

# FAYETTEVILLE & CUMBERLAND COUNTY, NORTH CAROLINA

## REQUEST FOR PROPOSALS

### FOR BRAND DEVELOPMENT SERVICES

5/25/18

#### PROJECT SUMMARY

The Fayetteville Cumberland Collaborative Branding Committee (FCCBC) is seeking solicitations from highly-qualified agencies to develop a community-wide branding strategy for the City of Fayetteville, Cumberland County, and community branding partners. This collaborative branding platform will establish a clear and common brand that highlights and leverages the community's strengths, assets, diversity, vision, and potential.

The FCCBC, consisting of representatives from the City of Fayetteville, Cumberland County, the Tourism Development Authority, Crown Complex, Chamber of Commerce, Arts Council, Convention & Visitor's Bureau, Vision 2026, Cool Spring Downtown District, and the Fayetteville Cumberland County Economic Development Corporation (FCEDC), will look favorably upon innovative, creative proposals for a brand that all partners may incorporate and expand upon in their individual branding, promotion, messaging, and marketing strategies.

Agencies are requested to express their intent to submit a proposal by June 1, 2018 and submit full proposals by June 22, 2018. The FCCBC's review and selection process will continue until a winning branding proposal is awarded.

#### PROJECT BACKGROUND

In 2018, the FCCBC completed an inventory of each governments' and organizations' existing materials, marketing messages, research, and implementation plans (see Attachment A). Upon review, each partner recognized they often promote similar aspects of our community and frequently share audiences. At times, however, the branding and messages have been fundamentally disconnected, often overlap, and are occasionally in conflict with one another. As a result, the FCCBC resolved to direct its energies towards the creation of an overarching brand strategy-- one that will encompass and effectively convey a sense of all that Fayetteville and Cumberland County, North Carolina can offer.

The creation of this centralized messaging platform and brand identity is intended to:

- Aggressively promote Fayetteville and Cumberland County locally, statewide, nationally, and internationally as a superior destination in which to live, work, visit, explore, create, and/or grow a business
- Promote a healthy economy to attract private investment, new residents, and young professionals while ensuring retention of key businesses and talent
- Differentiate our community from others with similar names and demographics
- Deliver an adaptable platform, meeting the needs of various community organizations, City and County Departments, and other business partners in their specific marketing initiatives, while maintaining consistency within the overall brand

- Demonstrate the unity and collaboration that exists between our public, private, and non-profit partners to the local community and external audiences
- Create a community-wide identity that our partnering organizations, elected officials, business community, and citizens can embrace and proudly share

## SCOPE OF WORK

The FCCBC will commission an experienced agency, preferably specializing in branding cities and regions, to work collaboratively with our community's partners in the development of a unified brand platform.

The firm will advise FCCBC during all stages of the project and at a minimum will:

- Review /analyze all data and research that has been previously compiled
- Conduct research among community stakeholders and external audiences to identify existing assets, advantages, perceptions, opportunities, and challenges regarding our area's image
- Create a common brand guide and resource/promotional content library
- Facilitate brand implementation, promotion, and stakeholder engagement
- Recommend long-term implementation and evaluation methods

## PROPOSAL REQUESTS

Proposals should be as thorough and detailed as necessary for the FCCBC to properly evaluate the capabilities of the agency. In the project proposal, agencies are encouraged to include a summary of their strategic approach and methodology for the process, as well as descriptions of expected deliverables (which may include a brand logo, updated logos for community partners, messaging, resource library, promotional materials, social media, etc.).

Proposals should be submitted electronically but formatted so they may be easily printed on standard stock (8.5 x 11, 8.5 x 14, or 11 x 17). These proposals should include:

- Corporate Capabilities Statement
- Past examples of performance in the execution of similar projects
- Principal staff's professional qualifications
- Proposed project design and methodology of approach
- Proposed budget or budget range
- Implementation timeline
- Agency's portfolio of similar projects (please include a description of each project's result and the process used to achieve outcomes)

## SELECTION CRITERIA

Price will only be one variable for consideration. Selection will also be based on a combination of the following factors:

- Demonstrated competency in community branding and approach to the project
- Qualifications and experience of the firm and its employees
- Creativity of proposal, methodology, and engagement model
- References from previous clients

## PROPOSAL SUBMISSION

Agencies are requested to express their interest in the project before June 1, 2018 and submit final proposals to the FCCBC, care of the FCEDC, by June 22, 2018.

Proposals must be submitted electronically. Issuers may additionally provide three (3) printed copies.

Questions, responses, and submissions should be directed to:

Fayetteville Cumberland County Economic Development Corporation  
attn: Robert Van Geons, President & CEO  
201 Hay St. Ste. 401A  
Fayetteville NC, 28301  
(910) 500-6464 / robert@fayedc.com

Issuance of this RFP does not commit the FCCBC or FCEDC to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. The FCCBC and FCEDC reserve the right to reject any or all proposals. Upon receipt, all proposals become the property of the FCEDC.

The FCCBC and its representatives are equal opportunity employers and will consider agencies without regard to race, religion, sex, national origin, age, marital or veteran status, the presence of non-job-related medical conditions or disabilities, or any other legally protected status.