

# REQUEST FOR PROPOSALS

## Marketing/Branding Project

City of Dardenne Prairie, MO  
2032 Hanley Road  
Dardenne Prairie, MO 63368

All RFP's are to be marked clearly on the outside "MARKETING/BRANDING RFP." RFP documents may be downloaded from our website, [www.dardenneprairie.org](http://www.dardenneprairie.org) or requested by email. Send all requests for documents, questions, or inquiries to [Dan.Lang@dardenneprairie.org](mailto:Dan.Lang@dardenneprairie.org) by Friday, March 12, 2021 at 5:00 p.m.

The right is reserved to reject any and all Proposals or to accept the Proposal which is deemed by the City of Dardenne Prairie to be in its best interest. The City also reserves the right to waive any irregularities and/or informalities in the bid process.

### **PROPOSAL REQUEST**

The City of Dardenne Prairie is seeking proposals from professional firms with experience in working with municipalities interested in community branding, marketing, and public relations. This is a request for proposals for such consulting services, that can execute the necessary processes and achieving our goal of creating a successful imaging and marketing/branding campaign. Proposer should be able to develop a comprehensive community branding and marketing campaign, whereas the goal is to define and promote the image of the community as a great destination and community. The brand should represent the varied interests of our community and be used for residential, business, and visitor recruitment. A marketing/branding campaign will help instill a sense of pride for the City of Dardenne Prairie as well as create design standards for future marketing and communication material.

Please submit your final proposal to the office of the City Administrator by Friday, March 26, 2021 at 5:00 p.m. to:

Dan. R. Lang, City Administrator  
City of Dardenne Prairie  
2032 Hanley Road  
Dardenne Prairie, MO 63368

Final Request for Proposal submissions may be submitted via postmarked mail only to the above address, and will be timestamped with the date and time received. Sealed packets must contain four (4) hardcopies of full proposal and all its contents.

## **BACKGROUND**

Dardenne Prairie, Missouri is located in St. Charles County in the St. Louis Metropolitan Area. The Town of Dardenne Prairie was incorporated on October 20, 1981. Since that time, the area has grown more quickly than originally planned. In April of 2001, the people of the Town of Dardenne Prairie voted to incorporate the Town as a Fourth Class City. This was accomplished on April 19, 2001. At that time, three wards were established, Board of Trustee members were sworn in as Aldermen, and the Chairman of the Board of Trustees, Marilyn Field, was sworn in as the City's first Mayor. In November 2002, the City of Dardenne Prairie City Hall was located at 96 Hubble Drive. In April 2004, the City of Dardenne Prairie began using offices and holding meetings at 2032 Hanley Road in a temporary modular building before moving to the new permanent City Hall building in August 2009. The current population of the City of Dardenne Prairie is approximately 14,000 residents and 100 businesses.

## **SCOPE OF MARKETING/BRANDING INITIATIVE**

The purpose of this initiative is to differentiate Dardenne Prairie from other surrounding communities in the metropolitan area by developing a brand which may be used to market the City to prospective businesses, developers, residents and visitors. The chosen firm shall provide the City of Dardenne Prairie with a market research study to determine the view of the City by its residents, business owners and elected officials.

The firm must create an image for Dardenne Prairie that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums.

It should be noted, the City of Dardenne Prairie recently completed a website redesign. Therefore website recreation or redesign need not be part of the proposal. The City has also recently completed a new Comprehensive Plan.

The City of Dardenne Prairie requests proposals from qualified firms to research, create, and develop an implementation plan for a community marketing/branding initiative for the City of Dardenne Prairie.

The City of Dardenne Prairie would like a proposal that exemplifies the primary goals and objectives to be achieved by the marketing/branding initiative and process:

- Uniformity – The brand should convey a common message and image to audiences both within and outside of the City of Dardenne Prairie.

