

REQUEST FOR QUALIFICATIONS

To

Develop a City Branding Strategy

For the

City of



Submissions to be received by:

October 28, 2020

11:00 a.m.

The City of Vandalia City Manager's Office requests letters of interest from qualified professional marketing and design firms to develop the City's branding strategy. **Qualifications will be received until 11:00 a.m., local time on October 28, 2020**, in the City Manager's Office in the Municipal Building, located at 333 James E. Bohanan Memorial Drive, Vandalia, OH 45377. Each submittal must include the following:

- The City of Vandalia requires 3 copies and 1 electronic (PDF) version of the Statement of Qualifications to be emailed to Amber Holloway, Assistant City Manager at aholloway@vandaliaohio.org
- Submittals should include:
 - Name, title and contact details
 - List of personnel who will work on project including their education, experience and qualifications
 - A description of the firms' capabilities and experience conducting similar projects
 - Availability of staff; the firm's equipment and facilities; the location, availability and accessibility of facilities and equipment to support staff activities
 - Names, addresses, telephone numbers and email addresses of clients for which firm has conducted similar work for in the last five years
 - A work sample of completed project(s) that is representative of the work requested by the City of Vandalia
 - Timeframe for anticipated completion of the project
 - Proposed hourly rates and proposed project cost

The following criteria will be used in the selection process:

- Project Manager (15 points max.)
- Experience of assigned staff including any sub-consultants (35 points max.)
- Consultant's past performance/experience/capabilities (30 points max.)
- Experience with municipal rebranding (10 points max.)
- Proposed hourly rates and proposed project cost (10 points max.)

Community Profile

The City of Vandalia became a Charter City of the State of Ohio in 1960. The City maintains a population of 15,246 as of the 2010 Census and is located at the I-70/I-75 interchange, often referred to as the "Crossroads of America". The City's prime location has resulted in economic growth in the City's two primary industrial parks, Stonequarry Crossings and the Northwoods Business Park. Despite this economic growth, the City of Vandalia population has not seen a significant growth since the 1980s.

Project Overview

The City of Vandalia brand is lacking. The City has a logo, designed in 2007, but lacks a concrete identity. A rebrand will result in a refreshed logo and will define the City's brand as we look to the future.

The City is currently wrapping up a nearly two-year-long comprehensive planning project. One of the overarching themes gathered during the public engagement portion of the planning process was the lack of a distinct identity for the City. In fact, only 48% of community survey respondents felt the City had a distinct identity. The Vision Vandalia Comprehensive Plan lists the following as #2 on its key findings: "The City lacks a distinct identity. Many desire Vandalia to be welcoming, family oriented, and a place that embraces its unique history and characteristics".

Vandalia has long used the tagline "At the Crossroads of America" due to its location at the intersection of National Road (US 40) and Dixie Drive. While this tagline is true to Vandalia's history, it is also the State of Indiana's official motto.

Vandalia is well known for its proximity to the Dayton International Airport which lies just outside the City boundary. For years, the airport has been perceived as part of the City's identity, even to the point of incorporating an airplane into the City's logo, despite not actually being under Vandalia's jurisdiction.

The City of Vandalia wants to define its cohesive, concerted identity and brand to be the narrator of its own story.

Purpose

The City of Vandalia requests qualifications from interested firms to research, create and develop an implementation plan for a community branding initiative for the City of Vandalia.

The primary goals/objectives to be achieved include:

- Refreshed logo
- A brand that conveys a common and defined message and image to both Vandalia residents and those outside the community.
- Identify and promote what makes the City of Vandalia a distinct and appealing community for residents, visitors and businesses.
- A brand that is flexible and adaptable to meet the needs of a variety of departments and municipal functions.
- A brand that is authentic and resonates with the community

Project Timeframe

Posting	October 9 th
RFQ Submissions Due	October 28 th
Firm(s) Selected for Interviews	November 4 th
Interviews	November 11-13 th
Recommend Candidate	November 16 th
City Council Review/Approval	December 7 th
Estimated Start Date	January 4 th , 2021
Estimated Project Completion Date	Spring 2021

Miscellaneous

- Contract work will not begin until 2021
- The contents of the submittal may become contractual obligations
- Contents of the submittal may be considered public records; any confidential trade secrets provided must be clearly labeled as such.
- All materials submitted in response to this RFQ shall become property of the City.
- The City will not be liable for any costs incurred by the respondent in preparation of a submittal to this RFQ, in conduct of a presentation or any other activities related to responding to this RFQ.
- The City of Vandalia reserves the right to:
 - Waive formalities required herein; waive, or to allow any vendor a reasonable opportunity to cure any minor irregularity or technical deficiency in a proposal
 - Reject any or all qualification packages
 - Accept or reject any and all of the submissions in whole or in part, and to postpone or cancel the execution of the contract
 - Supplement, amend or otherwise modify the terms or schedules set forth herein at its sole discretion
 - Conduct all investigations and background checks necessary for adequate evaluation
 - Confer with all references identified in the RFQ

Contact for Project

Amber Holloway, Assistant City Manager
City of Vandalia
333 James E. Bohanan Memorial Drive
Vandalia, OH 45377
937-415-2250
aholloway@vandaliaohio.org

The City of Vandalia is an equal opportunity employer. Each submittal will receive consideration without regard to race, color, religious creed, disability, ancestry, age, sex or national origin.