



GLOCESTER RHODE ISLAND
ECONOMIC DEVELOPMENT COMMISSION

REQUEST FOR PROPOSALS

Place Branding

RFP2024-01

Posting Date: June 24, 2024

Due Date & Time: Wednesday, July 31, 2024, 4 p.m.

Mailing Address: Gloucester Town Hall
1145 Putnam Pike/PO Box B
Chepachet, RI 02814

Delivery Address: Electronic Submittal
glocesteredc@gmail.com

Contact: Gloucester EDC Chair

Email: glocesteredc@gmail.com

NOTE TO RESPONDENTS:

Please be advised that **all** submissions (including those not selected for engagement) may be made available to the public on request pursuant to the Rhode Island Access to Public Records Act, Chapter 2 of Title 38 of the Rhode Island General Laws (the "APRA") upon award of a contract(s). As a result, respondents are advised not to include information that they deem proprietary or confidential or that constitutes a trade secret.

IF YOU NEED ANY REASONABLE ACCOMMODATION FOR ANY TYPE OF DISABILITY IN ORDER TO PARTICIPATE IN THE PROCUREMENT, PLEASE CONTACT PURCHASING CONTACT LISTED ABOVE

PROJECT OVERVIEW

The town of Glocester, Rhode Island (“Glocester” or the “Town”) is exploring the need to develop a branding effort through a placemaking agency (the “Firm(s)"). Through this Request for Proposal (“RFP”), Glocester seeks proposals from qualified Firms to provide place branding services. Glocester is interested in partnering with a professional organization that can assist in developing a comprehensive branding strategy to promote Glocester as an attractive and competitive destination for residents, businesses, and tourists.

Glocester is a vibrant and rural community with a rich heritage, unique attractions and character, and a thriving economy. We believe that a well-defined place branding strategy can enhance and solidify our identity, increase visibility, and attract more investment, visitors, and talent while at the same time, preserving our small-town, rural, and historic character.

INSTRUCTIONS

Proposals must be submitted via email to the Glocester Economic Development Commission at chair@glocesteredc.org no later than the response submission deadline previously referenced. Proposals that are not received by the response submission deadline or that do not adhere to the submission instructions described herein shall not be accepted or considered.

Proposals should be presented on business letterhead and include response to all sections outlined under “Items to be Included with Your Proposal”, herein. Please note that failure to provide any information requested in this RFP may cause your submission not to be reviewed or considered.

By this RFP, Glocester has not committed itself to undertake the work set forth herein. Glocester reserves the right to reject any and all proposals, and to cancel this RFP at any time without selection of a Firm. Glocester reserves the right to make those decisions after its receipt of responses. Proposals priced over \$25,000 will not be considered.

Glocester may invite one or more finalists to make presentations.

SCOPE OF WORK

Please see the Scope of Work as provided on Attachment A.



ITEMS TO BE INCLUDED WITH YOUR PROPOSAL

A. General Firm Information

Provide a brief description of your Firm, including but not limited to the following:

- a) Name of the principal(s) of the Firm.
- b) Name, business telephone number and business email address of a representative of the Firm authorized to discuss your proposal.
- c) Locations of all offices of the Firm.
- d) Number of employees of the Firm.

Contact information provided in response to this subsection must be limited to business addresses, telephone numbers, and email addresses to protect any personal information from being made available to the public.

B. Experience and Resources

- a) Describe your firm and its capabilities. Support your capacity to perform the Scope of Work.
- b) Indicate which principals and associates from your firm would be involved in providing services and identify their responsibilities.
- c) Please provide a list of at least three (3) references, including a contact name and business telephone number for municipalities for whom you have performed similar work.

C. Project Schedule

Include a general project schedule with an estimated completion date to be determined by the firm.

D. Fee Structure

- a) The cost of services is one of the factors that will be considered in awarding this contract. The information requested in this section is required to support the reasonableness of your fees.
- b) Please provide a cost proposal for providing the Scope of Work at Attachment A.
- c) Please provide any other fee information applicable to the engagement that has not been previously covered.

