

Village of Woodridge
REQUEST FOR PROPOSAL
Municipal Marketing and Branding Initiative



Issue Date: January 3, 2020
RFP Submittals Due by February 3, 2020 at 4:00 PM

Submit One Original and One Electronic Copy to:

Village of Woodridge
ATTN: Rosemary Sharpe
5 Plaza Drive
Woodridge, IL 60517

Electronic copies by flash drive or email to:

rsharpe@vil.woodridge.il.us

CONTACT: Peggy Halik, Assistant Village Administrator
phalik@vil.woodridge.il.us or (630) 719-4708



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I. INTRODUCTION

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a lump sum contract through competitive negotiation with a qualified consulting firm with solid experience in marketing research (both quantitative and qualitative), message/positioning development, and municipal identity/branding including development of a brand values statement; logo development and associated graphic standards; and recommendations for brand rollout through social media marketing as well as traditional marketing.

The Village of Woodridge is seeking the development of a comprehensive brand marketing campaign to drive business attraction and retention, energize current residents, position the municipality as a desirable place for relocation, and enhance general perception.

II. BACKGROUND OF THE VILLAGE

The Village of Woodridge (population 32,971) is a progressive community located in DuPage, Will, and Cook Counties, Illinois approximately 30 miles southwest of Chicago. Neighboring communities include Naperville, Downers Grove, Darien, Lisle, Lemont, Romeoville and Bolingbrook. The Village of Woodridge was incorporated on August 24, 1959. The community has continued to grow and prosper while carefully maintaining the area's natural setting through dozens of parks and thousands of acres of forest preserve land.

With its close proximity to downtown Chicago and excellent access to I-355 and I-55, Woodridge has developed a thriving commercial community. The third largest business park in the Chicago Metropolitan Area is located in Woodridge along with eight other business parks, providing space to more than 95 businesses and representing nearly 6,000 jobs. Woodridge is also home to 19 retail shopping centers that include dozens of national retailers.

The Village of Woodridge has a wide variety of housing options that vary from apartments and moderately priced condominiums to luxury single-family homes. Of 11,300 households, approximately 50% are in multi-family developments. Housing to support the needs of Woodridge's aging population has been constructed in recent years as well.

Woodridge is home to six public elementary schools and one junior high school. All seven of these schools are in Woodridge School District #68 which serves a majority of the community. The majority of Woodridge high school students attend Downers Grove North or Downers Grove South High Schools which are part of the Community High School District #99. Several other school districts also serve Woodridge residents as do three fire protection districts.



Woodridge residents enjoy outstanding park and library facilities. The Woodridge Park District provides more than 560 acres of park land which includes over 40 community and neighborhood parks, two lakes, and other woodlands, wetlands, bikeways and open space, including almost 34 miles of off-road asphalt-paved pathways for recreational use. Residents also enjoy the Cypress Cove Family Aquatic Park and the Woodridge Athletic Recreation Center (ARC).

Finally, there are two 18-hole golf courses in Woodridge including the Seven Bridges Golf Course and the Village Greens Golf Course, both owned by the Village of Woodridge. The Woodridge Library has approximately 24,000 registered cardholders and saw nearly a half of a million visitors.

Woodridge is a caring, family-oriented community that provides outreach services to build strong neighborhoods and unify the community by bringing residents together to help one another. Local businesses, service organizations and residents contribute their time, talents and funds to help operate these important programs.

III. SPECIFICATIONS OF RFP

A. PURPOSE

1. The Village of Woodridge requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the Village of Woodridge. Responses to this Request for Proposal (RFP) will provide the Village with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized communities. It is important to note that this is a community branding initiative, but that the brand will be used primarily as an identity for the Village of Woodridge.

While the Village is already undergoing a website redesign, the Village will look for opportunities to include any new identity components in the new web design whenever possible.

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 audiences both within and outside the Village of Woodridge. A defined message that will market the Village of Woodridge to a variety of audiences as a great place to live, work, shop, and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
 - b. Community Identity/ Economic Development – Identify and promote what makes the Village of Woodridge distinct and appealing in a regionally



competitive environment for investors, businesses, retailers, visitors, and residents.

