

Request for Proposal for Branding Development Consultant Services

PROJECT OVERVIEW

The planning process for the 2018-2020 Flint & Genesee Chamber of Commerce (FGCC) Strategic Plan uncovered several strategic challenges as well as rationale for internal change. To address these challenges and work toward the organization's mission and vision, the Flint & Genesee Chamber of Commerce outlined new strategies, including potentially rebranding the organization.

FGCC has four distinct action groups, Economic Development, Member Services, Education & Training and Convention and Visitors Bureau. The organization is seeking a branding consultant to determine and develop brand identity for the organization as a whole and/or four distinct brands, individually. The work of these four groups is detailed below.

Economic Development

Flint, Michigan began its descent into economic distress during the worldwide economic crisis of the 1970s and never fully recovered. As a result, Flint and the surrounding communities in Genesee County began to struggle with increased poverty, high crime rates, infant mortality, and property foreclosures. This was only exacerbated by failing infrastructure, abnormally low literacy rates, and a rapidly shrinking tax base. For the economy to become more vibrant, it is understood that the number of residents and quality jobs must increase, and the business environment must diversify. Economic Development's goal is to be a relentless force for facilitating economic growth in the county through increasing the number of new jobs created and encouraging private investment in Genesee County. This is being done through leveraging of existing resources and partnerships at local, state and regional levels.

Member Services

Member Services at the Flint & Genesee Chamber of Commerce works to build a strong business community that furthers the collective and individual success of businesses in Flint & Genesee. There are over 1,100 Chamber members, and over one hundred events offered annually that connect the community with businesses and organizations to foster networking, learning and growth opportunities.

Education & Training

Education & Training supports the success of our region's growing workforce with K-12 career preparation programs, adult talent development, and a college promise program. YouthQuest operates at 15 school sites within Genesee County and provides high-quality afterschool programming that enriches and enlightens K-12 students. The program serves over 1,000 students daily. TeenQuest, a pre-employment leadership training program for high school students, provides teens a safe environment in which they gain skills that prepare them for their first job. TeenQuest is a requirement for all students employed by the Summer Youth Initiative – an opportunity for teens to be employed during the summer months of high school. Career Edge is a series of workshops designed to help adult participants gain the skills they need to get and keep a job. Flint Promise is a non-competitive, "last dollar" scholarship for students who both reside and graduate from a high school within the City of Flint. This scholarship can be used to pay for tuition, fees and books for students attending three local colleges and universities. All of these programs work toward FGCC's desire to serve the needs of employers through workforce development.

Convention & Visitors Bureau

The Flint & Genesee Convention and Visitors Bureau (CVB) works to improve the perception of Flint & Genesee to increase tourism and drive business in the region. The CVB serves as the Destination Marketing Organization (DMO) for Flint & Genesee and is contracted by the County of Genesee to operate a county-wide tourism and marketing bureau. This is done by improving visitor experiences, continual evaluation in Flint & Genesee's destination brand, and marketing the destination as a desirable location for hosting events.

PROPOSED CONSULTANT SCOPE OF WORK

Phase I

- Review existing research and conduct additional needed market research
- Engage stakeholders, including board members, staff, members, and the community in the process to strengthen buy-in
- Evaluate whether our name, Flint & Genesee Chamber of Commerce, clearly and effectively communicates the organization's diverse groups and work streams
- Identify brand and develop a strategy to deliver our promise to our audiences
- Evaluate the need for sub-brands for the organization; develop sub-brand identities and strategies as needed
- Recommend a new or existing name for the organization and recommended sub-brands

Phase II

- Develop visual identity elements and messaging that will communicate the brand(s), i.e. logo, tagline, key high-level message points, including identified/recommended sub-brands
- Create style guides for advertising, letterhead, promotional materials, e-communication, business cards, signage and more
- Develop a strategy to gain organizational consensus for the brand(s) positioning

PREPARING A RESPONSE

By submitting a response, respondents represent that they have thoroughly examined and are familiar with the scope of work outline in this RFP and are capable of performing the work to achieve the objectives. The submittal must demonstrate that the respondent has sufficient and appropriate resources to complete the project. Consultants must designate the project lead and report where his/her primary office is located. Any proposed subconsultants must be identified.

CONTENTS OF RESPONSE

Respondents are asked to organize their responses in accordance with the following format:

1. Cover letter. Provide a letter of introduction with a brief description of your firm indicating the primary office location for the performance of this project, the type of firm, areas of specialization, and the project lead. Include company name, address, contact name, title, phone number, fax number, email and website address. Identify all subconsultants that will be involved.

