

REQUEST FOR PROPOSALS

Creating a Destination Brand for the XXXXX Area

This document is a request for proposals from agencies and/or individuals with extensive experience in developing destination brands that capitalize on a community's assets and unique attributes to positively impact all aspects of the local economy.

BACKGROUND

The (EDC or Chamber of Commerce Name), for the purposes of this project, represents a coalition of community based organizations, businesses and individuals. The coalition includes support from local government, individual businesses and non-profit organizations who seek to create a "top of mind awareness" of the greater Killeen area for the purpose of recruiting new businesses, residents and visitors to the community.

SCOPE OF WORK

Under the contract to be awarded through this RFP, the (EDC or Chamber of Commerce Name) seeks to have developed a strategic assessment of the "brand" and funding, developing and conducting a sustainable branding campaign. The (EDC or Chamber of Commerce Name) requires a professional, experienced organization to analyze, conduct and interpret research as well as demonstrate extensive experience with creating destination brands. Our goal is to identify a clear, strong brand identity that represents the varied economic sectors of our collaborators with variations for business and visitor recruitment.

The strategic assessment and recommendations would consist of the following principle areas:

- Develop a clear understanding of the current brand awareness of the (Community's name) area and identify existing challenges and opportunities.
- Recommend additional information, if needed, and augment research as necessary.
- Develop a comprehensive profile of our current and potential markets.
- Facilitate surveys of key constituents.
- Review funding methods being used or potentially available to finance a long-term branding campaign.
- Participate in crafting the destination brand based upon results and visioning.
- Participate in the delivery of research results and act as a bridge during the review process and/or testing of the new brand and corresponding creative.
- Participate in devising an accountability plan for implementation. Help devise a plan for measuring success of the branding process.

DELIVERABLES

- Minimum monthly reports outlining significant meetings, discussions, actions and results.
- Qualitative and quantitative analyses of current image and positioning.
- Recommended positioning, logo and brand guidelines.
- Implementation plans for brand identity applications and brand identity maintenance plan.
- Detailed implementation schedule based upon available research.
- Estimated costs/budget associated with the implementation process.
- Presentation of the proposed brand identity including the elements listed above.
- Final written report outlining the elements listed above.
- Trademark search and/or registration, if necessary.

PROPOSAL REQUIREMENTS

Only written proposals will be given consideration.

All proposals must be received by 5 p.m. CST, (Date). No materials received after this date will be considered.

Twelve (12) copies of your written proposal should be sent to:

(EDC or Chamber of Commerce Name)

Attn: (XXXXX) - RFP

(Address)

(City), TX (Zip)

A concept summary is required and must contain the information listed below, in bullet format, using the following order and numeric identification. This is to ensure consistency among all of the submitted proposals. In addition to this required summary, you are welcome to submit appropriate support materials.

Related Experience

1. Address your overall capabilities as they relate to your agency's ability 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, are highly recommended.

Industry Knowledge

2. Each party should provide in detail their experience as it relates to economic development and the tourism industry, in addition to a brief synopsis explaining your philosophy on Destination Branding.

Research Capability

3. Each party should address, in detail, their ability to gather and to effectively utilize research to assist the branding process.
4. Each party should submit a list of any tasks that will be subcontracted and a list of the subcontracting firms. The ideal firm will be able to either perform these tasks in-house or operate as the lead contractor and sub-contract the individual work items and create a final, comprehensive work product. The (EDC or Chamber of Commerce Name) reserves the right to approve any sub-contractor of the lead contracting firm's team.

Proposed Action Plan, Time Frame and Expectations

5. Each party should submit an outline of what (EDC or Chamber of Commerce Name) can expect as part of the proposal along with applicable timelines and a proposed action plan. Please keep in mind the (EDC or Chamber of Commerce Name) general expectations as outlined above.

Compensation/Budget

6. Each party should submit project costs for services along with a payment schedule and an explanation on how fees are established.
7. A listing of services available and potential costs, if any, that will not be included in the contract.

Client References

8. Each party should provide three professional references for similar work that has been performed by your firm including the names, addresses, titles and telephone numbers of the person most familiar with the work. Executive summaries of other brands that the agency has developed are highly recommended.
9. Please identify any agency that may be perceived to be in competition with the greater Killeen area as it relates to economic development and/or tourism

development or that may pose a conflict of interest as well as any accounts that may be an asset.

REQUIREMENTS AND AUTHORITY OF THE GREATER KILLEEN CHAMBER OF COMMERCE

This Request for Proposals does not commit the (EDC or Chamber of Commerce Name) to award a contract, pay any costs incurred in the preparation of the proposal to this request, or to procure or contract for services. The (EDC or Chamber of Commerce Name) reserves the right to accept or reject any or all proposals received as a result of this request, negotiate with any qualified or cancel, in part or entirely, this Request for Proposal, if it is in the best interest of the (EDC or Chamber of Commerce Name) and collaborators to do so.

All work performed on behalf of the (EDC or Chamber of Commerce Name) becomes the property of the (EDC or Chamber of Commerce Name) including, but not limited to, hard copies, diskettes, data bases, research, etc. All final reports prepared under the contract shall be the property of the (EDC or Chamber of Commerce Name) and may not be used or reproduced in any form without the explicit written permission of the (EDC or Chamber of Commerce Name).

All respondents to this Request for Proposal agree NOT to secure/buy/register a URL or email address in connection with this process without the written consent of (CEO's name), (EDC or Chamber of Commerce Name) president.

All work products created by the consultant must be provided to the (EDC or Chamber of Commerce Name) in an MS Office-compatible digital format (Word, Excel, using Arial font with 12-point type, unless directed otherwise or given specific written permission by (CEO's name), or his designee. Additionally, the consultant will be responsible for delivering twelve (12) copies of the final work products to the (EDC or Chamber of Commerce Name).

(EDC or Chamber of Commerce Name) has the authority to terminate its contract with the consultant at any time during the term of the contract without cause with a written 14-day notice to terminate and pay the consultant for work performed to date. In this event, the consultant shall deliver all completed work products, which shall become the property of the (EDC or Chamber of Commerce Name).

SELECTION

Selection will be based on the firm's experience and qualifications as described in the consultant's submittal and ability to provide the required services. The (EDC or Chamber of Commerce Name) may conduct interviews with one or more of the most qualified firms submitting qualifications.

Proposals will be reviewed by a team representing the (EDC or Chamber of Commerce Name) collaborating partners.

Any questions regarding this request for proposals should be directed to (CEO's name), at (email address) or (xxx) (phone number).