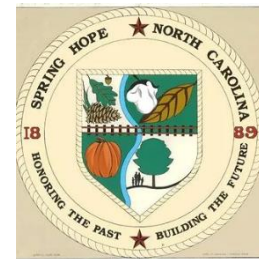


REQUEST FOR QUALIFICATIONS

Town Branding Services

Town of Spring Hope, North Carolina



INVITATION

The Town of Spring Hope is seeking qualified firms to submit proposals outlining their qualifications in the area of branding. The selected firm will be responsible for developing Townwide branding guidelines and a strategy for implementing and promoting the Town's new brand. Responding firms should have a collective experience with developing a public sector brand and community marketing campaigns. Firms must also have experience with gathering community input as it relates to developing an overall brand strategy.

The deadline for submission of proposals is 12 January 2023 at 2:00 PM local time. Submittals delivered after the posted deadline will not be considered for selection.

Submittals may be emailed to Andrew DeIonno at adeionno@springhope.net

PRELIMINARY SCOPE OF WORK

This preliminary scope of work is presented as a reference. The selected consultant team will work with the Town to develop the final scope of work.

1. Brand Guidelines

- a. Develop a Brand Guidelines document outlining the Town's brand strategy, logo, color, typography, graphic elements, layout, imagery, etc.
- b. Engage the public, the Downtown Development Board, and the Town Board where appropriate.

2. Logo

- a. Develop a new, revised Town logo.
- b. Engage the public, the Downtown Development Board, and the Board of Commissioners during logo development and selection.
- c. Solicit input from local merchants and property owners, especially in the downtown area to elicit guidance on downtown redevelopment strategies.

3. Implementation of the Brand Guidelines

- a. Using the Brand Guidelines, update or develop templates for marketing across various media.

4. Implementation Plan

- a. Develop an Implementation Plan for completing the remaining branding opportunities and positioning for next steps. The plan should prioritize completion based on a combination of cost and overall impact.

BUDGET

The project budget range is \$10-\$15,000.

SUBMITTAL REQUIREMENTS

Qualification submittals shall be limited to 10 pages (excluding attachments) and should address the following:

- Statement of Interest
- Describe firm's interest in assisting the Town with this project.
- Project Team—Provide a brief description of the individuals on the consultant team including their relevant experience and qualifications.
- Project Examples: Provide the following information for no more than (3) three relevant projects with similar scope and size that have been completed or are in progress by members of the consultant design team.
 - Name of project, location, project budget, and current status
 - Project description, project schedule, and results
 - Description of professional services provide by the consultant team
 - References (name, title, address, phone number and email)
 - Attachments or links containing the relevant deliverables, if applicable

All costs for developing submittals in response to this RFQ are the obligation of the consultant and are not chargeable to the Town. All submittals will become property of the Town and will not be returned.

CONTRACT

Upon selection of a consultant, the Town intends to enter into an agreement using a typical professional services agreement, that shall be used to secure these services.

EVALUATION CRITERIA

Submittals will be evaluated on the following criteria:

- Experience and past performance of the firm. 40%
- Qualifications of key personnel and the project team. 40%
- Overall content quality and responsiveness to RFQ requirements 10%
- Project schedule for completion 10%

The Town of Spring Hope reserves the right to reject any or all submittals, and to waive any irregularities or information in the evaluation process. The final decision is the sole decision of the Town of Spring Hope, and the respondents to this formal request have no appeal rights or procedures guaranteed to them.

PROPOSED TIMELINE

The following is an outline of the selection process and a tentative time schedule:

Event Date

- RFQ Posted 5 December 2022
- Proposals Due 12 January 2023, 2:00 pm local time.
- Staff Evaluation 17 January 2023
- Interview Top Candidates* 23 January 2023
- Anticipated Contract Award by Town Board 6 February 2023
- Anticipated Work Completion 2 June 2023

*The Town of Spring Hope reserves the right to select a consultant from submitted qualification proposals alone.

CONTACT

All communication concerning this RFQ should be directed in writing to the RFQ Coordinator listed below. Any oral communications will be considered unofficial and non-binding on the Town.

Andrew DeIonno Town Manager; Phone: (252) 478-5186 x225; Email: adeionno@springhope.net End of document.