- Community Identity/ Pride – Identify and promote what makes the City of Dardenne Prairie distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.
- Community and Economic Development Promotion – promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses. A defined message that will market the City of Dardenne Prairie locally, statewide, nationally, and internationally as a great place to live, work, play and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
- Flexibility – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City of Dardenne Prairie as well as groups and businesses within the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
- Endorsement – The brand must be authentic and resonate with citizens, businesses, employees, and community groups within the City of Dardenne Prairie and throughout the region in order to gain the broadest possible support for the initiative.

## **SCOPE OF SERVICES**

Project Management – The consultant will lead all aspects of the City of Dardenne Prairie community branding initiative, including the following:

1. Advisory to the City Staff – This team will be composed of representatives from the City of Dardenne Prairie.
2. Facilitator during the research process and/or testing of the new brand -Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of the project.
3. Research – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will review strategies for the brand image and marketing campaign. In addition:
  - a. Identifying the key elements of the City of Dardenne Prairie.
  - b. Analysis of creative elements such as tag lines, slogans, mottos, and creative designs.
  - c. Measures that will be used to determine if the branding effort is successful.

4. Strategic Plan – The consultant will develop strategic objectives that will include implementation, management and on-going promotion of a brand to include, but not be limited to the following:

- a. Promotion of the use of the brand among many City of Dardenne Prairie promotions and with various groups and businesses while maintaining brand integrity.
- b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for target audiences.
- c. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.

5. Creative/Development of Brand – The consultant will develop creative elements that may include design concepts, messages, taglines, slogans, mottos, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected design will be delivered with a style manual and guidelines for use and the capability of use in the following:

- a. Print and electronic advertising
- b. Website design
- c. Media placement
- d. Public Relations
- e. Outdoor signage and brand recognition

6. Implementation Matrix – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:

- a. Estimated costs/budget associated with the implementation process.
- b. Proposed timelines for the development of creative elements.
- c. Recommended brand guidelines.
- d. Implementation plans for brand identity applications and brand identity maintenance plan.

7. Evaluation Plan – The consultant will develop a plan for on-going evaluation of the brand's effectiveness.

## **DELIVERABLES**

- Minimum monthly reports outlining significant meetings, discussions, actions and results.
- Qualitative and quantitative analyses of current image and positioning.
- Recommended positioning of brand guidelines.
- Implementation matrix for brand identity applications and brand identity maintenance plan.
- Detailed implementation schedule based upon available research.
- Presentation of the proposed brand identity including the elements listed above.
- Final written report outlining the elements listed above.

## **ELIGIBILITY**

The consultant should specialize in project management, research, marketing, and creative design as it relates to development of community branding. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm which has significant experience with community branding initiatives. Priority will be given to those firms that have experience with local governments.

The City of Dardenne Prairie desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable.

## **CONTENT OF PROPOSAL**

The following information should be included under the title "MARKETING/BRANDING RFP":

**1. Name of proposer**

**2. Proposer address**

**3. Proposer telephone number**

**4. Proposer federal tax identification number**

**5. Name, title address, telephone number, fax number, and email address of contact person authorized to contractually obligate the Proposer on behalf of the Proposer.**

Proposers should letter and number responses exactly as the questions are presented herein. Interested proposers are invited to submit proposals that contain the following information:

**1. Introduction (transmittal letter)**

## **2. Background and Experience**

## **3. Personnel/Professional Qualifications**

## **4. Approach**

## **5. Project Schedule**

## **6. Proposed Compensation**

By signing the letter and/or offer, the Proposer certifies that the signatory is authorized to bind the Proposer. The proposal should include:

### **1. Introduction (transmittal letter)**

- a. A brief statement of the Proposer's understanding of the Scope of Services to be performed;
- b. A confirmation that the Proposer meets the appropriate state licensing requirements to practice in the State of Missouri;
- c. A confirmation that the Proposer has not had a record of substandard work within the last five years;
- d. A confirmation that, if awarded the contract, the Proposer acknowledges its complete responsibility for the entire contract;
- e. Any other information that the Proposer feels is appropriate;
- f. The signature of an individual who is authorized to make offers of this nature in the name of the Proposer submitting the proposal.

