

**City of Mount Clemens, Michigan  
Request for Proposals  
Brand Development Services**

**Date: December 4, 2020**

**RFP No: 012101**

The City of Mount Clemens is accepting sealed proposals for brand development services. The city does not have an existing agency of record working with us on branding and marketing.

Proposals will be received through BidNet Electronic Bid Submission. Instructions for submitting your proposal through this system will be made available and posted at the time of the bidder's conference on December 16 or sooner. This system accepts your proposal at any time but does not give us access to it until the time and date of the official opening which is January 6, 2021 at 9:00 am. General information about Bidnet Electronic Bid Submission can be found [here](#).

Proposals must be received by **9:00 am** on **Wednesday, January 6, 2021 on the BidNet site**. They will be opened and the names of firms submitting proposals will be publicly read via Zoom at 9:00 am. Please allow adequate time for uploading your proposal and completing the BidNet forms. We strongly recommend doing so the day before or sooner. Proposals arriving after the deadline will not be accepted.

We are moving to electronic submission, for the first time, because the volume of material anticipated would put an unreasonable burden on firms to print and deliver printed documents. Also, the United States Postal Service can no longer be counted on for reliable delivery in a reasonable and predictable timeframe.

It is very important that the name of any and all files you upload include your company name. If you are uploading more than one file, the filenames should also include "file x of y" so we know the order and number of files.

Proposals shall be submitted in accordance with these specifications, in the order required and utilizing the template provided. You must respond to all questions asked in the template and you may not change the order of items in the template. You may move the template from Microsoft Word to another program so long as you respond to the information requested in the template and do not change the order.

### **Proposals**

Please use the proposal template, provided, to prepare your proposal. This is in Microsoft Word .docx format and was created using Word for Office 365. If you need an earlier Word format, please contact Terese Lucci at 586-469-6818 x 319. The document is also included as an attachment #3 to this RFP starting on page 15. Within the template, anything highlighted in yellow is to be replaced by you. Please do not alter text not highlighted in yellow and do not change the order of the proposal. The section titled "Other Information" may be used to include any additional information you wish to include which has not been specifically asked for elsewhere.

If you wish, you may convert the template to another format, and use software other than Microsoft Word to develop your proposal. Regardless of what software you use to prepare your proposal, we require that you use it to create an Adobe Portable Document Format (.pdf) file. You

still must answer the questions asked in the template and not change the order of the presentation.

It is critical that you list, in the space provided for that purpose, any and all deviations from the specifications.

The City of Mount Clemens reserves the right to accept or reject any or all proposals, to advertise for proposals a second time, and to waive any minor irregularities in any proposals.

### **Instructions to Firms**

1. All proposals must use the City of Mount Clemens proposal form (proposal template) and must be uploaded to BidNet by 9:00 am on Wednesday, January 6, 2021. Proposals arriving after that date and time will not be considered. If more than one proposal is submitted, a separate proposal form must be used for each and each must be submitted separately.
2. All proposals shall be opened and publicly read via Zoom at 9:00 am on Wednesday, January 6, 2021.
3. The filename for your .pdf file must be the name of your firm. If you are uploading more than one file, the filenames should also include "file x of y" so we know the order and number of files.
4. Your proposals must be received by the deadline.
5. Municipalities are exempt from Michigan sales and federal excise taxes. Do not include such taxes in the proposal figure. The city will furnish the successful firm with tax exemption certificates when requested.
6. All items shall be F.O.B. destination in accordance with specifications.
7. If further information regarding this request for proposal is required, please contact Ms. Terese Lucci via e-mail: [tlucci@cityofmountclemens.com](mailto:tlucci@cityofmountclemens.com).
8. The successful firm does agree to hold the city harmless from liability loss and also have its workers covered by worker's compensation, and to provide an insurance certificate showing coverage that complies with the city's insurance requirements which can be found in attachment #2 on page 13 of this document.
9. The City of Mount Clemens officially distributes bid and proposal documents from the purchasing department and through the Michigan Intergovernmental Trade Network (MITN) which is part of BidNet. **Copies of this request for proposal or other proposal related documents obtained from any other source are not considered official copies.** Only those firms who obtain proposal documents from the MITN system can be assured they will receive addendum information if such information is issued. If you obtained this document from a source other than MITN/BidNet, it is strongly recommended that you register on the MITN site, <https://www.bidnetdirect.com/mitn>, and obtain an official copy so you will be put on the list for any addendum information.

