



Town of Falmouth, Maine

Request for Proposals for Logo Development & Preliminary Marketing Plan for Falmouth's 300th Anniversary

Proposal Deadline: 5:00pm EDT, Monday, August 15, 2016

PROJECT OVERVIEW

With this Request for Proposal, the Town of Falmouth's Ad-hoc Tercentennial Planning Committee seeks to acquire the services of a qualified local marketing/advertising firm to support its marketing initiative to promote the commemoration of Falmouth's 300th anniversary. We invite proposals from interested marketing/advertising agencies with experience in logo and identity development; advertising; marketing; media planning and management; social media strategy, implementation, and management. This request for proposals seeks the development of a logo/identity and preliminary marketing plan with the potential for subsequent implementation and management of that plan. We seek a plan that will be strategic, yet incremental, in its approach while providing the framework for positively positioning Falmouth's 300th anniversary events and offerings within the local and regional populations. Preference will be given to agencies providing a broad range of services; subcontracts with local providers are acceptable. Bidders must follow exactly, and be responsive to, all requirements of this RFP. It is the bidder's responsibility to provide all specified materials in the required form and format. Incomplete responses will not be considered.

ORGANIZATIONAL BACKGROUND

Falmouth, located just north of Portland on the coast of Maine, has a population of approximately 11,000 people, and covers approximately 32 square miles from the coastline to rural areas further inland. Falmouth's schools are ranked as one of the best in the State, with the Town providing all services for K-12. It is a vibrant, independent town that provides most services to citizens itself; cooperative agreements with regional agencies and neighboring communities help to round out a full program of services. Falmouth is governed by a Council-Manager form of government in which a Town Manager is responsible for the day-to-day operation of the Town.

Attractions in Falmouth include the local harbor and town landing, indoor and outdoor ice skating facilities, shopping, numerous hiking trails, bike paths and open space as well as several parks and recreational facilities, 3 golf courses, and a medical center.

In 2018, the Town of Falmouth will mark the 300th anniversary of its incorporation. The Town has established an Ad-hoc Tercentennial Planning Committee to oversee the implementation of activities and events related to this town-wide, multi-generational, year-long celebration. The planning committee is assisted by a part-time Tercentennial Coordinator.

VISION, GOALS, AND OBJECTIVES

After much discussion, research, data collection, public forums, public surveys, and meetings with community stakeholders, the Ad-hoc Tercentennial Planning Committee envisions a year-long, multi-generational, all-inclusive commemoration to mark Falmouth's 300th anniversary beginning in January 2018. We envision the calendar to include 5-8 signature events and/or activities sponsored by the Town and organized by the Tercentennial Planning Committee, as well as additional events, activities, and promotions developed by Falmouth non-profits, booster clubs, schools, service organizations, and businesses to round out the year.

The Tercentennial Committee has established three goals for the commemoration of Falmouth's 300th anniversary: ***Honor the Past, Celebrate the Present, Invest in the Future.***

Honor the Past

- The primary purpose of marking the tercentennial is to honor the sacrifices and steadfastness of the people that founded and developed the Town of Falmouth. The commemoration seeks to educate residents, students, and the larger community about Falmouth's place in Maine and American history and to showcase the wealth of historical resources Falmouth has to offer. Our goal is to tell the story of Falmouth through the personal stories of its founders and residents from its inception to today in an exciting and engaging way. In doing so, residents will feel more connected to their home and understand its place in the larger world. The creation of a multi-media history project will provide a legacy of historical scholarship for future generations.

Celebrate the Present

- The commemoration also provides an opportunity to celebrate who we are as a community today by showcasing the many cultural, recreational, and natural resources Falmouth offers its residents and visitors. By celebrating the present, the commemoration will encourage community spirit and civic pride while enhancing the quality of life here in Falmouth. We will emphasize that Falmouth is a giving community by organizing collaborative events with fundraising capacity in support of our local non-profits and service organizations. Creating multi-generational activities, events, and opportunities in Falmouth will allow our community to come together and strengthen our links to local organizations.

Invest in the Future

- Finally, we seek to invest in the future of Falmouth through the creation of events and activities that will generate economic impact for our businesses and non-profit organizations. Working collaboratively to create both community events for residents and events that will attract outside visitors will result in increased revenue for our town, its businesses, and community organizations. By shining the spotlight on Falmouth during its 300th year, we will promote Falmouth's businesses and services and well as its recreational opportunities, its membership and service organizations, and its cultural offerings to a broader audience.

