EDMONTDS DOWTOWN BUSINESS IMPROVEMENT DISTRICT
REQUEST FOR PROPOSAL
Branding/Marketing/Website Design
RFP#13-001

PURPOSE: On behalf of the Edmonds Downtown Business Improvement District (EDBID), the EDBID Members Advisory Board (Advisory Board) is soliciting proposals from qualified consultants in the general fields of branding, marketing, public relations, content development, graphics, and website design to develop comprehensive and cohesive materials for print and web applications. Additional information about the full scope of the RFP can be found under “Scope of Work” below.

IMPORTANT DATES:

RFP Issue Date: October 1, 2013
Proposals due: October 22, 2013

RFP SUBMISSION GUIDELINES:

Proposals will be received until 2:00 p.m. October 22 at 123 2nd Avenue Sound, PO Box 1569, Edmonds, WA 98020, c/o Cadence Clyborne. Any proposal received after this date and time will not be accepted. Questions regarding proposals should be directed in writing to Cadence Clyborne, at the address listed above, or by email at cadence.edmondsbid@gmail.com.

Five (5) original hard copies and one digital copy of your proposal must be submitted in order to be considered. The digital copy may be submitted via email (cadence.edmondsbid@gmail.com) if less than 5 MB. Any proprietary information contained in the proposal should be so indicated. However, in the event that the entire contents, or a major portion, of a proposal is designated as proprietary, then that proposal will not be considered. A company official that has authorization must sign proposals to commit company resources. The full cost of proposal preparation is to be borne by the proposing firm. Sole responsibility rests with the Consultant to see that the proposal(s) are received on time at the stated location.

PROPOSAL CONTENTS:

1. Name of lead firm and any subconsultants.
2. Point of contact (name, title, e-mail and phone number) at lead firm.
3. Date local office of lead firm was established and address.
4. Qualifications and technical competence of lead firm and subconsultants in the type of work required.
5. Description of lead firm and subconsultant experience on no more than three similar projects. Please include name of client, project and detailed description of services provided, schedule.

EDBID RFP#13-001
and total cost to complete. If appropriate, a sample of completed project work should be submitted.

6. Listing of key project personnel and their qualifications and experience
7. Description of the technical approach proposed for accomplishment of the work.
8. A proposed schedule and work plan for the accomplishment of the work described.
9. A proposed itemized (lump sum by deliverable) project budget for primary scope of work and deliverables and preliminary estimates for suggested additional scope/deliverables. Include fully loaded hourly rate and expense schedule for time and material services, in addition to estimated lump sum costs for specific tasks.
10. Provide a listing of other BIDs/governments/organizations for which you have provided consulting services.
11. Provide a list of references where services were rendered for organizations with similar scope of work requested. Please provide current contact information, including contact name, agency, address, telephone, website and email address. Three references required.

BACKGROUND:

The Edmonds Downtown Business Improvement District (EDBID) was approved by Edmonds City Council on January 15, 2013 under Ordinance 3909. Upon approval of the EDBID, the Mayor assembled the Advisory Board comprised of a diverse group of 11 member representatives. The Advisory Board was tasked with preparing and presenting bylaws and a work program to City Council within 90 days of their appointment and formation of the Advisory Board. The first year work program for the district kicked off in June 2013, when the Edmonds City Council approved the 2013 work program and budget presented to implement the EDBID program for 2013. This action marked an important first step in the effort to begin the framework for the EDBID.

Geographically, the EDBID is located in downtown Edmonds, Washington as defined and delineated on the map attached as Exhibit A.

To finance the programs authorized by the City, the owners and operators of businesses within the EDBID are subject to a special assessment, based on type and square footage of the business, as set forth in Ordinance 3909. Residential properties, vacant commercial properties and nonprofit businesses are not assessed. All businesses assessed are considered Members of the EDBID.

The mission of the EDBID is to encourage, promote and participate in activities enhancing the general economic conditions for the mutual benefit of businesses in the district and the city of Edmonds. Per Ordinance 3909, EDBID is tasked with providing support for the following actions to benefit the members of the EDBID:

A. Marketing & Hospitality: may include maps/brochures/kiosks/directories, web site, social media, marketing/advertising campaigns, holiday decorations, street performers/artists, historic education/heritage advocacy, special public events

EDBID RFP#13-001
B. **Safety & Cleanliness:** may include maintenance, security, pedestrian environment enhancements

C. **Appearance & Environment:** may include design enhancements, neighborhood advocacy & communication, streetscapes/lighting/furniture

D. **Transportation:** may include transportation alternatives, directional signage, parking management & mitigation

E. **Business Recruitment & Retention:** may include education/seminars, market research, business recruitment

F. **Organization:** may include contract staff & professional services, administration costs

**THE OPPORTUNITY:**

The Advisory Board identified comprehensive EDBID branding and identity development as an important priority for 2013. The Advisory Board is seeking a qualified, creative entity to develop and implement an integrated brand and identity initiative.

The EDBID desires to develop comprehensive and cohesive marketing and outreach materials to help build the brand and identity of the EDBID organization. In addition to branding, the EDBID desires to improve the district’s aesthetics, facilitate communication with EDBID Members, stakeholders and the general public, foster economic development through marketing of the EDBID to prospective industries and businesses with the purpose of attracting new companies to the area, inform, bring together and help instill a sense of pride among all Members and stakeholders.

The successful team should have a strong understanding of design, branding, economic development and the downtown Edmonds area, its challenges and opportunities and be able to develop a complete marketing and branding strategy that draws upon the strengths of the area. More specifically, please see desired Scope of Work and Deliverables list below.

