

CITY OF LA VISTA
MAYOR AND CITY COUNCIL REPORT
NOVEMBER 20, 2018 AGENDA

Subject:	Type:	Submitted By:
REQUEST FOR PROPOSALS — BRANDING & MARKETING SERVICES	◆ RESOLUTION ORDINANCE RECEIVE/FILE	BRENDA S. GUNN CITY ADMINISTRATOR

SYNOPSIS

A resolution has been prepared authorizing the issuance of a Request for Proposals for Branding and Marketing Services.

FISCAL IMPACT

The FY19 & FY20 Biennial Budget provides funding for the recommended professional services.

RECOMMENDATION

Approval.

BACKGROUND

As discussed during the February 24, 2018 City Council work session and at the June 5, 2018 City Council meeting, La Vista has a reputation for being a progressive, safe and family friendly community, but has no cohesive brand image to convey a common message or to connect the many community assets, services and overall attractiveness of the community for businesses, residents and visitors. The City has timely and immediate opportunities to identify and promote what makes La Vista distinct in a regionally competitive market for investors, businesses, retailers, young professionals, visitors and residents.

Proposals are being solicited to assist the City in developing a brand and to provide brand execution and ongoing marketing and public relations services as identified in Scope of Services included in the RFP attached for your review.

RESOLUTION NO. ____

A RESOLUTION OF THE MAYOR AND CITY COUNCIL OF THE CITY OF LA VISTA, NEBRASKA, AUTHORIZING THE ISSUANCE OF A REQUEST FOR PROPOSALS FOR BRANDING AND MARKETING SERVICES.

WHEREAS, the City Council of the City of La Vista has determined that branding and marketing services are necessary; and

WHEREAS, the FY19 and FY20 Biennial Budget provides funding for professional services; and

WHEREAS, proposals will be due December 21, 2018 with the approval of selected firm by the City Council on February 5, 2019, subject to the discretion of the City;

NOW, THEREFORE, BE IT RESOLVED, that the Mayor and City Council of La Vista, Nebraska, do hereby authorize the issuance of a Request for Proposals for Branding and marketing Services.

PASSED AND APPROVED THIS 20TH DAY OF NOVEMBER 2018.

CITY OF LA VISTA

Douglas Kindig, Mayor

ATTEST:

Pamela A. Buethe, CMC
City Clerk

City of La Vista, Nebraska



Request for Proposals

Marketing & Branding Services

ISSUE DATE:

November 20, 2018

SUBMISSIONS DUE:

December 21, 2018 – 10:00 a.m. CST

*Late Proposals Will Be Rejected

FINALIST PRESENTATIONS:

January 14 – 18, 2019

REPLY TO:

Pamela A. Buethe
City Clerk
8116 Park View Blvd.
La Vista, NE 68128
pbuethe@cityoflavista.org
402.331.4343

INSERT STANDARD NOTICE

REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES

1. PURPOSE

The City of La Vista (the “City”) is issuing this Request for Proposals (this “RFP”) seeking proposals (“Proposals”) from qualified, licensed firms (“Vendors”) capable of providing creative and technical services to (i) assist the City in developing a brand and (ii) to provide brand execution and ongoing marketing and public relations services (“Services”) as more particularly described in the Scope of Work.

La Vista has a reputation for being a progressive, safe, and family friendly community, but has no cohesive brand image to convey a common message or to connect the many community assets, services and overall attractiveness of the community for business, residents, and visitors. The City has timely and immediate opportunities to identify and promote what makes La Vista distinct in a regionally competitive market for investors, businesses, retailers, young professionals, visitors and residents.

2. BACKGROUND

As one of the fastest growing cities in the State of Nebraska, La Vista is the gateway to the Omaha metro area, enjoying a wide market of over 900,000 potential residents, visitors and/or employees. Incorporated in 1960, La Vista is a relatively young and progressive city situated in the southwest part of the metropolitan area contiguous to the cities of Bellevue, Ralston, Papillion and Omaha.

Strategically located only minutes from Offutt Air Force Base, Eppley Airfield and the interstate system, La Vista has grown quickly to a community of over 18,000. “La Vista” is Spanish for “The View,” which described the scenic panorama of the Big Papio Creek Basin that was enjoyed by the City’s first residents.