We believe a well-organized and cohesive series of events, activities, and promotions can result in:

- Increased visitation to Falmouth.
- Increased revenue for Falmouth businesses.
- Increased profile, membership, donations, and/or volunteers for non-profits.
- Increased and positive media coverage.

- Enhanced profile and web presence for Falmouth.
- Increased knowledge of Falmouth's history among residents and students.
- Increased a sense of pride and community spirit among residents.
- Increased collaboration and partnership between Falmouth's organizations, both for- and non-profit.

The success of our efforts can be measured through ticket and merchandise sales, attendance figures, number of participating organizations, amount of funds raised, traffic and revenue figures for non-profits and businesses, volunteer service hours logged, survey results, number of published articles, and web and social media traffic and reach.

As the umbrella organization overseeing the planning and implementation of the 300th anniversary, the Tercentennial Planning Committee sees its role in reaching our goals as:

- Encouraging and building consensus among constituent groups (library, historical society, land trust, church groups, service organizations, schools, etc.) to participate in the commemoration as partner organizations who will then organize, implement, and host their own events, activities, or initiatives to mark the anniversary.
- Developing a marketing strategy and promotional campaign that unites all participating organizations, activities, and events into a single, identifiable town-wide commemoration that showcases all Falmouth has to offer and is attractive to both residents and visitors alike, motivating them to participate in a variety of the events and activities offered.
- Serving as an information hub for all commemorative activities via commemoration webpages hosted on the Town of Falmouth website and social media outlets as well as providing the presence of a dedicated project coordinator who serves as the town point person/liaison for all commemorative activities.
- Organizing a realistic number of significant events, activities or promotions (5-8) to mark the commemoration and meet the goals outlined above, including community events for residents of Falmouth and larger events that will attract a broader audience from beyond Falmouth.

PROJECT SCOPE AND DELIVERABLES

Logo/Identity Development

The Tercentennial Committee seeks a clear, iconic, visual identity, with supporting components that reflect the mission and goals of the commemoration concisely and with a strong graphic design.

- Develop and design an authentic and compelling graphic identity for Falmouth's Tercentennial to include a logo mark, color palette, possible tag line, and brand standards.
- Logo may be text or image based and should possess ability to be applied to stationery, marketing collateral, print and digital advertising, website, email, film, and television.
- Logo should be presented in a variety of color and file formats to work with a range of media (print and web) including RGB, CMYK, PMS, and in JPG, PNG, and AIF.
- Two to three design directions should be presented with three rounds of revisions included.

- Design and coordinate production of new paper system, to include letterhead and envelopes, business cards, note card stationery, etc.

Preliminary Marketing Plan

The Tercentennial Committee seeks a preliminary marketing plan to identify the scope, strategy, approach, and cost for creating a sustained, multifaceted marketing campaign that highlights the events and activities surrounding Falmouth's 300th anniversary in such a way as to build momentum, generate excitement, engage participation, and create a "buzz" about Falmouth and the tercentennial. The following components should be considered in developing the plan:

- Strategic campaign support, including planning, development, and execution; multi-channel outreach; branded material development; media planning and scheduling; and purchasing of advertising. Advertising channels can include print, digital, radio, and television.
- Market strategy and market research consulting, as needed.
- Graphic design and content development for digital, video, print, and collateral material.
- Media planning and management, as needed.
- Social media strategy development, as needed.
- Performance reporting.
- Estimated cost to manage and implement described plan.

First and foremost, the objective of a cohesive marketing campaign is to generate interest and participation in tercentennial-related events and activities to ensure those events are well-attended. However, additional considerations include:

- Attracting volunteers to help in the planning and implementation of events.
- Encouraging other non-profits, service organizations, and businesses to join in offering tercentennial related events, activities, and promotions.
- Enhancing overall image of Falmouth as a valuable asset for the region.
- Increasing awareness and usage of specific opportunities to enjoy all aspects of the Falmouth experience (live, work and play).
- Showcasing the incredible natural resources, open space, and outdoor activities available in Falmouth.
- Highlighting Falmouth as a giving community.
- Increasing awareness of and interest in Falmouth as a business, recreational, or residential option.

PROPOSED TIMELINE

Release of RFP: July 25, 2016

Proposals Due: August 15, 2016

Short-List Interview (if needed): Week of August 22, 2016

Notification of selected firm or individual: By August 29, 2016

Logo and identity development would start immediately. While there are not hard deadlines, it is desirable to have a logo, identity, and preliminary marketing plan in place in early fall, preferably by October 1, 2016. Our goal is to have a basic web and social media presence established along with a hard copy handout (e.g. rack card or flier) and possible promotional merchandise piece on hand for events in late October/early November.

