



CITY OF FORT BRAGG

REQUEST FOR PROPOSALS FOR Branding Services for Visit Fort Bragg

The City of Fort Bragg is seeking proposals from qualified marketing and creative professionals and teams interested in contracting with the City of Fort Bragg to develop a brand for Visit Fort Bragg.

Background & Project Understanding

The City of Fort Bragg has been transitioning from a lumber town to a tourism destination for the past 17 years. This community of 7,000 residents is perched on the bluff tops overlooking the ocean in Mendocino County. The community offers many interesting visitor-serving activities and facilities including:

- Beachcombing, bicycling, walking, hiking, fishing, horseback riding, ocean and river kayaking, beer and wine tasting;
- Visitor attractions include: the world-renowned Glass Beach, Skunk Train, Coastal Trail & Noyo Headlands Park, MacKerricher State Park, Noyo Harbor, the Mendocino Botanical Gardens, North Coast Brewery and more;
- A quaint downtown with a variety of specialty shops located in historic buildings;
- Excellent selection of mid-priced restaurants; and
- Hotels, motels and bed and breakfasts for visitors with a variety of price points.

Year-round tourism is part of Fort Bragg's economy; however tourism peaks from June through September with many visitors from the Central Valley and the Bay Area.

The City of Fort Bragg recently passed a Transient Occupancy Tax increase and a portion of the funds have been dedicated to marketing and promotions. This effort is just getting underway. The City recently completed a Visit Fort Bragg Action Plan for 2017, which identifies targeted promotional and marketing activities to be undertaken by the City over the next year (see Attachment 1). The majority of activities in the Action Plan will be implemented by consultants. Additionally, a consultant recently completed a market analysis of the tourism sector in Fort Bragg (see Attachment 2).

The branding effort will be managed on a day-to day basis by the Community Development Department within the City of Fort Bragg. The Visit Fort Bragg Committee (composed of volunteers in the tourism sector representing hotels owners, retail, attractions and dining) will serve as an advisory committee for the branding effort.

SCOPE OF WORK

The primary objectives of this destination brand initiative are to:

1. Develop a brand concept that is versatile and differentiates Fort Bragg. A minimum of three draft distinct creative options should be presented for review and selection by the Visit Fort Bragg Committee.
2. The branding effort should define the vision, story, and look and feel for all marketing materials and technologies. It should include:
 - a. A definition of the Fort Bragg brand experience;
 - b. Creation of a tag line that is identifiable, memorable and in line with the goals of Visit Fort Bragg;
 - c. Creation of logos, messaging, and story that define Fort Bragg's brand;
 - d. Creation of a Visit Fort Bragg Style Guide which shall include color palettes, icon systems, fonts, graphics, textures, and other brand imagery that will work with:
 - i. Print and electronic advertising
 - ii. Web site design
 - iii. Media placement
 - iv. Public Relations
 - v. Events
 - vi. Templates
 - e. Define and design templates based on the brand for the Visit Fort Bragg website front page, e-newsletter, PowerPoint, and Facebook cover design
 - f. All art and materials must be provided in high-resolution .jpg and vector formats.

Attend to how the brand fits in with other regional branding (Ukiah, Mendocino County, Sonoma County) and competitive visitor markets (Mendocino, Sea Ranch, Bodega Bay, Half Moon Bay, Santa Cruz). Innovation is a part of the Visit Fort Bragg DNA. We are seeking new opportunities to connect with our target audiences and build and leverage the power of the Fort Bragg brand. Identify a branding quality or technique (Blue Sky it!) that will push our brand beyond the norm for the industry to achieved success.
3. Provide a definitive plan for brand introduction and management beyond the initial branding process.
4. Provide art/creative direction as part of the management of all other promotional activities (website, advertisements, PR, collateral, etc.) so that all efforts follow the brand on a year-to-year basis;
5. Work with tourism-related businesses to integrate the brand into their websites and printed materials.

The requested Scope of Services does NOT include any of the following: media relations, digital advertising, website design or social media.

