

TOWN OF BETHLEHEM
REQUEST FOR PROPOSAL
COMMUNITY BRANDING, MARKETING AND ECONOMIC DEVELOPMENT INITIATIVE FOR THE
TOWN OF BETHLEHEM

SPECIFICATIONS OF RFP

A. PURPOSE

1. The Town of Bethlehem requests proposals from qualified marketing firms to research, create, and develop an implementation plan for a community branding and marketing initiative for the Town of Bethlehem. Responses to this Request for Proposal (RFP) will provide the Town with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, work performed in similarly sized communities, and price.

2. The primary goals/objectives to be achieved by the branding initiative include, but are not limited to:

a. Uniformity – The brand should convey a common message and image to constituents. A defined message that will market the Town of Bethlehem locally, statewide, nationally and internationally as a great place to live, work, play, vacation and do business; a community historically focused on sustainability and conservation; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.

b. Community Identity/Pride – Identify and promote what makes the Town of Bethlehem distinct and appealing in a regionally competitive environment for 2nd homeowners, businesses, retailers, visitors, and residents.

c. Community and Economic Development Promotion – Promote a healthy economy, attract new businesses, new residents and young professionals, and retain and enhance key businesses and creative talent.

d. Flexibility – The brand must be flexible and adaptable in order to meet the needs of the Town, as well as the diverse groups and businesses within the Town in their specific marketing initiatives, while maintaining consistency with their overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.

e. Endorsement – The brand must be authentic and resonate with community leadership and stakeholders in the Town of Bethlehem.

ELIGIBILITY

1. The consultant should specialize in, research, marketing, and creative design as it relates to the 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 initiatives. Priority will be given to those firms that have experience with local governments in this type of work.

2. The Town of Bethlehem desires to issue a contract to a single qualified agency to lead the project.

SCOPE OF WORK

Project Management – The consultant will lead all aspects of the Town of Bethlehem’s community marketing and branding initiative, including:

1. Advisory to the Steering Committee (to be determined by the select board) – This team will be composed of representatives from the Town and community. Meetings throughout the process will be required.
2. Lead and facilitate various focus groups comprised of members of the diverse constituencies that make up the soul of the Town.
3. Facilitator during the research process and/or testing of the new brand – Include descriptions of community engagement efforts that will take place during this process.
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 research plan, which will include qualitative and quantitative research with key publics to identify the following:
 - a. The key elements of the Town of Bethlehem.
 - b. Analysis of competitor marketing strategies.
 - c. Measures that will be used to determine if the branding effort is successful.
5. Strategic Plan – The consultant will develop strategic objectives that will help better inform the Town of Bethlehem on 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 across the Town of Bethlehem.
 - b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
 - c. Recommendations 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, brand statement, tagline, and other products to support the overall brand initiative.
 - a. Print and electronic advertising
 - b. Website design
 - c. Media placement
 - d. Public relations
 - e. Events

f. Templates

7. Implementation Plan – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow 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 in the initial year and then on-going years as well.
- 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.

SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that the Town may properly evaluate the capabilities of the firm to provide the required Services and Results. The Firm shall submit one (1) electronic copy by email to admin@bethlehemnh.org.

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 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 a 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. References (names and contact information) for clients for which the firm performed projects of a similar type and size within the last five years. Describe in detail, each projects outcome and the process your firm used to achieve those outcomes. Reference letters are recommended.
6. A work sample of a completed project(s) that is representative of the work proposed for the Town.
7. Proposal Lump Sum Fee (not-to-exceed) for this project. Provide a detailed cost for each phase of the project.
8. Proposed engagement agreement with terms and conditions.
9. Your perspective on what should be addressed and how you will accomplish that.

EVALUATION CRITERIA

Proposals will be evaluated by the Select Board 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. Reference letters from other clients and contact information so the Select Board can speak to the references directly.
4. Quality of illustrative examples.
5. Proposed Lump Sum Fee.
6. All qualified submissions received by the deadline will be analyzed by the Town 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 Town reserves the right to (a) accept or reject any/or all submissions of proposals; (b) to waive any irregularity, technicality, informality or discrepancy in a proposal; (c) accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of the Town; (d) give full and proper evaluation of the Vendor or team presenting the proposal.
8. The Town (Board of Selectmen) 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.

PROPRIETARY INFORMATION

This RFP and each original proposal received, together with copies of all documents pertaining to the award of a contract, shall be retained by the Town of Bethlehem and made part of a file or record which shall be open to public inspection after contract is awarded.

TIMELINE

01/10/2020 – Proposal due

01/13/2020 - Board will open proposals at meeting

01/20/2020 – Board will discuss proposals and pick top ones to invite to interview with Board

01/27/2020 – Interview (meet and greet) with the Board

02/10/2020 – The Board will make their decision on Marketing agency