Note: The Tercentennial website will live within the Town of Falmouth website developed by Virtual Town & Schools and powered by Drupal, an open source platform. Therefore, substantial website development will not be necessary.

Implementation of proposed marketing plan: We anticipate initial marketing beginning in fall 2016 to establish the presence of a cohesive identity for the commemoration, amass and engage followers and supporters, build momentum leading up to actual commemorative events, recruit individuals to volunteer in the planning and implementation of events, and encourage organizations to participate by offering their own events, activities, or other promotions. Promotion, marketing, and advertising of all Tercentennial events and activities would primarily occur in late 2017 through December 31, 2018. The implementation and management of the proposed marketing plan is subject to additional contract and budgetary negotiations and compensation.

BUDGET

The Town has tentatively budgeted \$5,000-\$8,000 expenditure for the development of a logo/identity and preliminary marketing plan. The Town recommends that interested parties, rather than crafting their proposals to this budget amount, make an independent assessment of scope, time involved, and resulting cost required for this assignment.

A budget appropriation with final budget amount for the management and implementation of the marketing plan will be requested from the Town Council in conjunction with a review of the recommendation regarding consultant selection. Additional design work/production beyond the items outlined above is subject to additional negotiations/compensation.

PROPOSAL REQUIREMENTS

For ease and efficiency of review, the Town of Falmouth requests the following information from bidders.

1. Company profile
 - a. Name of the business, contact person, and contact information: Provide address, telephone, mobile telephone number, fax number, e-mail address, and web address, as applicable.
 - b. Statement of ownership: Describe the type of business entity (sole proprietorship, corporation, LLC, or other), and list the majority and minority owners.
 - c. List of subcontractors. If applicable, provide company name, contact person, address, and telephone number, and intended percentage of work to be performed by any subcontractor.

2. Qualifications
 - a. Provide a brief description of your firm, including its founding and history; number of employees; service areas; and, awards or other forms of recognition.
 - b. Provide a description of your work process.
 - c. Special consideration: Describe the experience with and knowledge of the Greater Portland and Southern Maine media market among your firm's personnel, in the context of their careers.
3. Experience and ability to perform this work
 - a. Provide examples of relevant work and / or case studies.
 - b. Provide a minimum of three (3) client references.
4. Approach--The Town of Falmouth realizes that it has not provided you adequate background, information, or budget in order to determine the necessary strategy and approach to the marketing challenge. However, based on your company's experience and expertise, please provide the following:
 - a. A description of how you would approach the campaign's mission in order to achieve the stated objectives. There are no "wrong" answers here—we are looking for your best thinking.
 - b. An initial account staffing plan for an integrated team. With each team member, provide the following detail:
 - A brief explanation of that person's role on the account.
 - That person's hourly billing rate
 - A brief bio including length of employment. If you are not sure about staffing specific positions, please assign a TBD, but put the average hourly billing rate for the title.
5. The pricing model/approach that you think would work best for the effort as described.
 - a. Provide a current fee schedule.
 - b. Provide estimated cost for all work related to tasks and deliverables outlined above.
6. Schedule & Timeline
 - a. Provide proposed work schedule and timeline

EVALUATION CRITERIA

Proposals will be evaluated according to the following:

- Qualifications of firm and project team members.
- Previous related work and references.
- Responsiveness to required project work.
- Proposal price.

The Town, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews.

QUESTIONS

Requests for additional information should be directed in writing to Erin Bishop Cadigan, Tercentennial Coordinator, ecadigan@falmouthme.org.

DEADLINE

Please submit your proposal by August 15, 2016.

SUBMISSIONS

Electronic submissions of the proposals are preferred and should be submitted as PDF documents to ecadigan@falmouthme.org with "RFP Submission for Logo Development & Marketing Plan" in the subject line. Hardcopy proposals must be delivered by the proposal deadline to:

Erin Bishop Cadigan, Tercentennial Coordinator
Town of Falmouth
271 Falmouth Road
Falmouth, ME 04105
207.232.8850
ecadigan@falmouthme.org

RESERVATION OF RIGHTS

The Town reserves the right to reject any or all submittals for any reasons, to waive technical or legal deficiencies, to proceed or not to proceed with any subsequent proposal process, or to negotiate without further process any contract as may be in the best interest of the Town. The Town reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the Consultant and to evaluate its submittal. All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the consultant pursuant to this project shall be the property of the Town of Falmouth.