10. There is no expressed or implied obligation for the City of Mount Clemens to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. The cost of preparing and submitting a proposal is the responsibility of the firm and shall not be chargeable in any manner to the City of Mount Clemens.
11. The acceptance of any proposal made pursuant to this invitation shall not be binding on the City of Mount Clemens until a written agreement has been executed between the parties.
12. All work completed by vendor shall be original and shall not violate any copyright laws. The city intends to register the final logo for appropriate United States Trademarks so a trademark search will be conducted.
13. All ownership rights to original art files and design concepts shall be transferred to the City of Mount Clemens upon completion of project.
14. During the evaluation process, the City of Mount Clemens reserves the right where it may serve the City of Mount Clemens' best interest to request additional information or clarification from firms, or to allow corrections of errors or omissions. At the discretion of the City of Mount Clemens, firms submitting proposals may be requested to make oral presentations as part of the evaluation.
15. Between the time of the issuance of this request for proposal and the formal opening of proposals, it shall be the responsibility of the firms to request any additional information they might require to complete their proposal.
16. Extension of award to the Michigan Intergovernmental Trade Network

The City of Mount Clemens is a member of the Michigan Intergovernmental Trade Network Purchasing Cooperative. It is standard practice for companies to extend their bids to other MITN members. The successful firm will be asked whether they are willing to extend their proposal/contract to other MITN members.

### Method of Award

The recommendation to award will be based on review of qualifications, review of past work, scope of services, approach to the project, and price, or in any manner deemed to be in the best interest of the city. Previous experience and previous performance will be a major factor in making the award.

### Work on Speculation

The city is not requiring you to submit new work specifically designed for the City of Mount Clemens as part of your response. If you choose to do so, please be aware your proposal becomes a public document as soon as it is opened, available to anyone who wants to see it. We cannot offer you any confidentiality for such work.

### Non-Discrimination Clause

In the performance of any contract or purchase order resulting wherefrom, the contractor agrees to obey and abide by all the laws of the State of Michigan relating to the employment of labor and public work, and all ordinances and requirements of the city regulating or applying to public improvements.

Furthermore, the contractor agrees not to discriminate against any employee or applicant for employment, to be employed in the performance of this contract or purchase order, with respect to his or her hire, tenure, terms, conditions or privileges or employment because of religion, race, color, national origin, ancestry, age, sex, height, weight, marital status, or physical or mental disability except when said disability prevents such individual from performing the essential job functions, and the disability cannot be reasonably accommodated. The contractor further agrees that every subcontract entered into for the performance of this contract or purchase order will contain a provision requiring non-discrimination in employment, as herein specified, binding upon each subcontractor. Breach of this covenant may be regarded as a material breach of the contract or purchase order.

### Ethics Policy

No Contact Policy: Any questions from firms pertaining to this request can be directed to Terese Lucci, [tlucci@cityofmountclemens.com](mailto:tlucci@cityofmountclemens.com) prior to submission of a proposal. Firms may not lobby or make contact with any city official, including, but not limited to, the mayor, city commissioners, city manager, any other department head or staff with respect to its proposal, or the award of contract related to this request. This applies from the time this request is issued until the time a contract is awarded. Any violation of this requirement may result in the disqualification of a firm's proposal.

Gratuities: It shall be unethical for any person to offer, give, or agree to give any city employee or former city employee, or for any city employee or former city employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore.

Kickbacks: It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.

## ADA Compliance

The City of Mount Clemens will provide necessary, reasonable auxiliary aids and services, and provide assistance in filling out forms, to individuals with disabilities when doing business with the City of Mount Clemens. Individuals with disabilities requiring such auxiliary aids or services, should contact the City of Mount Clemens by writing or calling the following:

Human Resources Director Sara Price, One Crocker Boulevard, Mount Clemens Michigan 48043, (586) 469-6818 x329

**City of Mount Clemens, Michigan**  
**Brand Development Services**  
**Proposal Specifications**

**Overview**

The City of Mount Clemens is seeking a qualified vendor to develop a brand identity for the City of Mount Clemens and its component departments and organizations including a key message/tagline, logo, style guide and mascot. A strategic plan for implementation of the brand identity is also requested.

The goal of the project is to create a brand identity for the City of Mount Clemens that can be utilized to present a uniform message to the local and regional community that highlights the assets of the city as a means to attract new business, residents and visitors. The brand identity should be designed for use in all avenues of communication that are available to the city.