Several of the most significant employers in Sarpy County are located in La Vista. These include PayPal, Securities America, Streck Laboratories, Inc., Rotella’s Bakery, Embassy Suites/La Vista Conference Center, Cabela’s, Costco, Oath (Yahoo!), Educational Services Unit #3, Oriental Trading Company and Claas Omaha.

La Vista has a reputation for providing high quality municipal programs and services, and promoting community engagement. The City embraces a progressive plan for future growth, and is able to attract and retain diverse businesses and highly skilled residents because of its solid infrastructure and convenient location. The City has aggressively pursued high caliber development opportunities that have both strengthened the local economy and put La Vista on the map. Currently underway is a bold redevelopment plan, “Corridor 84”, which is in the early stages of implementation. This effort will create a vibrant, mixed-use, town center (*La Vista City Centre*) and transition the City’s former golf course into a 34-acre park that abuts the redevelopment area.

3. INSTRUCTIONS TO PROPOSERS:

3.1 Examination of Proposal Documents

The submission of a proposal shall be deemed a representation and certification by the Proposer that they:

- 3.1.1** Have carefully read and fully understand the information that was provided by the City to serve as the basis for submission of this proposal.
- 3.1.2** Have the capability to successfully undertake and complete the responsibilities and obligations of the proposal being submitted.
- 3.1.3** Represent that all information contained in the proposal is true and correct.
- 3.1.4** Did not, in any way, collude, conspire to agree, directly or indirectly, with any person, firm, corporation or other Proposer in regard to the amount, terms or conditions of this proposal.
- 3.1.5** Acknowledge that the City has the right to make any inquiry it deems appropriate to substantiate or supplement information supplied by Proposer, and Proposer hereby grants the City permission to make these inquiries, and to provide any and all related documentation in a timely manner.

No request for modification of the proposal shall be considered after its submission on grounds that Proposer was not fully informed of any fact or condition.

3.2 Questions

Any questions by the Proposer regarding the RFP or the project must be put in writing and received by the City not later than 10:00 A.M. on December 14, 2018.

All correspondence should be addressed to:

Pamela A. Buethe, City Clerk
La Vista City Hall
8116 Parkview Blvd.
La Vista, NE 68128
(402) 331.4343 (phone)
(402) 331.4375 (fax)
pbuethe@cityoflavista.org

The City shall not be responsible for, nor be bound by, any oral instructions, interpretations or explanations issued by the City or its representatives.

Responses from the City to questions by any Proposer will be communicated in writing to all recipients of this RFP. Questions received after the date and time stated above will not be accepted, and will be returned to senders without response.

3.3 Addenda

Any addenda issued by the City shall be in writing, shall become a part of this RFP, and shall be acknowledged and responded to by Proposer.

3.4 Required Submittal

The Proposal shall be a maximum of **twenty-five (25)** pages to address the Proposal criteria (excluding resumes, but including the materials necessary to address project understanding, general information, organizational chart, photos, tables, graphs and diagrams). Each page side (maximum 8 1/2" x 11") with criteria information shall be counted. However, one page may be substituted with an 11" x 17" sheet of paper, folded to 8 1/2" x 11", showing a proposed project schedule or organizational chart and only having information on one side. Cover, back, table of contents and tabs may be used and shall not be used in the page count, unless they include additional Project-specific information or Proposal criteria responses. The minimum allowable font for the proposal is **11 pt, Arial or Times New Roman**. Failure to adhere to the page limit size and font criteria may result in the proposal being considered non-responsive.

3.5 Submission of Proposals

All proposals shall be submitted to:

Pamela A. Buethe, City Clerk
La Vista City Hall
8116 Parkview Blvd.
La Vista, NE 68128
(402) 331.4343 (phone)
(402) 331.4375 (fax)
pbuethe@cityoflavista.org

Please note that faxes or electronic submissions, or any media other than hard copies are not acceptable.

Proposals must be delivered no later than **10:00 A.M. on Friday, December 21, 2018**. All proposals received after that time will be returned to the Proposer unopened.

The Proposer shall submit one (1) unbound single-sided copy on standard weight paper (no heavy weight paper or tabbed dividers), ten (10) printed bound copies, and one (1) flash drive containing a PDF file of your proposal to the City.

Proposals must be enclosed in a sealed envelope or package, addressed as noted above, bearing the Proposer's name and address clearly marked, "RFP FOR BRANDING & MARKETING SERVICES."

