



## **Request for Proposals City Marketing and Branding Initiative**

### **General Instructions**

Responses submitted must provide complete information as indicated in this request. Interested firms providing hard copies shall submit one (1) original and seven (7) copies of their proposal. Firms can substitute hard copies by emailing one (1) electronic copy by 4:00 p.m. on Friday, June 7, 2019 to:

City of Hutchinson  
Attn: Matt Jaunich  
111 Hassan Street SE  
Hutchinson, MN 55350-2522

Questions and inquiries regarding this request should be directed to:

Matt Jaunich  
City Administrator  
111 Hassan Street SE  
Hutchinson, MN 55350-2522  
(320) 234-4241  
Email to: [mjaunich@ci.hutchinson.mn.us](mailto:mjaunich@ci.hutchinson.mn.us)

DO NOT call members of the Hutchinson City Council with questions about this RFP. All inquiries should be directed to the designated staff member.

The City will not reimburse any expenses incurred by Respondent(s) including, but not limited to, expenses associated with the preparation and submission of the response and attendance at meetings.

The City reserves the right to reject any and all responses and to request additional information from any and all companies.

### **Schedule (Tentative):**

April 29, 2019 – RFP available to interested parties  
June 7, 2019 – All proposals are due by 4:00 p.m.  
Month of June, 2019 – Evaluation of proposals and review of references (City may interview candidates)  
July 9, 2019 – Council direction to negotiate a contract with a vendor – Council Meeting  
July 23, 2019 – Council consideration of a contract – Council Meeting

## **Purpose of RFP**

The city of Hutchinson is seeking a qualified consulting firm to develop a community branding initiative for the city of Hutchinson (City) along with a marketing strategy to assist city staff and elected officials in promoting the city of Hutchinson to new residents and young families along with prospective businesses and developers. A part of this proposal shall include a study that provides insights regarding current perceptions of the City and help to drive the recruitment of new residents and young families; energize current residents and instill a sense of pride of the community; and position the City as a desirable place for relocation and redevelopment to increase new resident attraction and economic growth.

## **Background**

The City of Hutchinson is an outstate regional center located about 60 west of the Twin Cities metro area, with approximately 14,200 residents. As the “economic hub” of McLeod County and south-central Minnesota, Hutchinson has a labor market area around 36,000. With over 30% of the workforce in Hutchinson being employed in manufacturing, we are known as Minnesota’s Manufacturing City. While manufacturing drives the local economy, Hutchinson is also home to Ridgewater College, Hutchinson Health, and a variety of national retailers, making it a hub of health care, education, and retail to go along with manufacturing.

The Hutchinson community is bucking the trend of many outstate Minnesota cities in that we are experience growth within the community. After some years of stagnant population growth attributed to the Great Recession, our population has been increasing and is now above pre-recession levels. Over the last three years, we have had roughly 90 new homes built; 58 new rental units built with another 221 units to be constructed over the next three years; a new high school; a new outdoor aquatic center; a new manufacturing company; and total new investment within the community exceeding \$130 million has prepped the community for more growth.

However, with changing demographics, like many communities, our local businesses and industries have workforce needs and our incoming school enrollments are forecasted to continue a slow decline. Known as a great place to raise a family with a high quality of life, the City made *24/7 Wall Street/USA Today’s* list of America’s 50 best cities to live (#42). The City wants to capitalize on this designation and “recruit” more young families and residents to town to help meet local workforce needs, increase school enrollment and continue general community growth.

## **SPECIFICATIONS OF THE RFP**

Responses to this Request for Proposal (RFP) should provide the City with the information needed to assess, evaluate, and select a consultant based on prior experience, qualification, methodology, and approach, and worked performed in similarly sized communities or in local government in general. The City is interested in updating its logo and establishing a community branding initiative for the City, along with the establishment of a marketing campaign to promote the City and “tell our story” in a way that are effective in attracting new families and residents.