**Background on Mount Clemens**

The City of Mount Clemens is a metropolitan Detroit suburb located in southeastern Macomb County, Michigan. The approximately 4.2 square mile community is twenty-five miles north of Downtown Detroit and is home to over 16,800 residents. It is located along Gratiot Ave (M-3), which begins in Detroit and runs northeasterly. The Clinton River runs through the city and connects to Lake St. Clair in Harrison Township. The city was historically known as “Bath City” because it was a tourism spot for mineral baths in 1870-1970. The city was also once known for roses grown here.

Mount Clemens’ economy is diverse. Industries include health (McLaren Macomb), professional services, retail, and automotive parts manufacturing, among others.

Many residents of all generations choose to make Mount Clemens their home. There is a large quantity of both rental homes and owner-occupied homes throughout the city.

The city’s recreational services include over 12 public parks, 8 baseball fields, a skatepark, multiple play grounds, an ice arena, Clinton River Park where boats can dock for the day, a dog park, and other great locations.

The City of Mount Clemens is located 25 miles northeast of Detroit in Macomb County and is well-connected by the I-94 expressway to downtown Detroit. Established over 200 years ago as a village along the Clinton River, it has had an interesting past as a hub for mineral bath tourism in its early days, as a suburban community for the booming Detroit auto industry in the late 20th century, and throughout as the county seat for Macomb County. Its bicentennial celebration in 2018 looked at 200 years of unique history as well as an anticipation for what the next 200 years may bring.

Beyond its connection to the auto and manufacturing industries, Mount Clemens has a creative history around the arts. The mineral baths and the many bath houses that they spawned in the late 19th century, created a significant tourism industry around the healing arts, with 23 major hotel and bath houses at its height. Its commercial rose gardens proliferated through much of the 20th century. And,

Mount Clemens Pottery, once owned by the Kresge Company and now closed, had a strong influence on the local pottery industry and the number of active potters in the region.

Mount Clemens was a hotbed of illegal activity during the years of Prohibition. The city's location on the Clinton River, with easy water access to Canada via Sarnia and Windsor, made it a popular port of entry for illegal liquor. Outlaw saloons, or "blind pigs," were numerous in the area. Some of these still exist today.

Bootleggers went to great lengths to keep the liquor flowing, including the use of underwater cables laid in the Clinton River to move crates of booze from one side of the waterway to the other.

Today, the city continues to serve as the seat of Macomb County which encompasses 27 cities, towns, and villages with an estimated population of 880,500. Mount Clemens plays a strong regional role as a public administration employment center as well as a center for the healthcare and social service industries. With the largest employers being government services, and McLaren Macomb Hospital, there is an evident interest by residents, city and civic leaders alike to diversify the economy.

Mount Clemens, like most communities in Southeast Michigan, was greatly impacted by the Great Recession. Between 2007-2014, taxable values declined 28%, making it difficult for the city to invest in economic development and infrastructure. Median Household Income fell by 35%, a higher amount compared to the region. Mount Clemens' population of 16,678 has stabilized since 2010, after a decline from 21,000 at its peak in 1960. However, city and civic leaders continue to focus on a more robust economy and corresponding tax base, as well as ways to attract a younger demographic.

The Downtown District Plan, conducted in 2011 by Michigan State University planning students, also focused on resident's perception of downtown. The greatest asset identified was the historical downtown fabric, walkable infrastructure, interconnectedness, Clinton River, and the entertainment and nightlife options.

With such a strong partner downtown in the Anton Arts Center, and other local creative assets like Crocker House Museum, Weirdsville Records, Paperback Writer Books, Ardis Music, the Nest Collaborative, the newly reopened Emerald Theatre, and public art sculptures, adding more creative uses could benefit Mount Clemens' core downtown and build on a present strength.

Currently, the city and DDA are working with Artspace to develop a live/work facility for artists. Artspace is the leading non-profit developer of live/work artist housing, artist studios, arts centers and arts-friendly businesses in the United States.

The city would like to be known as "The UpTown of Macomb County, a center of art, culture, food and entertainment."

### **Scope of Work**

The City of Mount Clemens is requesting development of a brand identity for the city that encompasses a uniform message that can be used by the city and its component departments and organizations in all communication avenues available to the city. Ultimately, the selected firm will

produce a final product that will incorporate varied stakeholder input, and accurately represent the City of Mount Clemens and its component departments and organizations.

