



## **Request for Proposal**

The Frankfort Area Chamber of Commerce is seeking proposals to develop a comprehensive brand and marketing strategy. The branding and marketing initiative should incorporate existing economic development and tourism activities. The Frankfort Area Chamber's recently- appointed Branding Committee will provide oversight for this project. The committee has identified two primary objectives for this campaign: development and implementation of a strong community brand; and presenting the Frankfort area as a desirable location for businesses and individuals. The Branding Committee represents a cooperative effort between Frankfort Area Chamber of Commerce, Kentucky Capital Development Corporation, Downtown Frankfort, Inc., Frankfort/Franklin County Tourist Commission, the City of Frankfort, Franklin County Fiscal Court, and Frankfort Convention Center. The Frankfort Area Chamber of Commerce and Branding Committee will give final approval for all work performed.

## **Background**

Over the past 18 months, numerous community stakeholders and the interests they represent have been developing a unified vision for our community's growth through 2050. Cooperation between these groups accelerated when we initiated annual joint board meetings between The Frankfort Area Chamber of Commerce, Frankfort/Franklin County Tourist Commission, Downtown Frankfort Inc., Kentucky Capital Development Corporation, the City of Frankfort, Franklin County Fiscal Court, and Frankfort Convention Center. During the joint board meeting in March 2014, the combined group determined community branding for the City of Frankfort and Franklin County (hereunto referred to as Frankfort Area Community) is a top priority. A branding committee was formed as a result, and has now been expanded to include other key stakeholders including major financial and educational institutions and local media partners.

As the committee began exploring the branding vision for the community, members concluded extensive research would be required to create a brand that defines the Frankfort Area Community and demonstrates the unique qualities to make it an attractive place in which to live, visit and do business. Since Frankfort is simultaneously a capital city and a small town, the brand development is challenging and requires specific expertise from a firm or individual specializing in community branding.

The primary objectives of the branding initiative include, but are not limited to:

- a. **Uniformity** - The brand should convey a common message and image to audience both within and outside of the Frankfort Area Community.
- b. **Community Identity/Pride** - Identify and promote what makes the Frankfort Area Community appealing in a regionally competitive environment to investors, businesses, retailers, visitors and residents.
- c. **Community and Economic Development Promotion** - Promote a healthy economy; attract private investment; attract new residents and young professionals; retain key businesses and creative talent. Present a defined message to promote the Frankfort Area Community locally, statewide, nationally, and internationally as a desirable place to live, work, play, and do business, as well as the right location for development, redevelopment and investment, the perfect combination for a business-friendly community.
- d. **Flexibility** - The brand must be flexible and adaptable in order to meet the needs of a variety of partners, including agencies within the Frankfort Area Community, as well as groups and businesses with their own specific marketing initiatives, while maintaining consistency with the overall brand. It must also be flexible enough to evolve in order to adapt to any changes in the market.
- e. **Endorsement** - The brand must be authentic and resonate with citizens, businesses and community groups within the Frankfort Area Community and throughout the region in order to gain the broadest possible support for the initiative. It must be relevant to the Frankfort area community, but also reflect the desire to continue to grow and progress as a community.

Response to this RFP should include the following elements:

### **Scope of Contract**

- \* Conduct research with key community segments to determine existing attitudes, local and statewide perceptions, opportunities and challenges to enhancing the community image. Why are businesses, residents, visitors choosing us /not choosing us? How do we address this issue?
- \* Recommend specific necessary elements to convey the message, i.e. visual elements, printed collateral, print advertising, web elements, media placement, public relations, events, etc.
- \* Develop strategies to position the messaging statements based on qualitative research and analysis of quantitative data.
- \* Work with web portal development team to ensure message is appropriately tailored and woven throughout the cooperative partners' web and social media presence.
- \* Define how the core message is shared with existing partner initiatives and expandable to the broader region partners and assets.

#### D. SCOPE OF WORK

*Project Management* – The respondent will lead all aspects of the Frankfort Area Community branding initiative, including the following:

1. **Advisory to the Steering Committee** – This team will be composed of representatives from the Frankfort Area Chamber, Kentucky Capital Development Corporation, Frankfort/Franklin County Tourist Commission, Downtown Frankfort, Inc., City of Frankfort, Franklin County Fiscal Court, Frankfort Convention Center and community leaders.
2. **Facilitator during the research process and/or testing of the new brand** - The Frankfort area community has been very involved and engaged. The respondent will be expected to employ creative means of public involvement to ensure all segments of the community are aware of and engaged in the project.
3. **Research** – Research will be the basis for the development of a brand concept, creative elements, and the overall brand initiative. The respondent will create and implement a brand research plan, which may include qualitative and quantitative research to identify the following:
  - a. List of key stakeholders, groups, or influential individuals, as well as a cross-section of citizens, commuting workforce and business owners in the Frankfort Area Community and those outside of the city having a vested interest in the branding initiative and need to be involved in the process.
  - b. List the key elements and features of the Frankfort Area Community.
  - c. Analysis of current efforts and existing creative elements such as logos, tag lines, and designs.
  - d. Analysis of competitor marketing strategies.
  - e. Measures that will be used to determine if the branding effort is successful. Include timeline to assess effectiveness of implemented branding and marketing strategy.
4. **Strategic Plan** – The respondent will develop strategic objectives to implement manage and promote the brand to include, but not limited to the following:
  - a. Promote use of the brand among community partners, groups, and businesses while maintaining brand integrity.
  - b. Maintain consistency of brand image and message while providing suitable flexibility for the target audiences of the participating agencies.
  - c. Recommend ways to articulate the brand, define markets and promotional opportunities, and advise on strategies to promote brand awareness.