- c. Flexibility – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the Village, as well as groups and businesses within the Village 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.
- d. Endorsement – The brand must be authentic and resonate with community and business leadership in the Village of Woodridge.

B. ELIGIBILITY

- 1. The consultant should specialize in project management, 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 Village of Woodridge 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 point of contact.

C. SCOPE OF WORK

Project Management – The consultant will lead all aspects of the Village of Woodridge community marketing and branding initiative, including the following:

- 1. Lead for facilitating various stakeholder interviews and focus groups comprised of community leadership and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhancing the Village's image.
- 2. 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. The consultant will be expected to employ creative means of public involvement to ensure that community leaders and the business community are aware of and involved in the project.
- 3. 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 audiences to identify the following:
 - a. The key elements of the Village of Woodridge.
 - b. Analysis of competitor marketing strategies.



- c. Measures that will be used to determine if the branding effort is successful.
4. Strategic Plan – The consultant will develop strategic objectives that will help better inform the Village of Woodridge 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 among Village of Woodridge departments.
 - 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.
5. 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 minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered, with the final option 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
6. Implementation Plan – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow the Village Board 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.

D. OPTIONAL SCOPE OF WORK

Evaluation Plan – The consultant will develop a plan or ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the Village Board, key stakeholders, and the public. This optional work should be priced separately from the required scope of work.



E. DELIVERABLES

1. Meetings (approximately 5)
2. Summary report of stakeholder interviews/steering committee
3. Brand Research Plan document
4. Strategic Plan document
5. Three alternatives for brand/logo options
6. Complete Style Guide for the selected logo, messaging, etc.
7. Implementation Plan including recommendations, cost matrix, and timeline
8. Presentation to the Village Board

IV. SPECIFIC PROPOSAL PREPARATION INSTRUCTIONS

Proposals should be as thorough and detailed as possible so that the Village may properly evaluate the capabilities of the firm to provide the required Services and Results.

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 in Q2 2020 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. 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 Village.
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.

V. EVALUATION CRITERIA

Proposals will be evaluated by the Village 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.
4. Quality of illustrative examples.
5. Proposed Lump Sum Fee.
6. All qualified submissions received by the deadline will be analyzed by the Village 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 Village 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.

VI. RESPONSE SUBMISSION

Responses to this RFP shall be submitted in sealed format, with the envelope clearly marked with the date and the RFQ title. Submittals shall include one (1) original **unbound** document and one (1) complete electronic copy in PDF format. All costs incurred in the preparation of the response shall be the responsibility of the Offeror and will not be reimbursed by the Village of Woodridge.



It is the responsibility of the Offeror to insure that the response is received by the Village of Woodridge, by the date and time specified above. Late responses will not be considered. Sealed responses shall be **due no later than February 3, 2020 by 4:00 p.m.** at the address shown below.

Village of Woodridge
Attn: Rosemary Sharpe
5 Plaza Drive
Woodridge, IL 60517

VII. RIGHT TO REJECT

The Village of Woodridge reserves the right to reject any and all responses, or parts thereof received in response to this RFQ; waive formalities, technical deficiencies and irregularities; or otherwise solicit new responses if some other manner of negotiation better serves its interests, and to award an agreement in a manner that best serves the interest of the Village. An agreement for the accepted response will be drafted based upon the factors described in this RFP.

VIII. NOTIFICATION OF AWARD

It is expected that a decision selecting the successful firm will be made within approximately 90 days of the closing date for the receipt of responses. Upon conclusion of final negotiations with the successful firm, all Offerors submitting responses to this RFP will be informed, in writing, of the name of the successful firm. It is expected that the contract will be for an unspecified period of time and subject to termination upon delivery of written notice of no less than 60 days.

IX. QUESTIONS

All questions must be submitted in writing via e-mail to phalik@vil.woodridge.il.us or fax to (630) 719-0021 no less than five (5) business days prior to the scheduled due date of the response.