

Downtown Somerville Alliance, INC.



Request for Proposal

Organizational Re-Brand

PROPOSAL ACCEPTANCE DATE:
On or before 10:00 a.m. May 6, 2019
Proposals can be mailed to:
Natalie Pineiro, Executive Director
Downtown Somerville Alliance, Inc.
25 West End Avenue
Somerville, NJ 08876
(908) 725-2300 x-1939
npineiro@somervillenj.org

NOTICE TO BIDDERS

NOTICE IS HEREBY GIVEN that sealed bids will be received by the Executive Director, for the Downtown Somerville Alliance, County of Somerset, State of New Jersey. All bids must be enclosed in a sealed envelope bearing the name and address of the bidder and clearly marked on "Downtown Somerville Branding RFP". The Bids must be received by May 6, 2019 at 10:00 a.m. for consideration.

Request for Proposal

Background on the Somerville District Management Corporation (Downtown Somerville Alliance)

The Downtown Somerville Alliance was commissioned by the Borough of Somerville in 1988 to represent the unique interests of business and property owners within the designated Special Improvement District (SID). The District Management Corporation is a municipal agency responsible for advocating for downtown Somerville businesses through marketing, education, programming and activation of the physical environment.

The Downtown Somerville Alliance is celebrated its 30th anniversary in 2018 and as such will be undertaking a significant strategic planning study this year as the organization reflects on its own purpose and place within the downtown community. As part of this work, the Alliance is seeking to hire a new, full service agency that will be a partner as we refocus on our core mission while at the same time prepare for taking part in guiding the growth of downtown Somerville.

Stakeholders

The stakeholders of the Downtown Somerville Alliance are the downtown business community. This community is comprised of a diverse set of businesses that range from high end restaurants to bodegas, national chains to “mom and pop” stores, 5,000+ s.f. spaces to 350 s.f. spaces, professional services to B2B businesses. Our ideal business owner is collaborative, involved, optimistic and participates in the success of the downtown with fresh ideas and high standards.

Primary Target Audience (External)

The primary target audience are potential visitors to downtown Somerville. This includes residents of Somerville and neighboring towns as well as people working and visiting the area.

Secondary Target Audience (Internal)

The secondary target audience is the downtown business community. As stakeholders, they need to see the importance of the Downtown Somerville Alliance in bringing people downtown and into their businesses and the importance of their participation in our programs and promotions. By way of branding, we want them to feel connected to us and proud to have the DSA, Inc. advocating for their success.

Primary Goals

- Increase awareness, recall, and preference for Somerville's downtown when looking for places to shop, dine, spend time, and meet
- Increase attendance of downtown Somerville events
- Increase share of wallet and share of time

Current Digital Ecosystem

- The DSA currently maintains a website (www.downtownsomerville.com), FaceBook page (www.facebook.com/DowntownSomervilleAlliance) and Instagram page ([Instagram.com/DowntownSomerville](https://www.instagram.com/DowntownSomerville)).
- The DSA has incorporated on-line advertising, PR and social media marketing as part of its overall strategy for several years. During 2018, as the organization reassessed direction and resources, promotion has been concentrated only on FB and IG posts with light paid advertising.
- Digital initiatives have focused on iterative testing to gather market data to promote the lifestyle found in Downtown Somerville.
- The DSA currently uses Constant Contact for email communications and does not have a CRM or a marketing automation system.
- The DSA website is hosted on the Django platform. Traffic currently comes primarily from Google and Direct. Referrals are primarily from Facebook and Somervillenj.org. The website is currently maintained in-house.

Brand Challenges

- Target audience identification (i.e. wanting to "reach everyone" or "something for everyone")
- Wanting to have a constant and consistent brand (visually, and communicatively) that creates brand resonance, association for Downtown Somerville.
- Building an image separate and apart from our local borough government
- Finding an essence that resonates and connects with audiences in a way that yields action and investment
- Differentiation from competing towns (ex. Princeton)
- Currently visual representation that is incongruent with the caliber of merchants and consumers in the Downtown.

Scope of Work

- conduct research (such as interviews with consumers/merchants, focus groups, surveys)
- Audit existing brand and marketing materials
- Meet with Stakeholders to uncover brand essence
- Brand identification and key messaging
- Design and production of new logo
- Creation of impactful tagline
- Creation of company-wide brand book
- Creation of a brand strategy implementation plan

Selection Timeline

- The DSA Inc. has assembled a committee of individuals from the DSA, Inc. Board and Marketing Committee who will be reviewing submissions and making recommendations to the Board who would be responsible for the award of this contract. The award will be based on quality, pricing, experience, and other factors.
- The Contractor selected will be the designated agency for the rebrand of the DSA
- RFP Responses are due no later than: May 6, 2019 by 10:00 a.m.
- Interviews with selected vendors: Once, the proposals are evaluated- selected vendors will be contacted for interviews
- The Downtown Somerville Alliance intends to issue a contract for one year with an option to renew for one additional year.

Project Deliverables:

- Conduct a brand audit/benchmarking that provides a market research/competitive analysis and establishes the brand positioning.
- Design and present at least three (3) iterations of the organization's visual identity and tagline. Visual identity means a mark (logo), font/typeface, color palette, one-sentence elaboration ('tagline') on the brand for messaging purposes.
 - The mark (logo) must be effective in color and in black-and-white/grayscale.
 - Final mark (logo) versions shall be suitable for use on:
 - Printed brand collateral: stationery, printed materials, trade show booths, (i.e. banners, billboards, flyers, bags, clothing, destination guides, tv and radio advertising, and indoor and outdoor signage)
 - Digital implementation: mark (logo) for use on DSA website and social networking sites.
- Brand book that incorporates:

- Brand strategy that specifies the organization's primary audiences, brand values, personality, value proposition, brand positioning, and brand architecture
- Brand Package that includes final logos and tagline(s). The logo shall be provided in vector and sized pixel file formats, in JPG and EPS format that can be manipulated using Adobe Illustrator. The RGB color codes and hex values shall also be provided. The detailed brand package shall include fonts, brand assets, other graphic elements, and color palettes for a host of collateral materials.

Criteria Required For Response

All proposals submitted in response to this RFP must fully and directly address the statement of work.

The following must be included in the proposal:

- The company name, the name of a contact person, mailing address, telephone number, fax number, email address and website.
- A concise description of Respondent's principal business including company background, characteristics of business strength, and products and services offered.
- A description of the qualifications of the staff who would work on the project. A team that includes professionals with proven expertise in brand strategy is highly desirable.
- A discussion of Respondent's experience in providing deliverables similar in size, complexity and nature to those requested in this RFP.
- Examples of Respondent's work including relevant samples of branding projects the branding company has completed.
- At least three (3) references for similar projects completed by the Respondent, including name of organization, name of contact person, address, telephone number and email address.
- A detailed pricing proposal including the estimated number of hours, and fees, for each of the project's elements.
- A clear understanding that all project elements will be the exclusive property of the DSA, Inc. and that DSA, Inc. will have exclusive rights to each of the elements, including the design artwork.
- A description of any additional recommended items or services, including the estimated number of hours and fees.
- A description of the percentage of work that is expected to be done on-site, and the percentage expected to be done remotely.
- A proposed timeline for completion of the project, including milestones and the vendor's proposed methods for engagement of stakeholders during the process.

Additional Information:

The Downtown Somerville Alliance, through the Executive Director or designee, may at any time desire changes in either the scope of, or quantity of work to be performed. Such changes shall be requested in writing and fee schedules will be requested, approved and implemented accordingly.

Questions may be referred to:

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