**SCOPE OF WORK/DELIVERABLES:**

- **Branding** – Develop and implement branding process with EDBID members and integrated stakeholders, to be completed by January 31, 2014.

- **Logo Design** – Brand related logo design that can be used in a variety of formats, from marketing materials, to way finding signage, web, smartphones, print, etc. Services will include:
  - Name Development
  - Integrated Brand
  - Logo Design

- **Stationery Package** – Letterhead, envelopes, mailing labels, and email signatures.

- **E-Newsletter Template** – One to three templates of the e-newsletter would be desirable. These templates would be used for “EDBID News” “Messages from the President”, and “Meeting Notices”.

EDBID RFP#13-001
• **Press/Organization Kit** – Folder with pertinent information about the EDBID for the press and/or prospective business owners that have not yet joined the EDBID.

• **Website** – The EDBID desires to build a website with an overall look and functionality that builds on the EDBID brand/identity and serves as a one-stop for all information related to the district and the EDBID organization. Desired features include:
  - Mobile/Tablet optimized
  - Social media integration
  - Search engine optimized
  - Newsletter sign-up/Member contact
  - Blog design and integration
  - Contact us, community profile, transit and transportation, news and press releases, etc.
  - Mapping integration (Google or GIS)
  - Hosting solutions
  - Calendar integration
  - Staff/Board profile
  - Survey capability
  - Original artwork/graphics/photographs
  - Easy to use, integrated Content Management System
  - Property and business owners list with contact information and description.

**SCOPE/DELIVERABLES FOR POTENTIAL ADDITIONAL SERVICES:**

• **Print Ad** – campaign design for ads to be placed in Sunset, Seattle Times, etc.

• **Photography** – In order to enhance marketing efforts, the EDBID desires original, high-quality photography of the district. Examples of desired photography include photos of waterfront, market, roads, retail, public transit, aerial, landscaping and streetscapes, etc.

• **Wayfinding Signage** – digital kiosk(s), maps, pedestrian and vehicular signage.

• **Graphics/Maps** – One to three versions of maps/aerials of the EDBID boundaries within Edmonds context for insertion into a variety of marketing materials. Watermarks and graphics to enhance marketing materials.

• **Copywriting/Content Development** - Brand Messaging / Taglines / Core Values / Mission, Goals & Purpose Statements.

• **Print Key Facts/At-a-glance** – 2-page (or foldout) template that can be filled in with basic information about the district and the EDBID. These can be used as inserts into third party packets such as real estate brokers, building owners, economic development staff, etc. or provided to businesses as handouts to customers.

• **Power Point Template** – for presentations and/or projects

• **Tradeshow booth**

• **Video production** – 5 minute “this is the Edmonds Downtown BID” video
Please note the EDBID is requesting only estimated costs for “additional services” only. Additional services will be included in contractual scope of work based on available budget.

REQUIREMENTS/DISCLAIMERS:

1. The award of the contract will be to the Consultant whose responses comply with the requirements set forth in this request for proposal, and whose proposal is most advantageous to the EDBID, with price considered, and taking into consideration all aspects of the responses. Rates and cost estimates will not be the sole determining factor. The EDBID Advisory Board reserves the right to reject any or all proposals, to waive technicalities and to make an award in whole or in part and as deemed in its best interest and will not reimburse any offer for its Request for Proposal preparation costs.

2. The EDBID may deem to split the work outlined in this RFP amongst multiple firms if deemed in the best interest of the EDBID. The written proposal documents supersede any verbal or written prior communications between the parties. All companies submitting a proposal will be notified of award.

3. The selected Consultant shall enter into a professional services contract with the EDBID prior to initiating services. The EDBID may negotiate contract terms with the selected Consultant prior to award, and expressly reserves the right to negotiate with several Proposers simultaneously and, thereafter, to award a contract to the Consultant offering the most favorable terms to the EDBID.

4. Right of Rejection: The EDBID reserves full freedom (in addition to the right to reject any and all proposals) in awarding contracts to consider all available factors including, but not limited to price, the provision of needed and unneeded features, usefulness, and prior BID experience. Hence, the EDBID may award bids to other than the lowest bidder if, in the judgment of the EDBID, the interest of the EDBID will be best served by awarding to another.

5. Liability for Errors: While the EDBID has made considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this RFP is supplied solely as a guideline. The information is not guaranteed or warranted accurate by the EDBID, nor is it necessarily comprehensive or exhaustive.

6. Firm Pricing: The proposal must be firm for at least ninety (90) days after the closing date of the RFP.

7. Price List: An itemized price list for all goods and services used to satisfy this need should be included in proposal along with all warranties-standard and extended options.

8. Proposal Amendments: The EDBID reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be posted on the EDBID website and delivered by email to any proposers who have received the RFP directly.

9. Proposal Withdrawal: A submitted proposal may be withdrawn prior to the due date by a written request to the EDBID Executive Director. A request to withdraw a proposal must be signed by an authorized individual.

EDBID RFP#13-001
10. Qualified Consultants must demonstrate competence and experience in all areas of expertise required by the scope of services. If subconsultants are to be used, describe the function and approximate percentage of work they will be conducting.

11. Consultant shall plan and conduct the services to comply with local, state and federal laws, rules and regulations, to adequately safeguard persons and property from injury.

12. Consultant shall obtain and maintain current any and all licenses, certificates, registrations, permits and any other item or permission necessary to perform and complete the services outlined in this Request for Proposal.