There are three main goals for this initiative:

- 1) Update the city logo, which is over 25 years old, to better reflect the community.
- 2) Develop a community branding initiative for the city of Hutchinson.
- 3) Develop a marketing campaign that uses various outlets to help promote the community to our targeted audience(s).

In an effort to achieve these goals, the selected firm shall consider the following objectives (but are not limited to):

- a) *Uniformity* – The brand should convey a common message and image to audiences both within and outside of the city of Hutchinson. A defined message that will market the City locally, statewide, nationally and internationally as a great place to live, work, shop and do business; the right place for new families and young professionals.
- b) *Community Identity/Pride* – Both the brand and city logo should identify and promote what makes the city of Hutchinson distinct and appealing as an outstate regional center for new families, young professionals, investors, businesses, retailers, and visitors.
- c) *Community and Economic Development Promotion* – Promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses and creative talent.
- d) *Flexibility* – The brand and updated city logo must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, including the use on social media. The marketing strategy should also be flexible enough to be effective across multiple Medias.
- e) *Endorsement* – The brand and logo must be authentic and resonate with citizens, businesses, and community groups within the city of Hutchinson.
- f) *Community Engagement* – The city of Hutchinson is interested in engaging the community in all aspects of this initiative. Those who have a stake in the community will be encouraged to participate.

## **ELIGIBILITY**

The consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding, logo design, and community marketing. Priority will be given to those firms that have experience with local governments and which can show positive results.

The city of Hutchinson desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable with a single project manager.

## **SCOPE OF WORK**

Project Management – This project will be a “first” for the city of Hutchinson and city staff and elected officials will be looking for guidance from the selected consultant on the type of project that is best for the City. The consultant will lead all aspects of the city of Hutchinson community marketing, logo redesign, and branding initiative, including the following:

- 1) Advisory to the Steering Committee (to be determined) – This team will be composed of City and community leaders. Meetings throughout the process will be required.
- 2) Lead for various focus groups comprised of residents and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City’s image.
- 3) Facilitator during the research process and/or testing of the new brand and logo - Include descriptions of community engagement efforts that will take place during this process. The City has a very involved and engaged community. The consultant will be expected to employ creative means of public involvement to ensure that multiple segments of the community are aware of and involved in the project.
- 4) Research – Research will be the basis for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement

a brand and marketing research plan, which will include qualitative and quantitative research with key people to identify the following:

- a) List of key stakeholders, groups, or influential individuals, as well as a cross section of citizens and business owners in the city of Hutchinson and those outside of the city that have a vested interest in the branding, logo and marketing initiative and need to be involved in the process.
  - b) The key elements of the city of Hutchinson
  - c) Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
  - d) Measures that will be used to determine if the branding and marketing effort is successful.
- 5) Strategic Plan – The consultant 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) Promotion of the use of the brand among many city of Hutchinson and community agencies, groups and businesses while maintaining brand integrity.
  - b) Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
  - c) Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
- 6) Creative/Development of Brand – The consultant will develop creative elements that include design concepts, logos, messages, taglines, 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 (including the possibility of the current logo) will be delivered with a style manual and guidelines for use and the capability of use in the following:
- a) Print and electronic advertising
  - b) Website design
  - c) Media placement
  - d) Public Relations
  - e) Events
  - f) Templates
- 7) Marketing Plan – The consultant will develop a multi-media marketing plan that will be used to attract new families, residents and businesses to the community. The consultant will advise the City in the marketing plan (targeted or broad) that is most beneficial.
- 8) Implementation Plan – The consultant will develop an action plan for implementation of the brand and marketing plan in sufficient detail to allow the Steering Committee to understand the approach and work plan. An Action Plan should include, but not be limited to the following:
- a) Estimated costs/budget associated with the implementation process.
  - b) Proposed timelines for development of creative elements.
  - c) Recommended positioning logo and brand guidelines.
  - d) Implementation plans for brand identity applications and brand identity maintenance plan.
- 9) Evaluation Plan - The consultant will develop a plan for ongoing evaluation of the brand’s effectiveness and reporting of results of the strategy to the Steering Committee, key stakeholders and the public.

