is in all respects fair and without collusion or fraud, and that no elected official or other officer or employee or person whose salary is payable in whole or in part from the City of New Rochelle treasury is directly or indirectly interested therein, or in any portion of the profits thereof.

As an authorized representative of the identified company, I accept all the terms and conditions identified in Request for Proposal Spec. #5004 except as identified.

Company Name and Address _____

Authorized Signature _____

Print Name and Title _____

Email Address _____

Phone # _____ **Fax #** _____