4. RIGHTS OF THE CITY OF LA VISTA

This RFP does not commit the City to enter into a contract nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City reserves the right to:

- Make the selection based on its sole discretion;
- Reject any and all proposals;
- Issue subsequent Requests for Proposals;
- Postpone opening proposals for its own convenience;
- Remedy errors in the Request for Proposals process;
- Approve or disapprove the use of particular subconsultants;
- Negotiate with any, all or none of the Proposers;
- Accept other than the lowest offer;
- Waive informalities and irregularities in the Proposals; and/or
- Enter into an agreement with another Proposer in the event the originally selected Proposer defaults or fails to execute an agreement with the City.

An agreement shall not be binding or valid with the City unless and until it is approved by the City Council, and executed by authorized representatives of the City and of the Proposer.

5. RFP TIMELINE

The following table identifies the estimated dates/time frame for receipt, evaluation, and award of this work. Please note the following key dates when preparing your response to this RFP.

RFP Issued	November 20, 2018
Deadline for questions, clarifications	December 7, 2018 10:00 A.M.
Proposals must be submitted by	December 21, 2018 10:00 A.M.
Short List Announced	January 14, 2019
Target Oral Interviews	January 21-25, 2019
Final Selection & Begin Contract/Scope Development	February 1, 2019
Contract Development Complete	February 15, 2019
Council Awards Contract	February 19, 2019
Contract Begins	February 25, 2019

The City reserves the right to add, remove or combine steps in the timeline, and/or compress or extend the timeline as the City, in its sole discretion, sees fit.

6. SCOPE OF SERVICES

There are two phases to this project, which are discussed in more detail below. Phase 1 involves assisting the City in developing a brand. Phase 2 will provide ongoing marketing and public relations support. The City may select one or more communication and outreach firms to assist the City with each Phase. Proposers may bid on Phase 1 or Phase 2 or bid on both phases.

6.1 Phase 1: Brand Platform Development

6.1.1 Discovery and Assessment

Perform research and identify the perception of La Vista from a resident, business and visitor standpoint in comparison to what the City wants to become. Focus groups, interviews, surveys and other research methodologies should be used as appropriate. Data should be collected from residents, businesses, partner organizations, stakeholders, City employees and any other identified group key to the success of all tasks. At the end of the research and analysis, the Proposer should identify La Vista's key distinctive competencies and clearly communicate the City's value proposition. The City welcomes your guidance and recommendations on the most effective way to reach our objectives.

The following questions should be answered:

1. *What does La Vista want to be known for?*
2. *What thoughts and feelings does the City want to evoke when people are exposed to their name?*
3. *How can La Vista stand out from the crowd and be more competitive?*

Deliverables:

- Research Summary
- Brand Positioning Statement

6.1.2 Development of a Competitive Identity

Compile findings and develop a succinct message that highlights La Vista's distinctive competencies and communicates the City's desired identity. The message should communicate the City's promise – confirming what we stand for, our unique value proposition and how we carve out a unique and differentiated place in our target audience's mind. The new La Vista brand platform will be a roadmap for all communications and a filter for other activities. We expect our brand to permeate everything we do, both internally and externally.

In addition, the message should be capable of being used across a variety of departments, programs and services, as well as throughout the community. The Proposer will develop promotional materials that aid in communicating the City's competitive identity.

Deliverables:

- Identify core audience(s)
- Articulation of main issue we resolve for our audiences
- Articulation of our positioning
- Articulation of our brand persona
- Brand Essence: the one to three words that form the soul of what the La Vista brand story should be

6.1.3 Logo and Tagline Development and Messaging Guidelines

The City is evaluating the option to develop a brand with a new logo and tagline.

Deliverables:

- Logo and tagline development
- Process and timeline for community feedback/reactions to ideas and validation
- Once logo and tagline(s) have been chosen, include development of a full identity system including, but not limited to, graphic elements, brand architecture, verbal branding (tone of voice), logo type, fonts, color palette, icon system, imagery, co-branding, website branding, templates for presentations, business cards, letterhead, envelopes, brochures and fliers, social media graphics, interior and exterior signage, advertising, email signature, uniforms, and vehicle placards.
- Messaging guidelines
 - **Written** – The brand platform should include guidelines and examples on how to talk about the City and the services in marketing the City. These could be shared with all employees, especially those who write about the City or our services as well as external writers, agencies and partners who create content on our behalf
 - **Visual Collateral** – Guidelines should include guidance for brochures and other marketing materials
 - **Digital** – Guidelines should include high level guidance for website, email marketing and social media
 - **Communications** – Guidelines should include guidance for a PowerPoint template, City stationary, and office signage
- Internal activation. Provide suggestions and recommendations for introducing and embedding a new brand with employees.