5. ***Creative Development of Brand*** – The respondent will develop creative elements which include design concepts, logos, messages, taglines, and other features 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 a style manual and guidelines for use and the capacity for utilization in the following:
  - a. Print and electronic advertising
  - b. All elements of website/s, social media, and other interactive platforms
  - c. Media placement
  - d. Public Relations
  - e. Events
  - f. Templates
6. ***Implementation Plan*** – The respondent will develop an Action Plan for implementation of the brand in sufficient detail to enable the Frankfort Area Chamber of Commerce and Branding 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.
  - b. Proposed timelines for development of creative elements.
  - c. Recommended positioning of logo and brand guidelines.
  - d. Implementation plans for brand identity applications and brand identity maintenance plan.
7. ***Evaluation Plan*** - The respondent will develop a plan for ongoing evaluation of the brand’s effectiveness and report results of the branding initiatives to the Frankfort Area Chamber of Commerce, key stakeholders, and the public.

### **Eligibility**

1. The respondent should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. To be eligible to be awarded this project, the respondent must demonstrate significant experience with branding initiatives. Priority will be given to respondents having experience with capital cities.
2. The Frankfort Area Chamber of Commerce desires to issue a single contract to a qualified respondent to lead the project. Proposals based on a consortium approach in which more than one firm provides support or services within a consulting team are acceptable. List the key personnel and their individual responsibilities for this project. Include the extent of each person's participation and their related experience. Indicate the approximate percentage of the total work to be performed by each project team member.

### **Insurance and Business Licensing**

The respondent must furnish, within 10 calendar days from the notice to proceed, a Certificate (proof) of Insurance from respondent's carrier, along with Business License from the City of Frankfort and Franklin County Fiscal Court. Failure to provide certificate shall result in disqualification of proposal. The respondent shall maintain insurance coverage for its employees and actions throughout the duration of the contract.

### **Related Experience**

The proposal should address the respondent's overall capacity to lead the destination branding process. Resumes of the individuals who will perform the work outlined in this proposal, including their capabilities and experience conducting similar work should be included in an appendix.

### **Industry Knowledge**

The proposal should provide in detail the respondent's experience in marketing for economic development, relocation and tourism, in addition to a brief synopsis explaining the respondent's philosophy on Destination Branding.

### **Specific Proposal Preparation Instructions**

**Research Capacity:** The respondent should address, in detail, their ability to gather and to effectively utilize research to assist the branding process. The proposal should include a list of any tasks that will be subcontracted and a list of the subcontracting firms. The ideal candidate will be able to either perform these tasks in-house or operate as the lead contractor and subcontract the individual work items and create a final, comprehensive product. The Frankfort Area Chamber of Commerce reserves the right to approve any sub-contractor of the lead contracting firm's team.

**Proposed Action Plan, Time Frame and Expectations:** The proposal should include an Action Plan, along with applicable timeline. Please keep in mind the Frankfort Area Chamber of Commerce's general expectations as outlined above.

**Client References:** Each party should provide three professional references for similar work which has been performed by your firm including the names, addresses, titles and telephone numbers of the person most familiar with the work. Project profile of other brands the agency has developed are highly recommended.

### **REQUIREMENTS AND AUTHORITY OF THE FRANKFORT AREA CHAMBER OF COMMERCE**

This Request for Proposals does not obligate the Frankfort Area Chamber of Commerce to pay any costs incurred in the preparation of the response to this Request for Proposal or to award a contract for services. The Frankfort Area Chamber of Commerce reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source(s), or cancel, in part or entirely, this RFP, if it is in the best interest of the Frankfort Area Chamber of Commerce. All work performed on behalf of the Frankfort Area Chamber of Commerce becomes the property of the Frankfort Area Chamber of Commerce including, but not limited to, hard copies, CD's, DVD's, databases, research, etc. All final reports prepared under the contract shall be the property of the Frankfort Area Chamber of Commerce and may not be used or reproduced in any form without the explicit written permission of the Frankfort Area Chamber of Commerce.

**SUBMISSION INFORMATION**

Respondent must submit one (1) original proposal and four (4) copies , as well as one (1) electronic copy to Carmen Inman. Submission information must include all of the above referenced information, including the following:

- a. Client References
- b. Previous work with capital cities with contact information

Proposals must be submitted by January 9, 2015 at 4:00 p.m. to:

Carmen Inman, President/CEO  
Frankfort Area Chamber of Commerce  
100 Capital Avenue  
Frankfort, KY 40601  
Via email to [chamber@frankfortky.info](mailto:chamber@frankfortky.info)

Any questions regarding this request for proposal should be directed to Carmen Inman, [chamber@frankfortky.info](mailto:chamber@frankfortky.info) or 502-223-8261 on or before 10:00 a.m. on December 30, 2014.