The scope of work includes the following:

- Create a comprehensive and uniform brand identity for the City of Mount Clemens.
- Facilitate workgroup meetings and other means of gathering input for brand development deemed appropriate by the contractor and city. Many groups will need to be consulted for input to complete the process of creating a uniform brand identity for the City of Mount Clemens and its component departments and organizations. At a minimum, these will include the city commission, city staff, DDA board representing the business community, the library board, and library staff. A plan is needed to manage this process efficiently and effectively.
- Identify target markets that the brand will reach.
- Create a design concept for a brand identity including new logo, color scheme, and font for the City of Mount Clemens reflective of the input compiled from stakeholders, identified Mount Clemens assets, and the character of the city presented in the new brand identity.
- Create a variant logo for use by the Mount Clemens Public Library. The intent is to create a singular identity that is represented in a core logo style and color scheme that is changed slightly for use by the library.

It is possible the city will eventually want additional variant logos to represent different component departments and organizations within the city. Only one of these, for the library, is to be included as part of the main project, and the cost of creating any additional variant logos shall be indicated on the attached pricing form in the event more variant logos are desired. An example of variant logo's, from the City of Royal Oak, is included in attachment #1 on page 12 of this document.

- Create a positioning statement that uniquely positions Mount Clemens vs other communities in the region.
- Create a tagline from the positioning statement that communicates the brand identity clearly and concisely. The tagline should encompass the different aspects and personality of the city, and compliment the logo. The tagline may also be used on all city communications.
- Create a mascot for the city. This should include a set of drawings suitable for the creation of a character costume for use at public events, parades, and before school groups. Also, simple cartoon type drawings suitable for use on the web site, social media, or in signage. We will also need a name for the mascot.
- Create a city flag. The flag should follow the five basic principles for flag design of the North American Vexillological Association which can be found at:  
[https://nava.org/digital-library/design/GFBF\\_English.pdf](https://nava.org/digital-library/design/GFBF_English.pdf)



- Recommend an URL for the city web site currently available in the “.gov” domain. The URL should be short and should be reflective of the brand identity. Obtaining the URL from the FTC shall be the city’s responsibility.
- Create a new city seal incorporating the new brand. The seal is used by the city on official documents. It is usually embossed using a handheld or mechanical embosser. City seals generally take the form of a circular design approximately two inches in diameter. Currently, the city logo and city seal are identical, but many cities use a more formal design for their seal than for their logo.
- Create vector-based graphics of the new logo, seal, and tagline that can be integrated with all city communication avenues including official letterhead, web site banner, social media, email communication, community newsletters, press releases, the cable channel, flags, banners, signage, vehicles, promotional materials, etc. Multiple sample graphics and templates will be created in the development stage as options for the city to consider. Each sample provided will be accompanied by a brief explanation of how each option appropriately markets the city. The vendor will provide full color, one color, black and white and reverse images.
- Create form templates of primary communication tools incorporating the use of the new brand identity. Primary communication tools include letterhead, business cards, email signatures, signs, social media headers and any other templates recommended by contractor. One form template for each communication tool that could subsequently be altered for use would be sufficient.
- Create Website header/footer graphic incorporating the newly designed logo(s). Graphic must be in line with the proposed style guide. No alteration or additions to the website format and contents are requested.
- Create a style guide that showcases how the brand identity should be used in different contexts and communication avenues. The style guide should identify font and color schemes, HTML color numbers, Pantone (PMS) color numbers, vinyl color numbers, appropriate placement and utilization of logo, seal, and tagline, and any other design characteristics to properly communicate the brand identity. The style guide should be designed keeping all communication avenues in mind, especially those for which a form template has not already been created. The style guide will be consulted internally for all city communication media. The style guide should also provide guidance as to how the brand should not be used or altered.
- Prepare a strategic implementation plan for the roll out of the brand at the conclusion of the project. This plan should provide simple and direct recommendations on how the brand should be rolled out utilizing current communication tools available to the city along with priorities for implementation. The plan should also include recommended “next step” options for what a second phase of brand implementation would entail including the potential for a marketing campaign. This plan shall be created with the city’s financial capabilities in mind.