Timing

Our goal is to kick off this project in February 2019 and complete it within 4-6 months.

6.2 Phase 2: Brand Implementation & Marketing Strategy

This task will define the activities designed to effectively establish the City's new brand identity organically to internal and external audiences as well as identify ongoing strategies for communicating, maintaining, and enhancing the brand's value over the first three years following the introduction. These strategies should:

- Prioritize both short and long-term strategies and tactics, including a timeline
- Present various strategies and a variety of communication tools to roll out organically to engage the City's internal and external customer demographic audiences
- Enable audiences to connect and interact with the City and use feedback to further build the City's brand
- Provide opportunities for top identified stakeholders and other defined target audiences to become advocates
- To ensure effective implementation, the brand strategy should recommend methods for tracking results and measuring success with target audiences
- Support City staff in preparing for and responding to media inquiries

Deliverables:

- Brand strategy
- Develop collateral and advertising material, services may include: graphic design for the development of all print collateral (such as newsletters, posters, direct mail, service cards), print and broadcast advertising, public meeting presentation materials and supplemental video productions
- Tracking and measurement recommendations

The list of tasks above is not meant to be exclusive and proposals containing alternative and innovative approaches are encouraged. The City reserves the right to revise or eliminate tasks based on the outcome of the proposal evaluation process.

Timing

Brand execution is expected to commence in early 2020.

6.3 Final Report and Presentation

The selected consultant will deliver one (1) unbound single-sided copy on standard weight paper (no heavy weight paper or tabbed dividers), ten (10) printed bound copies, and one (1) flash drive including a pdf file of your proposal that contains style guide and related graphics, to the City. Graphics to be used for placement in the defined template designs and other marketing materials shall be in an electronic format satisfactory to the City.

Deliverables:

- Final report and electronic files
- Final formal presentation to the Steering Committee and City Council

7. PROPOSAL REQUIREMENTS

7.1 The emphasis of the proposal should be on responding to the requirements set forth herein. In addition, proposers need to demonstrate their capabilities, background, expertise, etc. in order for the City to effectively evaluate the proposals. No limitation on the content of the Proposal is intended in these instructions and inclusion of any pertinent data or information is permitted. However, the proposal will demonstrate your firm's ability to communicate clearly and concisely. The Proposal should include, at a minimum, the following information:

7.1.1 Cover Letter

Cover Letter should include the name and contact information of the individual who will serve as project manager, as well as the firm's qualifications.

7.1.2 Executive Summary

Executive summary should include a brief summary of the firm's origin, background and size, an organizational chart, the overall capabilities of the organization, appropriate credentials, licenses, certifications and proximity of company's resources to the City's offices and facilities.

7.1.3 Prior Experience and Qualifications

- a. Firm's Qualifications** – a description of the company's expertise related to the services described and examples of the last three (3) completed projects demonstrating the consultant's current branding and marketing experience working with municipalities and other public agencies similar in size, scope and purpose.
- b. Personnel** – résumés of key project team members to address experience and qualifications, educational background and skills.
- c. Management Overview & Approach** – explain the proposed methodology that will be used and clearly demonstrate an understanding of the objectives the project is intended to complete. The City wants to understand your firm's creative process and approach to branding, how you would manage each step and how you would produce the most impactful results.
- d. References** – list five (5) former municipal and private clients for whom comparable services have been performed within the last five years. Include the name, mailing address and telephone number of each client's principal representative.
- e. Proposer's Business Information**

7.1.4 Marketing & Branding Services: *Using the SCOPE OF SERVICES as described above:*

- a. Phase 1: Brand Platform Development**
 1. Outline the overall process you envision for this project and how you will manage the project and develop each deliverable. The City would like to understand your firm's creative process and approach to branding, how you would manage each step and how you would produce the most impactful results.
 2. Deliverables – Describe the outputs you will provide for each part of the project. The City would like to understand what you see as being included in each deliverable with as much detail (and examples) as necessary.
 3. Resources – Explain for each step who you would expect to be involved in the work (strategy, management and execution), and specifically whether you will use in-house or outside resources. Parts of the project are quite specialized and we'd like to understand if you would bring in additional expertise on any of the tasks.
 4. Describe how you would measure the success of this branding project. What criteria (quantitative and/or qualitative) should we use to evaluate that we have established and are building a strong brand?

b. Phase 2: Brand Implementation Marketing Strategy Services: *Using the SCOPE OF SERVICES as described for Phase 2 above:*

1. Provide examples of deliverables that you have developed and/or executed for other clients that demonstrate your qualifications i.e., branding execution, marketing & public relations campaigns, collateral material development. The list of potential deliverables is not meant to be exclusive, and proposals containing alternative and innovative approaches that you have employed in other communities is encouraged.
2. Provide the cost to develop and/or execute each of example deliverables highlighted above.

