

City of Dunedin
P.O. Box 1348
Dunedin, FL, 34697-1348
RFP - Request for Proposal
Destination Marketing/Branding Services
RFP -23-1227-0-2023/CA

The City of Dunedin will receive sealed bids/proposals from qualified firms to furnish the goods and/or services identified in the specifications document.

Scope of Work: The City of Dunedin is soliciting proposals from qualified firms/individuals (the “Consultant”) to provide the City with destination marketing/branding services. The goal of the project is to capitalize on the community’s assets and unique attributes to positively impact the Dunedin brand experience for all those who live, work and visit Dunedin Florida. The City of Dunedin brand identity (logo/brand colors/standards etc.) was established in the early 2010s, but brand alignment is needed for the City and City partners (i.e. the Chamber of Commerce, Visit Dunedin Florida, etc.) and other community organizations and non-profits. The Consultant will also identify City brand attributes, brand positioning, brand statement, and brand personality to be the foundation of all marketing assets, materials, campaigns and digital/visual brand assets. This project will be funded by the American Rescue Plan Act (ARPA). As such, additional ARPA terms (Exhibit IV) required by that program will be included with the contract.

Ordering Instructions: This package can be downloaded from DemandStar Corporation on our website at <https://www.demandstar.com>.

Document Cost: If the bid documents are to be distributed by the City of Dunedin ONLY, please follow the instructions below to obtain the documents. Please send a check for the noted amount to: City of Dunedin Attn. Purchasing Section P.O. Box 1348 Dunedin, Fl. 34697-1348 Please include your company information (name, address, phone, fax and contact name) and a Fed-Ex number with your check. Once received, the plans will be shipped.

Bid Bond: N/A

Project Estimated Budget: \$90000

Pre/Bid Proposal Conference: NON-MANDATORY N/A

Due Date/Time: 3/14/2023 2:00:00 PM Eastern

City of Dunedin The City must receive bids/proposals no later than said date and time.

NOTE: ALL PROSPECTIVE BIDDERS/RESPONDENTS ARE HEREBY CAUTIONED NOT TO CONTACT ANY MEMBER OF THE CITY OF DUNEDIN STAFF OR OFFICIALS OTHER THAN THE SPECIFIED CONTACT PERSON.

The City of Dunedin reserves the right to accept such bids/proposals, as are in the best interests of the City, to waive informalities, or to reject any oral bids/proposals. Bids/proposals which are incomplete or which are not submitted in accordance with the instructions may be disqualified.

Contact: Chuck Ankney
Purchasing Agent
Phone: 7272983000

DemandStar Corporation

<https://www.demandstar.com/app/suppliers/bids/408585/details>

Destination Marketing/Branding Services

Bid Details

Agency Name City of Dunedin

Bid Writer Chuck Ankney

Bid ID RFP-23-1227-0-2023/CA

Bid Type RFP - Request for Proposal

Broadcast Date Feb 10, 2023 8:00pm (EST)

Fiscal Year 2023

Due Mar 14, 2023 2:00pm (EDT)

Bid Status Text None

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