



Request for Proposals

Strategic Branding and Marketing for Economic Identity

Released: December 1st, 2023

INQUIRIES AND PROPOSALS SHOULD BE DIRECTED TO:

E-Mail: SBURKE@CI.VENETA.OR.US

DEADLINE FOR PROPOSALS IS:

5:00 PM January 5, 2024



Request for Proposals

Strategic Branding and Marketing for Economic Identity

The City of Veneta seeks proposals from one or more Marketing/Branding Consultants to develop a prospective community identity that can be used to promote economic development, placemaking, business retention and expansion in the City. In June 2023, the City's Economic Development Committee (EDC) advised Staff to use local representatives to form a committee in order to establish a memorable identity for the City of Veneta. The City of Veneta's decision was motivated by findings from a collection of surveys and reports that identified the City's branding efforts and regional awareness as a weakness and noted that a local identity was wanted by the business community to draw people in, and create a sense of unity among citizens.

Additionally, The Veneta-Fern Ridge Chambers of Commerce has previously attempted branding efforts with the slogan "Inspired by Nature". A 2009 Visitor Readiness Report examined the efforts and determined that the branding was confusing to stakeholders, hard for businesses to adopt, and that a consistent marketing strategy was not followed or implemented.

The Economic Development Committee has emphasized the importance of including local voices during the initial process of developing a slogan. Following the EDC's recommendation, A Community Identity Committee consisting of local representatives developed four potential slogans to be used to as Veneta's Economic Identity:

- 1) Veneta; Completely Normal
- 2) Veneta; It's Life As You Like It
- 3) Veneta; Inspired by Nature
- 4) Veneta; More Than a Stop Along The Way

Staff seeks proposals for a marketing consultant with knowledge and experience in branding, marketing, and placemaking. Placemaking revolves around creating a place that people want to work, live, and play. The consultant would evaluate the capacity for each slogan to translate into usable and viable branding for Veneta businesses. The marketing consultant should also develop a marketing strategy that can be implemented by the City, local businesses, and additional stakeholders.

The City of Veneta:

The City of Veneta (Pop. 5,271) is located in the midst of a large rural, recreation-oriented, and forested area about twelve miles west of Eugene, Oregon. Natural features around it include the Fern Ridge Reservoir, the Coastal Mountain Range to the west and Cascade Mountain Range to the east. These surroundings boast forests, wetlands, and agricultural operations, including several award-winning wineries and local retail farms. From the East, Veneta is accessible by Highway 126 connecting the City to urban Eugene and coastal Florence. Its northern and southern neighboring unincorporated communities of Elmira, Crow, Noti, and Lorane hold many winery and farm-produce treasures and are

accessible by Territorial Highway. Veneta is a small, progressive community with tremendous growth potential where residents appreciate healthy lifestyles, cultural diversity, and the arts. Veneta's residents are friendly, outgoing people who are proud to live in an environment with something for everyone – from the rugged outdoors to quiet gardens to local shops. Incorporated in 1962, Veneta has transformed from a bustling timber town to a progressive, visionary city that has both embraced recent growth and continues to prepare for future growth with major projects such as a downtown redevelopment, strong local business support, and upgraded parks. Veneta's quiet, small-town community feel is an exceptional mix of abundant amenities and local community businesses with big-city options close by in Eugene.

Scope of Work:

The City expects that the consultant will perform the following tasks as part of this project:

Task 1: Project Kickoff

The consultant will have a meeting with City of Veneta staff to plan bi-weekly check-ins, discuss prior and current branding and marketing initiatives, gain insight on the City's economic development goals, and other matters.

Task 2: Develop Messaging

The consultant will evaluate and refine the 4 slogans previously developed by the EDC's Identity Committee. The changes and additions made by the consultant should ensure the slogan's effectiveness in marketability, placemaking, and economic development.

Task 3: Present Findings

In collaboration with City staff, the consultant will present the modified slogans to the EDC, Identity Committee, and local stakeholders for a final selection. The presentation should include the strengths and weaknesses of each option, how they may be used for the purpose of economic development and placemaking.