E. Miscellaneous

- a) Any additional information or creative ideas that could enhance the proposal.
- b) Any topics not covered in this RFP that you would like to bring to Gloucester's attention.



EVALUATION AND SELECTION PROCESS

Proposals will be scored out of 150 allocated points and will be evaluated based on the following criteria:

- a) Demonstrated experience and expertise in place branding projects.20 pts
- d) Understanding of Gloucester’s unique characteristics, strengths, and challenges. 25 pts
- e) Proposed methodology and approach to developing a comprehensive place branding strategy. 25 pts
- f) Capacity to deliver high-quality creative work and integrated marketing campaigns in a timely manner and within the designated budget.25 pts
- g) Cost-effectiveness and value for investment.30 pts
- h) Professional references. 25 pts

ATTACHMENT A: Scope of Branding Initiative and Scope of Work

Scope of Branding Initiative

The purpose of this initiative is to both highlight and preserve the rural identity of Glocester, Rhode Island, promoting our rural identity and natural resource attractions to attract day visitors and prospective businesses while remaining aligned with the goals and plans established within the Chepachet Village Revitalization Plan. We hope to do this by developing a brand which may be used to market the Town to prospective businesses and visitors.

The chosen Firm shall provide the Town with a market research study to determine the view of the Town by its residents, business owners and elected officials.

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

It should be noted, the Town has an existing website and therefore website recreation or redesign should not be part of the proposal.

The selected Firm will be responsible for the following tasks:

- a) Conduct a comprehensive analysis of Glocester's current brand image, strengths, weaknesses, and market positioning.
- b) Develop a clear and compelling place brand strategy that aligns with our goals and target audience.
- c) Create a visually appealing brand identity, including a logo, tagline, and visual assets, that captures the essence of Glocester.
- d) Develop brand guidelines to ensure consistency in messaging and visual representation across various communication channels.
- e) Design an integrated marketing and communication plan to promote the brand, including digital and traditional media channels in a manner and format which may be implemented by the Town independently over time.
- f) Assist in the identification and execution of strategic partnerships and collaborations to further enhance the brand's reach and impact.

Scope of Work

The Firm will lead all aspects of the Town's branding initiative, including the following:

- a) *Advisory to the Glocester Economic Development Commission*- This Commission is an entirely volunteer based commission and will be involved in assisting to facilitate aspects of the branding initiative.
- b) *Facilitator during the research process*- Include descriptions of community engagement efforts that will take place during this process. The Firm will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of the project and have a reasonable degree of input and voice.
- c) *Research*- Research will be the basis for the development of a brand concept, creative elements, and the overall brand initiative. The Firm will review strategies for the brand image and marketing campaign. In addition:
 - a. Identifying the key elements and defining the characteristics of the Town of Glocester.
 - 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.
 - d. Analysis of marketing strategies of similar towns.
- d) *Development of Brand*- The Firm will develop creative elements that should include design concepts, logos, messages, tagline, flag, fonts 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 logo design must be delivered with a style manual and guidelines for its capabilities and use in the following areas:
 - a. Print and electronic advertising
 - b. Media placement
 - c. Public relations
 - d. Events
 - e. Templates
 - f. Websites
- e) *Identify Implementation Opportunities*- The Firm will identify creative means through which to deploy the proposed design concepts.
 - a. Demonstrate tangible uses of proposed design concepts throughout areas of Glocester including both physical and digital presentation/use.
 - b. Ultimate *execution* of the proposed implementation opportunities by the Town of Glocester can be considered outside of the scope of this engagement.



- f) *Strategic Plan Creation*- The Firm will develop strategic objectives that will include implementation, management, and ongoing promotion of the brand to include, but not be limited to the following:
- a. Launch of the brand
 - b. Promotion of the brand among the Town and community agencies, groups and businesses while maintaining brand integrity
 - c. Maintaining the consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies
 - d. Recommendations of ways to articulate the brand, define markets and promotional avenues and strategies to better promote and create brand awareness.