## **2. Background and Experience**

Proposers should:

- a. Describe Proposer's firm by providing its full legal name, date of establishment, type of entity and business expertise, short history, current ownership structure and any recent or materially significant proposed change in ownership.
- b. Describe any prior engagements in which Proposer's firm assisted a governmental entity with any other projects relating to a marketing/branding image. Proposer should include examples of work on similar projects as described in the Scope of Services. Proposer should provide the names, phone numbers, and emails of contact persons in the organizations for whom any projects referenced in this section were conducted. Proposer should include a

written list of three references from previous clients.

c. Describe any characteristics of which would be uniquely relevant in evaluating the experience of Proposer's firm to handle the proposed project.

d. Describe any relevant specialized knowledge in a marketing/branding development.

### **3. Personnel/Professional Qualifications**

Proposers should:

a. Identify staff members who would be assigned to act for Proposer's firm in key management and field positions providing the services described in Scope of Services, and the functions to be performed by each.

b. Include information on each member designated above, including name, position, telephone number, email address, education, and years and type of experience. Describe, for each such person, the relevant marketing/branding image projects on which they have worked.

### **4. Approach**

Proposers should:

a. Clearly describe the approach, methodologies, knowledge and capability to be employed in the performance of the Scope of Services.

b. This Request for Proposal should stimulate creative, innovative thinking and to determine the unique character and advantages of the community.

### **5. Project Schedule**

The proposal should include a general project schedule with an estimated completion date to be determined by the firm.

### **6. Proposed Compensation**

The selected Consultant will be compensated on a unit-price basis for each deliverable of definable work product delivered and on an hourly fee basis for additional services rendered.

- a. Provide the firm's general fee structure for providing identified services.
- b. The estimate of costs and person hours per work item must be an exhibit in the consultant proposal and must be represented as a "cost not to exceed".
- c. Provide other pricing information (if applicable).
- d. The City of Dardenne Prairie is not liable for any cost incurred by any Proposer prior to the execution of an Agreement or Contract created as a result of this RFP. The City shall not be liable for any costs incurred by the selected consultant that are not specified in the Contract.

## **SELECTION CRITERIA**

The City of Dardenne Prairie reserves the right to accept or reject any or all proposals. All proposals become the property of the City. The City of Dardenne Prairie shall evaluate each potential contractor in terms of:

### **1. Qualifications – 25 points**

- a. Experience of the firm with this particular type of project as described in the Scope of Services.
- b. Experience of the firm in communities with demographics and/or circumstances similar to those in Dardenne Prairie.

### **2. Team proposed for this project – 25 points**

- a. Incorporation of a strong team structure able to handle the task.
- b. Company has completed work for other municipal governments.

### **3. Current capacity to accomplish the work in a timely manner - 20 points**

### **4. Reference from other clients attesting to the firms' capabilities - 10 points**

- a. Quality of work.
- b. Compliance with performance schedules.

### **5. Cost reasonableness – 20 points**

Upon receipt of submission, the City team will review the applications and determine a finalist. A member of the City team may call representatives of the application for clarification, information, or additional details. A finalist will be selected on the basis of the Scoring Selection Criteria previously identified.

## **PRODUCT**

This contract will result in an implementable marketing/branding image and marketing approach which will define the character and advantages of the Dardenne Prairie community. The marketing/branding image shall positively project the perception of the community and create community pride. The marketing/branding image may include, but not limit, design, messages, taglines, slogans, mottos, visual graphics, and other applicable graphics.

## **COMPLIANCE WITH LAWS**

The selected firm agrees to be bound by all applicable Federal, State and Local laws, regulations and directives as they pertain to the performance of the Contract.