



2024-Solicitation-00233



**INFORMAL RFP COUNTY OF SAN MATEO BRANDING
AND MARKETING SERVICES FOR UNINCORPORATED
NORTH FAIR OAKS NEIGHBORHOOD**

County of San Mateo
400 County Center
undefined
Redwood City, CA 94063

RELEASE DATE: July 23, 2024

DEADLINE FOR QUESTIONS: undefined

RESPONSE DEADLINE: August 23, 2024, 4:00 pm

RESPONSES MUST BE SUBMITTED ELECTRONICALLY TO:

<https://secure.procurenow.com/portal/smcgov>

County of San Mateo
Informal RFP County of San Mateo Branding and Marketing Services
for Unincorporated North Fair Oaks Neighborhood

- 1. Introduction.....
- 2. Scope of Work
- 3. Vendor Questionnaire

Attachments:

A - Informal RFP County of San Mateo Branding and Marketing Services for Unincorporated North Fair Oaks Neighborhood

1. Introduction

1.1. Summary

The County of San Mateo is seeking a qualified consultant in the areas of Branding, Strategy; Creative Design and Content (including but not limited to graphic design, website design and video production); Public Relations; and Social Media.

The overarching goal is to position unincorporated North Fair Oaks Neighborhood as a prime location to dine, shop, live, work, and do business. The consultant will design, develop, and implement an effective marketing, branding, and public relations (PR) plan that aligns with the community vision.

An important goal for the consultant is to develop a robust marketing and branding campaign to enhance the sense of community identity among residents and small businesses while ensuring that the broader community is aware of North Fair Oaks’ unique business and commercial offerings and can easily access information. The Consultant services will include the creation of a cohesive brand strategy, marketing materials, the creation of brochures, social media templates and posts, a content calendar, outreach, and overall communications.

1.2. Background

North Fair Oaks (NFO) is an unincorporated area bordering Redwood City, Menlo Park, and Atherton. It is one of the most culturally diverse areas of the county with a large Latino/a population. North Fair Oaks is governed by the County of San Mateo and represented by San Mateo County Board President, Warren Slocum. North Fair Oaks also has a Community Council that serves as an advisory council to the Board of Supervisors.

As of 2010, North Fair Oaks was 798 acres in size, with approximately 15,000 residents and 4,000 housing units. The community has a diverse mix of land uses and is comprised of multiple areas of distinctly different character. Middlefield Road, the main commercial corridor, and functional core of the community is typified by higher-density commercial uses – primarily locally-oriented retail – with some scattered residential uses.

The 2011 Community Plan identifies health and wellness, and economic development as central goals and key components of a vision of North Fair Oaks as a diverse, vital, livable community, that provides full opportunity for all residents, and promotes physical activity, social cohesion, and access to open space. North Fair Oaks has a vibrant base of small and mid-sized businesses, including a significant concentration of retailers and small professional service firms catering to the Latino/a community. Nonetheless, there is no existing local business association or chamber of commerce specifically focused on NFO businesses.

1.3. Timeline

Release Project Date	July 23, 2024
Proposal Submission Deadline	August 23, 2024, 4:00pm

2. Scope of Work

2.1. Project Scope and Documents

See Attachments.

3. Vendor Questionnaire

3.1. Upload Response *

Upload all required documents, forms, and related information as described in the solicitation.

*Response required