8. PROJECT SCHEDULE

Outline your anticipated schedule of the project, ideally broken down by each major step of the process. Suggestions for how to keep the project on track and be most efficient are welcome.

9. FEE PROPOSAL

The proposal should contain all pricing information relative to performing project expectations as described in this RFP, including but not limited to, the number of meetings with stakeholders, travel expenses, and document production costs. If your price excludes certain fees or charges, you must provide a complete explanation of the nature of those fees.

10. ADDITIONS, DELETIONS AND/OR EXCEPTIONS – COMPLIANCE WITH THE CITY'S CONTRACTUAL TERMS AND/OR RFP REQUIREMENTS

10.1 The Proposer shall note any additions, deletions and/or exceptions to the contractual terms and/or RFP requirements. If there are no exceptions taken, note in writing that there were none.

10.2 The City reserves the right to withhold award of contract for a period of ninety (90) days following RFP opening. All proposals received are considered firm for that 90-day period.

10.3 The City may make such investigations as it deems necessary to determine the ability of the Proposer to provide the goods and/or services as specified, and the Proposer shall furnish to the City, as is commercially reasonable, all such information and data for this purpose. The City may discuss or negotiate with one or more firms prior to award and reserves the right to reject any proposal.

10.4 Any questions as to the meaning of the scope of work and/or technical specifications or pre-proposal documents must be submitted in writing and should be directed to:

Pamela A. Buethe, City Clerk
La Vista City Hall
8116 Parkview Blvd.
La Vista, NE 68128
(402) 331.4343 (phone)
(402) 331.4375 (fax)
pbuethe@cityoflavista.org

To be given consideration, questions and/or requests must be received by 10:00 A.M. on December 14, 2018. Any and all interpretations and any supplemental instructions will be posted on our website for viewing by all prospective Proposers not later than **December 7, 2018**. All addenda so issued shall become part of the contract documents. Under no circumstances may the Proposer contact any other staff member for clarification or interpretation of any requirements.

10.5 The City reserves the right to reject any or all proposals, either separately or as a whole and to waive any informality in a proposal or to accept any proposal presented which it deems best suited to the interest of the City, and it is not bound to accept the lowest price.

10.6 The cost for developing the proposal is the sole responsibility of the Proposer. All proposals submitted become the property of the City.

10.7 At the time of the opening of proposals, each Proposer shall be presumed to have read and be thoroughly familiar with the specifications and contract documents (including all Addenda).

11. EVALUATION AND SELECTION PROCESS

All proposals submitted will be reviewed and evaluated by an internal review committee on the basis of the following criteria:

- Consultant's qualifications and experience;
- Consultant's creative process and approach to branding and marketing municipalities;
- Consultant's experience in completing projects similar in size, scope and purpose;
- Consultant's understanding of the Scope of Services;
- Consultant's detailed work plan to complete services;
- Qualifications and experience of team members;
- Overall quality of response to RFP; and
- Consultant's fee proposal.

During the evaluation period, the City may interview some or all of the proposing firms. The City will establish a specific date to conduct interviews, and all prospective Proposers will be asked to keep this date available. No other interview dates will be provided, therefore, if a Proposer is unable to attend the interviews on this date, its proposal may be eliminated from further discussion. The interview will likely consist of a short presentation by the Proposer after which the internal review committee will ask questions related to the firm's proposal and qualifications. At the conclusion of the evaluation process, the internal review committee may recommend to the City Council a Proposer with the highest final ranking or a short list of top ranked firms within the competitive range whose proposals are most advantageous to the City.

12. AWARD OF CONTRACT

The City of La Vista will receive competitive proposals from agencies having specific experience and qualifications in the areas identified in this solicitation. Under competitive negotiation procedures, the terms of the service contract, the price of the service, the method of service delivery and the conditions of the performance are all negotiable. A negotiated contract will be awarded to the firm that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.