

Request for Proposal: Branding Services for Springfield Central Cultural District

March 13, 2015

Introduction

The Springfield Central Cultural District Board of Directors is soliciting proposals from agencies that provide branding services. We are seeking a Springfield-based integrated communications and design agency that specializes in branding to work with the Central Cultural District Marketing Work Group to develop our brand identity.

Proposals are due no later than April 3, 2015. Please note that as a small nonprofit organization we are committed to the effective and efficient use of our limited budget.

Brand Development Objectives

We aim to create a sense of excitement about Springfield's future. As a new entity the Springfield Central Cultural District has the opportunity to effect positive change in the impression that people have of our city, by leveraging its impressive cultural assets and historical legacy. Our brand should reflect our goal to showcase the richness of cultural opportunities in Springfield and promote the city as the premier cultural destination of the region—an urban cultural hotspot that is safe, hip, fun, diverse and welcoming.

With this in mind we wish to acquire the following brand services:

- 1) A brand development process that will allow us to flesh out the essence of our brand identity and brand promises.
- 2) Creation of brand elements: logo, tagline, basic brand standards

Proposal Requirements

Proposals are due no later than April 3 2015. Your response to this solicitation should specifically include the following:

1. Agency's name, contact information and Internet URL. Include name, title, email address and direct telephone number of the individual who will serve as the agency's primary contact.
2. Description of your agency including its philosophy, unique advantages, strongest capabilities or service niches.
3. Number and percentage of business-to-business clients vs. business-to-consumer clients.
4. Number and percentage of for-profit vs. non-profit clients.
5. Number and percentage of clients in the fields of arts and culture and/or place-based promotional campaigns.
6. Discuss the way your agency conducts a brand development process. What is your approach to identity discovery/design? What evaluation measures are imposed during your process to ensure that the

thinking generated and solutions presented can best serve the interests of the client? Please specify if any portion of the branding or design process will be outsourced.

7. Describe your company's process for logo and tagline development. What level of client input is considered and what evaluation measures are imposed during your process to guide towards the strongest possible result? Please specify if any portion of the branding or design process will be outsourced.

8. Discuss how your agency produces its best creative work. Please speak to the coordination between your team and your client and discuss any best practices that you feel your agency is using in this regard.

9. Does your firm have directly related experience? If so, please include up to three brand-building case histories. Include the project scope, timeframe and budget, and a sampling of the work. If you have no experience in brand development for this sector, how will your team educate themselves?

10. Please provide brief biographies of the branding and design professionals that would work with us.

Projected Budget and Timeline

Please note we are a small non-profit committed to the effective and efficient use of our limited budget. We have determined the budget that we have available for this project and will be happy to discuss with you should you wish to submit a proposal. Based on your experience and the information we have included about the branding services we wish to acquire, please provide a quote that includes an itemized list of the fees related to each aspect of the process.

In addition please provide an estimated timeline for the duration of this project from start to finish.

Proposal Evaluation

Selection criteria are outlined below and will be used to evaluate proposals. We intend to negotiate contract terms with the most qualified vendor. If unsuccessful, we would intend to then negotiate with the next most qualified vendor, until reaching satisfactory contractual arrangements. This RFP does not commit to award a contract or to pay any costs incurred in the preparations or submission of proposals. We reserve the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in our best interest.

Selection of the successful proposal will be made based upon the bidder's:

- Responsiveness to our unique needs demonstrated in proposal (50%)
- Experience and expertise in similar projects (25%)
- Cost effectiveness (25%)

Anticipated Schedule

- RFP issued 3/13/15
- Proposals due 4/3/15
- Finalists selected, invitation to finalists to present issued 4/13/15
- Finalist presentations 4/20/15 – 4/24/15
- Decision 4/30/15

Submittal

Please submit an electronic file of your proposal by no later than Friday April 3, 2015. Please submit by email to the Cultural District Director, Katy Moonan: katy.moonan@springfielddowntown.com.

Please contact Katy Moonan with questions regarding the RFP at the email listed above or by phone at 413 781 1592.

About the Springfield Central Cultural District

The district covers an architecturally impressive, compact, walkable area encompassing approximately 1/3 of a square mile in downtown Springfield, brimming with cultural attractions. The Massachusetts Cultural Council awarded the official designation of the Springfield Central Cultural District to the city in February 2014. The MCC actively encourages cities to embrace Cultural Districts:

“Cultural Districts help local arts, humanities, and science organizations improve the quality and range of their public programs so that more local families can benefit from them. They enhance the experience for visitors and thus attract more tourist dollars and tax revenue. And they attract artists, cultural organizations, and entrepreneurs of all kinds - enhancing property values and making communities more attractive.”

The leaders of arts organizations and city officials in Springfield worked together to be awarded the designation, and to form a non-profit organization tasked with administering the Springfield Central Cultural District: the Springfield Cultural Partnership Inc, which is now in the process of incorporating as a 501c3.

Mission: To foster civic engagement and arts education in the City of Springfield by creating and sustaining a vibrant cultural environment that positions the City as the cultural capital of the region.

Vision: That the City of Springfield will be recognized as a creative community that contributes to the economic vitality and cultural enrichment of the region. We will foster synergy and alignment of our cultural resources in order to create a vibrant and welcoming experience for visitors and residents alike to experience its cultural resources and draw more artists to choose to live and work in Springfield.

Values: Collaboration, Education, Excellence, Community, Inclusion and Innovation