

REQUEST FOR PROPOSALS
TOWN OF ALGOMA
CONSULTING AND DESIGN SERVICES FOR
MUNICIPAL BRANDING AND LOGO

The Town of Algoma, Winnebago County, Wisconsin (“Town”), is announcing a Request for Proposals (RFP) from interested parties for **Consulting and Design Services for creation of a municipal brand and logo** as part of the Town Comprehensive Plan and Economic Development Initiative.

Project Description

The Town of Algoma is a dynamic and growing community of over 7,000 residents. Not only has the Town seen sustained residential and cultural growth but is now ramping up efforts on high quality economic and commercial opportunities. If the Town is to succeed in this vision, the Town’s identity and physical products must also reflect that drive. To that end, the Town is creating a brand statement or “story” that will drive many of the Town’s decisions relating to marketing, signage, correspondence and character.

Objective

The objective of this RFP is to determine which graphic artist(s) or company (“Designer”) will develop a municipal brand and logo for the Town of Algoma. The final products may appear in or on Town Hall documents, publications, signage, promotions, clothing, advertising, public works vehicles, and other places deemed appropriate by the Town. The chosen Designer may also be asked to design elements of wayfinding signage for pedestrian and vehicle traffic in town.

Scope of Work

The chosen Designer will be expected to analyze and review existing Town logos and materials.

The intent of this project is to identify a brand for the Town and establish a strategic marketing plan for the implementation of this brand to:

- Provide a focus for Town marketing initiatives;
- Distinguish the Town from its peers and competitors;
- Focus on the Town's revived vitality and opportunistic future;
- Overcome out-of-date perceptions;
- Create a unifying brand and vision for the community;
- Establish logos, taglines, graphics and a strategic marketing plan;
- Develop template materials to include, but not limited to, color palettes and Microsoft Programs;
- Direct future communications and marketing initiatives; and
- Provide innovative and creative solutions.

This process shall include the compilation of perceptions about the Town from key stakeholders (residents, businesses, organizations, visitors, etc). The intended outcomes include identifying and analyzing emerging trends and community assets, articulating core community values, developing a brand identity from input gathered and determining an implementation strategy.

The goal is to complete this process by November, 2017.

As a secondary assignment, the Designer may be asked to assist with the design of wayfinding signage for pedestrian and vehicle traffic.

Budget

All proposals must include proposed costs to complete the tasks described in the project scope. Costs not to exceed a total of \$17,500 (including printing costs). Costs that need to be identified include:

Creative Design & Content Development

- Cost to develop marketing collateral including brand, handouts, brochures, flyers, postcards, reports, other strategic initiatives and redesign of newsletter.

NOTE: All costs and fees must be clearly described in each proposal.

Submission Deadline

Submission packets must be received at Town Hall by 12:00 PM June 16, 2017. Proposals may be hand delivered, mailed or emailed. Faxes will not be accepted. Please direct questions to Benjamin Krumenauer, Town Administrator at (920) 235-3789 or at bkrumenauer@townofalgoma.org.

Submit packets to:
Town of Algoma
ATTN: Benjamin Krumenauer, Town Administrator
15 N. Oakwood Road
Oshkosh, WI 54904
bkrumenauer@townofalgoma.org

Proposals received by the Town of Algoma, Winnebago County, WI in response to this solicitation become public records and are subject to Wis. Stat. 19, the Wisconsin Public Records Law.

The Town strongly encourages minority-owned and women-owned businesses, socially and economically disadvantaged business enterprises, and small businesses to respond to this RFP, to participate as partners, or to participate in other business activity in response to this RFP.

Selection Timeline

The schedule for the selection of a project Designer is as follows:

Date	Activity
5/26/17	Town of Algoma staff; issue RFP release; posts on website.
6/16/17	RFP deadline.
6/19/17	Staff reviews responses; selects top firms for interviews.
7/3/17	Staff meets to interview selected firms; selects firm.
7/5/17	Approval from Greater Oshkosh EDC Executive Committee.
7/14/17	Contract finalized; all firms notified.

Submission Requirements

1. Proposal packets should include the following:
 - a. A letter of interest briefly summarizing the Designer's qualifications and past experience relative to the scope of work.
 - b. A list of key personnel, including sub-consultants, indicating the specific role of each, and clearly identifying the Project Manager. Note: The Designer must inform all sub-consultants that the Town retains the right of final approval of any sub-consultant.
 - c. Examples of prior work similar in scope and produced within the past five (5) years.
 - d. Contact names, phone numbers, and addresses of at least two (2) references related to the examples of prior work.
 - e. Budgets for completing the "Scope of Work".
 - f. A timeline for completion.
2. Designers responding to this RFP shall submit one original along with three (3) copies of the Proposal (unless sent electronically). All Proposals received will become the property of the Town of Algoma and will not be returned.
3. Upon request, the Town will provide the Designer with an acknowledgment of receipt.
4. The Town reserves the right to waive any irregularities in Proposals and/or to reject any or all Submissions.

Required Insurance Coverage

Commercial Automobile Liability Insurance. A policy of Commercial Automobile Liability Insurance, including coverage for owned, non-owned, leased or hired vehicles written on an insurance industry standard form (CA 00 01) or equivalent, with the following minimum coverage: \$1,000,000 combined single limit coverage.

Payment

No advance payments will be made to the Designer. The Designer must have the capacity to meet all project expenses in advance of payment from the Town. Payments are made on Work Orders after completion of billable work. Reimbursable expenses are paid only if pre-authorized by a written agreement between the Town and Designer, and upon receipt of an invoice for the reimbursable expense.

Selection Process

Proposals will be evaluated using the following point system of relative importance with an aggregate total of 100 possible points.

1. Evidence of Designer's creativity and ability to perform the required services: 25
2. Qualifications/expertise of the key personnel on the team: 20
3. Past performance and record of successful completion of similar work: 10
4. Proposed Scope of Work and Schedule: 25
5. Cost of service: 20

Please direct any questions related to the above RFP to:

Benjamin Krumenauer
Town Administrator
(920) 235-3789
bkrumenauer@townofalgoma.org