## **Deliverables**

- Vector and raster based original art files for primarily logo design, theme/tagline, and all variant logos in applicable color and design formats
- High resolution copies of primary logo design, theme/tagline, and all variant logos in applicable color and design schemes in commonly used print, graphic and publication formats
- Vector and raster-based art file of digitally recreated seal and high-resolution electronic copies in various commonly used print, graphic and publication formats
- Vector and raster-based copies of the website header and footer graphic
- Electronic templates of primary communication tools in variety of commonly used formats. Primary communication tools include letterhead, business cards, email signatures, signs, and any other templates recommended by contractor
- Electronic version of style guide for variety of internal and external uses
- Electronic version of strategic implementation plan

## **Budget**

Project expenses should not exceed \$40,000 USD; cost will be an important evaluation criterion. Proposals may only offer a fixed rate. Proposals exceeding the available budget will not be considered by the City of Mount Clemens.

## **Bidders Conference**

A voluntary bidders conference will be held December 16, 2020 at 11:00am via Zoom. Zoom login information can be found in attachment #4 on page 24. City administration will be available to answer any questions you have regarding this RFP. Questions and topics addressed at the bidder's conference will be posted as an addendum to this RFP.

## **Method of Payment**

Payment for completed services will be made within thirty (30) days after invoices are received and approved by the City of Mount Clemens.

## **Tentative Timeline**

1. December 4, 2020 RFP released and posted
2. December 16, 2020 at 11:00 am - Bidders Conference via Zoom (see attachment #4 for logon information)
3. January 6, 2021 – Proposals due by 9:00 am EST
4. January 18 – 22, 2021 – Meet with finalists to discuss proposals
5. February 1, 2021 – Recommendation submitted to city commission for approval.
6. March 1, 2021 (or sooner) – Work begins
7. June 30, 2021, 2013 (or sooner) – Project completion and implementation



City of Mount Clemens, Michigan  
Current City Logo and Seal



**Attachment #1**  
**Example of Variant Logo**

City logo for City of Royal Oak Michigan



Variant logo used by Royal Oak Public Library



Variant logo used by Royal Oak Department of Public Services



Royal Oak uses many variant logos to represent departments and organizations. All use the orange circle and the same font, so they are immediately recognizable to anyone familiar with the city logo. The idea is to create a “family” of logos, each with their own personality but immediately recognizable as part of the family.

## **Attachment #2 Insurance Requirements**

The contractor/subcontractor shall not commence work under this contract until he has obtained the insurance required within this contract. All insurance coverage shall be with issuance carriers acceptable to the City of Mount Clemens. If any insurance is written with a deductible or self-insured retention, the contractor/subcontractor shall be solely responsible for said deductible or self-insured retention. The purchase of insurance and the furnishing of a certificate of insurance shall not be a satisfaction of the contractor/subcontractor's indemnification of the City of Mount Clemens. The contractor/subcontractor is responsible to meet all MIOSHA requirements for on-the-job safety. The contractor/subcontractor and his subcontractor/subcontractor shall procure and maintain during the life of this contract for the following coverage:

- a. Workers Compensation Insurance in accordance with all applicable statutes of the State of Michigan. Coverage shall include Employers Liability Coverage. Successful vendor shall secure evidence of a Waiver of Subrogation from their insurance carrier in favor of the City.
- b. Commercial General Liability Insurance on an "Occurrence" basis with limits of liability not less than \$1,000,000.00 (as stated above level of hazard) per occurrence and/or aggregate combined single limit, Personal Injury, Bodily Injury, and Property Damage. Successful vendor shall secure evidence of a Waiver of Subrogation from their insurance carrier in favor of the City.
- c. Motor Vehicle Liability Coverage, including Michigan No-Fault Coverage with limits of liability not less than \$1,000,000.00 per occurrence combined single limit bodily injury and property damage for all vehicles used in the performance of the contract. The City reserves the right to require specific limits of coverage if the contract involves the use of a motor vehicle for other than transportation to the work site. MCS 90 Endorsement on Vehicle Insurance; Statutory where applicable.
- d. Additional Insured. Commercial General Liability Insurance as described above shall include an endorsement stating the following shall be an additional insured: **"The City of Mount Clemens, including all elected and appointed officials and employees and all other individuals working on behalf of the City are named as additional insured and said coverage shall be considered to be the primary coverage rather than any policies and insurance or self-insurance retention owned or maintained by the City of Mount Clemens."**
- e. Cancellation Notice. Workers Compensation Insurance, Commercial General Liability Insurance, and Motor Vehicle Liability Insurance as described above shall include an endorsement stating that thirty (30) days advance written notice of cancellation, non-renewal, reduction and/or material change shall be sent to:

City of Mount Clemens  
Terese G. Lucci, Purchasing Assistant  
One Crocker Boulevard  
Mount Clemens, MI 48043

- f. Professional Liability, where applicable.