RFP Schedule

RFP Release

Deadline for Written Questions

Proposals Due

Interviews (if needed)

Selection

PROPOSAL SUBMITTAL REQUIREMENTS

1. Proposers should send a complete digital proposal, collated into one PDF document, so that it is received by the City no later than 5:00 p.m. on **date**, 2017 to:
City of Fort Bragg
Attention: June Lemos, CMC, City Clerk
416 North Franklin Street
Fort Bragg, CA 95437
jlemos@fortbragg.com
2. Format: Proposal should be 8 ½ x 11 inches, printed two-sided on recycled and recyclable paper with removable bindings, bound in a single document and organized in sections following the order specified under contents.
3. Limit Proposal length – Please limit proposal length to 15 pages total.
4. Contents: Proposal shall contain the following information:
 - A. Firm Description
Provide a description of your firm and list relevant information about capabilities, size rate of services, and length of time in existence. The firm chosen for this work must embrace a collaborative approach to the strategic development of a brand positioning; have a unique, proven brand philosophy and process; and demonstrate success in the following:
 1. Guiding the Visit Fort Bragg Committee through the entire branding process
 2. Developing a distinctive destination promise
 3. Creating an integrated brand blueprint
 4. Creating or coordinating the creation of all brand assets
 - B. Relevant Experience
Describe relevant destination marketing services engagements, especially those which consisted entire of, or included, branding activities.
 - C. Key Personnel Qualifications
Identify the project manager and key personnel who would work on the project, as assigned their respective roles and a synopsis of relevant experience.
 - D. References
List of public agencies or clients for whom similar work has been performed, with the name, title and phone number of a contact person.
 - E. Project Understanding & Philosophy
 - Branding Philosophy – please describe the branding process and philosophy you would use for this project. Include sufficient detail on proposed tasks, procedures, and methodology, together with a final product on schedule.
 - Provide an outline of your understanding of the destination's situation and issues.

- F. Scope of Work
Provide an explanation of tasks associated with the project, including how you propose to complete each task, as outlined in the draft scope of work above.
- G. Supporting Materials
Please attach supporting materials or concepts depicting how you are distinctive from other agencies or experts in this field.
- H. Budget and Schedule of Charges
Provide a “Not to Exceed” amount and a list of Personnel Rates, Equipment Charges, Travel Reimbursement Costs, and Job Descriptions for Personnel.
- I. Work Schedule
Provide time schedule for completion of work.
- J. Insurance
The individual or firm receiving the contract shall procure and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Consultant, his agents, representatives, employees or subcontracts as set forth in Section 11 of Attachment 3 which is attached hereto and incorporated by reference herein. The cost of such insurance shall be included in the consultant’s proposal.
- K. Consultant Agreement
The City’s standard consultant services agreement is attached as Attachment 3. Please identify if your firm would have any issues with the provisions of the City’s standard consulting services agreement.

EVALUATION CRITERIA

Proposals will be evaluated on the basis of the following criteria:

- Capabilities and resources of the firm (30%)
- Qualifications and experience of key individuals (30%)
- Schedule and cost for completion of work (30%)
- Utilization of local business (10%)

The above selection criteria are provided to assist proposers and are not meant to limit other considerations that may become apparent during the course of the selection process.

Proposals will be reviewed and evaluated by City of Fort Bragg staff and Visit Fort Bragg Committee and a recommendation for award of contract will be presented to the Fort Bragg City Council.

OTHER CONSIDERATIONS

The City of Fort Bragg reserves the right to reject any and all proposals. This Request for Proposals does not commit the City to award contract, pay any costs incurred in the preparation of proposals, or to procure or contract for supplies or services.

The City of Fort Bragg reserves the right to negotiate with any qualified source or to cancel, in part of or in its entirety, this Request for Proposals, if it is in the best interest of the City to do so. The City may

require the selected consultant to participate in negotiations, and submit such price, technical or other revisions of the proposal that may result from negotiations.

QUESTIONS

Questions should be directed to:

Marie Jones
Director of Community Development
City of Fort Bragg
(707) 961-1807
E-mail: mjones@fortbragg.com

or

Jennifer Owen
Special Projects Manager
City of Fort Bragg
(707) 961-2827
jowen@fortbragg.com

ATTACHMENTS

Attachment 1 – Visit Fort Bragg Action Plan

Attachment 2 – Market Analysis of Fort Bragg Tourism Sector

Attachment 3 – City's Standard Professional Services Agreement