Task 4: Develop Campaign

The consultant will develop a strategic campaign that the city can adopt in order to implement the new slogan. The campaign should include collaboration strategies with local businesses and partners as well as a list of assets the City should acquire in order to expand the campaign. Assets might include, but are not limited to: promotional materials such as a logo, video assets, or other marketing materials.

Task 5: Implementation

The consultant will help implement the strategic campaign and produce materials and assets identified in Task 4.

Task 6: Other

Other tasks may be assigned or recommended by either the City of Veneta or Consulting Agency, in addition to the scope of work listed above. Such work might include, but is not limited to: alternative marketing efforts, other branding related to placemaking/ economic development, redesign of logo(s), etc.

Project Budget:

The City desires to accomplish this project for a not-to-exceed cost of \$30,000. If a firm is unable to complete the project within the proposed budget, they should describe the necessity to expand the project budget within their proposal. Proposals that submit alternative budgets will not be automatically disqualified.

Project Timeline:

The City desires to accomplish this project within three months of executing a contract. If a firm is unable to complete the project within the proposed timeline, they should describe the necessity to expand the project timeline within their proposal. Proposals that submit alternative timelines will not be automatically disqualified.

Preparing & Submitting a Proposal:

A. DEADLINE FOR SUBMISSION OF PROPOSALS

1. Interested firms should submit proposals by 5:00 PM January 5, 2024 to: Sburke@ci.veneta.or.us
2. Proposals should be marked: "Strategic Branding and Marketing for Economic Identity"

B. PROPOSAL CONTENT

Evaluation and selection of a project partner will be based on information submitted in the proposal, reference checks, and supplemental information. Failure to respond to each requirement in the RFP may be the basis for rejecting a response.

Submitted proposals are suggested to include each of the following sections:

1. Firm Profile. Provide relevant contact information for the developer and a brief description of development success.
2. Executive Summary of the Project. Provide a summary of activities required to complete the project scope and produce key deliverables.
3. Completion of the Project Scope. Produce a comprehensive narrative describing how the consultant will complete the tasks described in the project scope including relevant methods, tactics, and engagement with stakeholders.
4. Timeline. Include a project timeline featuring key dates, bi-weekly check-ins with key stakeholders, and the completion of each task.
5. Cost Estimate. Include the hourly rates of personnel working on the project, the total estimated personnel cost, specific materials and asset costs, the total estimated materials cost, and an estimated total cost to complete the project.
6. Similar Projects & References. Provide examples of similar projects and related references.
7. Resumes. Provide resumes of key staff involved in the project. Resumes should highlight past experiences that are similar to the current project.

C. SELECTION OF CONSULTANT

Proposals will be evaluated by the City staff. They will be evaluated based on the following criteria:

- a. Completeness of the work included in the Proposal. Pass/Fail.
- b. Consultant's understanding of the City's goals and approach to the project as demonstrated by the project description. 40%
- c. Consultant's experience with similar projects. 20%
- d. Proposed cost of completing the project. 20%
- e. Demonstrated ability to complete the produce high quality work in a timely manner. 10%
- f. Unique or special ability. 10%

D. SELECTION PROCEDURE

1. Staff Review. Subsequent to the deadline for acceptance of proposals, City staff will evaluate each Proposal and determine rankings based upon materials submitted. If necessary, City staff may request answers to follow-up questions or an interview from consultants to help score proposals.

2. Negotiations. The highest scored proposal will be contacted to begin negotiations. If negotiations with the highest ranked proposer fail, then the City will proceed with negotiations with the next highest ranked proposer, and so on, until a consultant is selected.

E. ADDITIONAL INFORMATION

To be added to the official Proposer's List and ensure that you will be notified of changes or addendums to the above project, email Sburke@ci.veneta.or.us with the following information:

Project Name

Bidder Name

Bidder Contact Person

Email of Contact Person

Phone #