



REQUEST FOR PROPOSAL

City of Buda Branding/Marketing Initiative

BACKGROUND

The City of Buda has proposed a consulting process to help the community establish a brand which bridges a variety of interest groups and presents a common theme. The intent is to have a unifying theme and message about the City of Buda which harmonizes City government, tourism initiatives, special events, parks and recreation amenities, Buda's cultural and historical assets, and other advocates for city marketing.

This **Request for Proposal** is intended to solicit and secure proposals from consultants with experience working with diverse interests within cities of a size to focus community marketing/promotion and identification (branding). The consultant will provide recommendations as to the best investment of limited resources to accomplish the City's needs/goals. The objective of the effort is to have a unifying message which will produce tangible increases in economic development activity, tourism activity, and enhance Buda's overall quality of life.

This versatile brand will be suitable for multiple applications, including but not limited to: tourism marketing; economic development marketing; professional recruitment and retention.

SCOPE OF WORK

All proposals will be expected to provide a clear and unambiguous process for achieving a unifying theme or brand and marketing concepts. Activities should include:

1. A process for engaging the business community and reaching consensus on their views on marketing Buda. A discussion of tools or methods to be used should be included.
2. A process for engaging the lodging businesses in the community and hearing their views on what would help create overnight stays in Buda.
3. Interaction with various City of Buda boards and commissions, City Council, City staff, Buda citizens, Buda Historical Commission, Downtown Merchants' Group, and related interest groups through surveying tools, community meetings, or a combination of methods to identify elements of community pride which should be included or amplified in a marketing or branding process.



4. Final report will include, but not limited to, an agreed upon symbol, trademark, slogan, color scheme, brand, and so forth that will be unique to the City of Buda in branding and advertising the city for economic development purposes.
5. A final report which states the conclusions of the public process and presents specific recommendations, making the most effective investment of existing funding; cost-out services/products, for branding and marketing the community of Buda.

PROJECT PRIORITIES

\$25,000 is the planned funding for this project and does not include implementation. (If the proposing firm wishes to recommend a change in the Scope of the project and associated budget, it can be a part of the proposal, but the original Scope and Budget should also be addressed in the proposal.)

- Provide a greater strategic focus and foster a unified and cooperative approach to city marketing.
- Establish a clear, valued, and sustainable point of distinction in the minds of customers.
- Provide a decision-making framework to build a strong, consistent brand identity and avoid contradictory and changing designs, messages, and images.
- Ongoing support by phone, e-mail and attendance at meetings in Buda as needed.

PROPOSALS SHALL INCLUDE THE FOLLOWING

1. Description of the consultant/background information relevant to the proposed work
2. Samples of related work, specifically of municipal and tourism branding
3. References of relevant clients
4. Full rights for use of graphics/materials

SCHEDULE

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| • Publicize RFP | June 2010 |
| • RFP Packet | Available July 1 st |
| • RFP Response Due | July 16 th by 5:00 p.m. (Central Time) |
| • Committee Review | Week of July 21 st |
| • RFP Presentations to City Council | August 3 & August 17 |
| • Council Recommendation and Action | Mid-August 2010 |
| • Award of Contract | September 2010 |
| • Work to be Completed By | January 2011 |



PROJECT MANAGEMENT

The City of Buda will manage the RFP process and will award the contract for consulting services. The Tourism Director will act as coordinator of the RFP process and will respond to applicant questions, and is the point of contact for the successful consultant, and will ensure performance on the Scope of Work.

SELECTION PROCESS

The City of Buda will serve as the review committee for submitted proposals. The review committee may request all or some of the applicants to make an oral presentation. All responding consultants will be advised of actions of the review committee including, date of oral presentations, recommendation to the City Council, and action of the City Council.

OTHER INFORMATION

Applicants are encouraged to provide examples of previous work and client testimonials for your effective branding and marketing programs. Of special interest will be examples of work completed for small communities similar to Buda.

EQUAL OPPORTUNITY

The City of Buda encourages minority contractors to respond to this RFP and/or be represented as partners or subcontractors on consulting teams.

LEGIBILITY & ADDITIONAL MATERIALS

An original unstapled copy and 10 stapled copies of each proposal shall be submitted. All text should be in Times New Roman #12. Proposals should be stapled at the top left corner. No proposal should be more than five typed pages.

PROPOSAL SUBMITTAL

Please submit proposals by registered mail or hand delivery to the City of Buda, 121 Main Street, Buda, Texas 78610, to the attention of Alisha Burrow, Tourism Director. Questions may be directed to Alisha Burrow at (512) 312-0084, ext. 127 or by email at aburrow@ci.buda.tx.us

PLEASE SUBMIT PROPOSALS NO LATER THAN 5:00 PM ON FRIDAY, July 16, 2010