2. **Project Approach.** Provide an outline description of how your firm would approach the scope of work as previously outlined, including plans to meet the required timeline for project completion, November 15, 2019.
3. **Key Personnel.** Please include the bios of personnel to be assigned to the project during the specified project timeline and indicate what role these individuals will play in the project. Include the team's availability/access (on-site, virtual, etc.) and experience working with other planning firms.
4. **References.** For the prime consultant and all subconsultants, provide reference information and brief project descriptions for at least three (3) recent or current clients. Reference projects should be recently completed within the last two (2) years and *similar* in nature to those described in this RFP. Please include the following information:
 - a. Name of client
 - b. Name and title of client's primary contact
 - c. Telephone number, fax number, email address, and mailing address of the client's primary contact
 - d. A brief description of the types of services provided the overall scope of the project, duration of the project and the current status of the project.
 - e. Example documents or project deliverables
5. **Budget.** Show total costs for services specified including labor and direct costs, associated travel costs, materials and any other requirements (each enumerated separately) as may be required to furnish the work. Provide a summary of cost and percentage of total project effort by proposed task (i.e. time spent on in-person stakeholder engagement, planning and preparation, writing, administrative activities, etc.).
6. **Length of Proposal.** All submissions should be clearly marked "*Flint & Genesee Chamber of Commerce Branding Development.*" Electronic submissions, in PDF format, are preferred. Flint & Genesee Chamber of Commerce will only accept complete submittals. No partial submissions will be accepted. Your submittal is limited to 25 pages maximum, with an additional two pages maximum for the cover page, and up to 15 pages for any appendix. **If bids are submitted via mail or fax, it is the bidder's responsibility to confirm receipt by the Flint & Genesee Chamber of Commerce prior to the scheduled bid deadline.**
7. **Selection Criteria:** Responses to this proposal will be evaluated on the following criteria: Qualification and experience of prime consultant and any subconsultants with projects of similar scope and size; quality and strategic fit of the proposed approach to the work; demonstrated ability to work with a variety of stakeholders and planning partners; demonstrated knowledge of branding and marketing and trends; sufficient staff for all required work; history of successful performance on similar projects; reasonable cost of the study; and lastly, demonstration of commitment for meeting the project schedule.

TERMS AND CONDITIONS

Timeline

Timeline for completion of this process is November 15, 2019.

- April 8 - RFP issued
- April 15 – deadline for question submittal from potential consultants

- April 22 – responses for questions posted on website and emailed to potential consultants who posed questions
- May 8 – proposals due by 4:00 pm
- November 15 – all deliverables due

Incurring Costs

This request for proposals does not commit the Flint & Genesee Chamber of Commerce to award a contract or pay any costs incurred in the preparation of a response to this request. The Flint & Genesee Chamber of Commerce will not be liable in any way for any costs incurred by the respondents in replying to this RFP.

Right to Cancel

The Flint & Genesee Chamber reserves the right to cancel this RFP at any time and to decide not to consider any or all of the respondents submitting information in response to this request.

Severability

If any terms or provisions of the Request for Proposal are found to be illegal or unenforceable, then such term or provision shall be deemed stricken and the remaining portions of this document shall remain in full force and effect.

Collusion

By responding, the firm implicitly states that his/her proposal has not been made in connection with any other competing firm submitting a separate response to this RFP; is in all respects fair and has been submitted without collusion or fraud.

Oral Presentation/Interview

Oral presentations are an option of the Flint & Genesee Chamber of Commerce and may or may not be conducted. If presentations are requested, it should be noted that they will be for fact finding purposes, not negotiations.

Affirmative Action

The Flint & Genesee Chamber of Commerce is an equal opportunity employer and requires an affirmative action policy from all consultants and vendors as a condition of doing business, as per Federal Order 11246. By signing the Response Page for this RFP, all respondents agree to this condition of doing business.

Assigning/Transferring of Agreement

The selected firm is prohibited from assigning, transferring, conveying, subletting or otherwise disposing of the resulting agreement or its rights, title, or interest therein or its power to execute such an agreement to any other person, company or corporation without prior consent and approval in writing from the Flint & Genesee Chamber of Commerce.

For questions or additional information, contact Julie Hipps, Administrative Coordinator, Flint & Genesee Chamber of Commerce, 810.600.1404 or jhipps@flintandgenesee.org.

Questions regarding this RFP should be submitted via email by 4:00 pm, April 15, 2019. A list of all questions received, with responses and any additional announcements will be posted on www.flintandgenesee.org, April 22, 2019. Any additional announcements or addendums will be posted at www.flintandgenesee.org.

RFP responses must be submitted to the Flint & Genesee Chamber of Commerce by 4:00 pm, May 8, 2019 to:

Flint & Genesee Chamber of Commerce Branding Development

Julie Hipps, Administrative Coordinator

Flint & Genesee Chamber of Commerce

email: jhipps@flintandgenesee.org

phone: 810.600.1404

Updated: 4/8/2019