## Attachment #3 Proposal Template

Below is a printed copy of the proposal template all vendors must use for their proposal. An electronic copy in the form a Microsoft Word document is provided on the BidNet site along with the RFP.

Please replace all text highlighted in yellow with your responses. Please delete the yellow highlighting when you do that.

If you wish to insert pre-printed brochures or other material, you may do so in the appropriate locations.

### Proposal for Brand Development for the City of Mount Clemens

Name of Company: *Enter company name here*

Company Address: *Enter complete address here*

Phone Number: *Enter telephone number and extension, if required, here*

Email: *Enter email address here.*

Proposal Authorized By: *Enter name of company representative signing below here*

Title: *Enter title of authorized signatory*

Phone Number *Enter phone number of authorized signatory if different from above*

Email *Enter email address of authorized signatory if different from above*

*Enter company name here* hereby offers to furnish the City of Mount Clemens all materials and/or services for brand development at the prices quoted below in conformance with the city's specifications as described in the city's request for proposals:

*Enter company name* here certifies this proposal is in complete compliance with all specifications except as specifically listed below:

*Enter any exceptions from specifications here. If there are none, please say so.*

**Not to Exceed Fee Total:** *Enter maximum fee here*

The not to exceed fee above includes all work described in the city's request for proposals for brand development services. This includes one complete variant logo for the Mount Clemens Public Library.

Fee for developing additional variant logos: *Enter amount for each additional variant logo here.*



If any additional services are proposed by your company, please outline these and their costs separately from those services requested in the request for proposals. Also, please describe why these services are recommended.

*Enter any additional proposed services and fees*

Fee schedule for additional work which may be requested after completion of the project described in the request for proposals.

*Enter fee schedule here*

Terms: *The city expects to be invoiced for the project after it is completed. Payment will be made via check within 30 days of invoice being received. If your firm requires any other terms, you must state them here.*

This proposal is firm for *Enter number of days (90 minimum)* from date of proposal opening.

Authorized Signature: \_\_\_\_\_

Date Submitted: \_\_\_\_\_

**About *Name of Firm***

*Please use this section to tell us about your firm. This may include history, philosophy, focus or anything else you would like us to know about your firm. We are particularly interested in what you feel distinguishes from your firm from your competition and any particular interest you may have in Mount Clemens.*

## **Project Approach**

*Please describe the approach your firm will use to develop a brand for the City of Mount Clemens. This should include who you will want to meet with and the nature of those meetings. It should also include a proposed schedule for the project.*

## Project Team

*Please identify the specific individuals within your firm who will be assigned to this project. Describe their role in the project and provide biographical information including academic and experience qualifications of each team member.*

## Other Information

*Please include any other information you would like to present here*

## Client References and Work Samples

For at least three clients, please provide

Name of client: *Enter client name here*

Name of primary contact: *Enter client contact name here*

Title of primary contact: *Enter title of contact here*

Phone number of primary contact: *Enter phone number of client contact here*

Description of project: *Please describe the work performed by your firm for this client here. Please be very clear about what work your firm performed vs any work performed by others for this client.*

Project budget: *Please enter approximate project budget for this client here*

Work samples: *Provide samples of the work you performed for this client here. You may include as much or as little material here as you wish.*

*Please use additional copies of this form for each additional client you wish to include as a reference. You may include as many as you wish but not less than three.*

## **Other Work Samples**

*Please include any other work samples, you may wish us to see, here.*

## Sample Contract

If your firm has a standard form of contract, please provide it here.



Attachment #4  
Bidders Conference  
Zoom information

Topic: Mount Clemens Branding RFP Bidders Conference  
Time: Dec 16, 2020 11:00 AM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83856106733?pwd=dDhjWFhrRGpaVzkrc2Z1c2Jzb0RCQT09>

Meeting ID: 838 5610 6733

Passcode: 556568

One tap mobile

+13126266799,,83856106733#,,,,,0#,,556568# US (Chicago)

+16465588656,,83856106733#,,,,,0#,,556568# US (New York)

Dial by your location

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington D.C)

+1 346 248 7799 US (Houston)

+1 669 900 9128 US (San Jose)

+1 253 215 8782 US (Tacoma)

Meeting ID: 838 5610 6733

Passcode: 556568

Find your local number: <https://us02web.zoom.us/j/kci5P1fW>