

PUBLIC NOTICE
REQUEST FOR PROPOSALS (RFP)
DOWNTOWN REVITALIZATION INITIATIVE (DRI) GRANT
BALDWIN BRANDING AND MARKETING CAMPAIGN

The Town of Hempstead (Town) has been awarded a New York State Department of State DRI Grant to improve Downtown Baldwin. The Downtown Baldwin Branding and Marketing Program will combine digital and print strategies, destination mapping and public events to promote the unique historic, cultural and economic assets of the Baldwin community. The Town of Hempstead is seeking proposals from qualified firms to develop and execute a comprehensive marketing strategy to raise awareness of Baldwin's new brand.

Scope of Services:

The Baldwin branding and marketing campaign will clearly convey the sense of place and style that is unique for Baldwin. Stakeholder interviews, focus groups, and surveys would be utilized to gain an understanding of Baldwin's character. The consultant is to produce logo and slogan options for public consideration. Downtown brand logo and tagline concepts are to be tested with Baldwin businesses and residents for refinement and final selection of the community's top choice. Guidelines are to be developed to support uniform use of the new brand. The consultant is to develop a cohesive marketing strategy and plan to roll out the new brand and promote downtown Baldwin businesses.

The contractor shall prepare, or cause to be prepared, draft and final branding and marketing designs. The contractor would implement, fabricate and install wayfinding signage such as directional signs, gateway signs, interpretive signs, and information kiosks, and launch a downtown website/app. Also, provide digital collateral, including both static ads/images and videos that may be used across platforms.

Required Response Deliverables:

1. Provide the company's legal name, business address, and ownership structure.
2. Provide the name, title, address, telephone number and e-mail address for the individual(s) the Town would contact with respect to your firm's proposal.
3. Provide a brief description of your company including the general work performed by your firm and the number of years in business.
4. Provide a list detailing the professionals, by title, employed by your company. The Town is specifically interested in those who will be working on the project and performing day to day operations, correspondence and deliverables.
5. Describe any areas related to the RFP Scope of Services which you feel your firm has special experience or expertise in and describe the nature of that special experience/expertise.
6. Identify any services listed in the Scope of Services that you are not able to perform.
7. Demonstrate technical resources available within the firm to carry out the assignments

8. Identify any subcontractors that you plan to utilize as part of your firm's proposed team and explain what service they will provide.
9. Provide a timeline for implementation.
10. Please provide a fixed project cost. This fixed cost must be inclusive of any project expenses. Along with the fixed cost, please provide a breakdown of how the cost was calculated including hourly rates and hours required for each project component at each billing rate. Please display this in a table for easy reading.

Limit your submission to a cover letter and no more than four (4) single sided pages with 12 point font for the proposed scope of work, summary of experience and expertise, and fee schedule. You may submit as appendixes past DRI or other grant projects, resumes of staff that will be assigned to project, references and proposed time schedule.

The Town reserves the right to reject any or all proposals, and may request further information from respondents. All submissions will be the property of the Town, and are subject to public disclosure to extent of the New York State Freedom of Information Law (FOIL).

Five (5) copies of proposals are to be received at 200 North Franklin Street, Hempstead, New York, 11550, no later than 4:00 PM on Friday, March 25, 2022, to the attention of Commissioner John E. Rottkamp. Questions concerning this proposal should be directed to Matthew Hirsch at 516-538-7100.

Minority and women-owned business enterprises are encouraged to apply.



DONALD X. CLAVIN JR
Supervisor

JOHN E. ROTTKAMP
Commissioner