## **SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS**

Proposals should be as thorough and detailed as possible so that the City may properly evaluate the capabilities of the firm to provide the required Services and Results. Interested firms providing hard copies shall submit one (1) original and seven (7) copies of their proposal. Firms can substitute hard copies by emailing one (1) electronic copy to [mjaunich@ci.hutchinson.mn.us](mailto:mjaunich@ci.hutchinson.mn.us). Respondents are required to submit the following items for a complete proposal:

- 1) A description of the firm's capabilities and experience conducting similar plans. Include a description of the firm, its organizational structure, location of the principal office and the location of the office that would manage this project.
- 2) A summary of professional qualifications and experience of the individuals the firm would assign to the project and their individual project responsibilities. Indicate whether these individuals have worked together on previous projects. Indicate each individual's current commitment, availability to start this project and percentage of time that they will be assigned to complete their project tasks on this job.
- 3) Specific plans or methodology to be used to perform the services with timeline proposed for each phase of the project. Include a description of community engagement efforts included and deliverables proposed.
- 4) Estimated timeline for completion through implementation.
- 5) Names, addresses, telephone numbers, and e-mail addresses of clients for which the firm performed projects of a similar type and size within the last five years with reference letters, and awards received. Describe in detail, each projects outcome and the process your firm used to achieve those outcomes.
- 6) A work sample of a completed project(s) that is representative of the work proposed for the City and any positive results of past marketing efforts for a government agency.
- 7) Proposal Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project, including but not limited to, the number of meetings with stakeholders, travel expenses, and document production costs.
- 8) Proposed engagement agreement with terms and conditions.

## **EVALUATION CRITERIA**

Proposals will be evaluated by the City using the following criteria:

- 1) Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
- 2) Specific plans or methodology to be used to perform the services.
- 3) Costs
- 4) References from other clients.
- 5) Quality of illustrative examples.
- 6) All qualified submissions received by the deadline will be analyzed by the City according to the criteria outlined in this RFP. Failure to comply with the provisions of the RFP may cause a proposal to be rejected.

- 7) The City shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.

## MISCELLANEOUS

*Hold Harmless:* The Contractor is required to hold the City harmless from any liability for personal or property damage, including any and all legal costs.

*Insurance:* The Contractor shall carry Public Liability Insurance including coverage of all motor vehicles of \$1,500,000, bodily injury of \$1,500,000, and property damage of \$1,500,000; and the City of Hutchinson shall be a party insured in said policies.

*Oversight:* All work performed by the Contractor under the contract shall be under the oversight of the Hutchinson City Administrator or his designees.

*Independent Contractor:* The Contractor hereby acknowledges that it is an independent contractor and neither it nor its employees or agents are employees of the City. The contractor shall agree to pay all necessary Federal Social Security taxes and all State and Federal taxes required by law and at its own expense will cover all of their employees with workman compensation insurance as required by law, and shall deliver such policies to the city of Hutchinson. The Contractor shall also agree to comply with all of the laws of the State of Minnesota and the United States of America regarding the employment of persons.

*Proposals Public Data:* Data submitted by the Contractor to the City in response to this Request for Proposal will become property of the City and is not public data until the proposals are opened by the City. Once the proposals are opened, the name of the Contractor is public data. All other data in response to this Request for Proposal is private or nonpublic data until completion of the evaluation process.

*Right to Reject Proposals:* The City reserves the right to reject any and all proposals, and furthermore, reserves the right to waive any informality in proposals at the discretion of the City Council. This RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

Questions and inquiries regarding this request should be directed to:

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Hutchinson, MN 55350-2522  
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