



OFFICE OF THE CITY MANAGER
25 Cottage Road, P. O. Box 9422
South Portland, Maine 04106

Joshua J. Reny
Assistant City Manager

August 8, 2016

The City of South Portland wishes to procure the services of a qualified and experienced consultant to assist with a City Branding Initiative. The work would involve the creation of high-resolution digital images of the current City logo, creation of new versions of the City logo in alternate color and design schemes, development of standard font usage guidelines for City marketing collateral materials and website, and assisting the Economic Development Committee or another City Council-appointed Committee create a new tagline for the City.

Interested companies should submit via email a Statement of Qualifications, web links to samples of work for similarly scoped projects, a proposed timeline (assuming project commencement on or after October 3, 2016), and all estimated costs (including total estimated cost) to:

Joshua Reny
Assistant City Manager
City of South Portland
25 Cottage Road
South Portland, Maine 04106
jreny@southportland.org

The Statement of Qualification and any other documents as part of the submittal are to be emailed to and received by the City of South Portland no later than 8:00 a.m. on Tuesday, September 6, 2016. The subject line should be titled: "South Portland – Branding Proposal 2016"

Questions regarding the project and/or the RFQ process should be directed to Joshua Reny at (207) 767-7606 or at jreny@southportland.org.

REQUEST FOR QUALIFICATIONS

For

City Branding Initiative

for the

City of South Portland

Released August 8, 2016

BRIEF PROJECT DESCRIPTION

The City of South Portland is home to more than 25,000 residents and a diverse and strong business community, including large industrial and retail sectors, and a growing number of entrepreneurs and small business owners. During 2015 the City undertook a strategic planning process focused on the future of economic development within the community. One of the key recommendations in that report is to improve the City's capacity to market and brand itself as an excellent place to live, work, and play.

The City is requesting qualifications and price quotations for a City Branding Initiative as a first step that will lead to the creation of marketing collateral materials, a trade show booth, a new website focused on economic development, and community-wide wayfinding signs, in addition to other projects. In recognition that branding should be seamless across the organization, we are seeking assistance to ensure uniformity and standardization.

SCOPE OF SERVICES DESIRED

The City is generally pleased with its current City logo, but does not possess any high-resolution digital files of the logo and therefore requires that the image be replicated and improved upon for quality.

Furthermore, the City would like to have several versions of its logo developed, perhaps in multiple colors and design schemes for a variety of uses, including municipal departments, marketing and promotion, community events, etc.

The City would also like standard Font Usage Guidelines developed, in keeping with the goal of standardization in branding.



Current City Logo

Finally, the City would like to have a facilitated process to explore a new tagline for the City. The City's current tagline is: *"Making all things possible"*.

STATEMENT OF QUALIFICATIONS

Interested companies should submit a Statement of Qualifications, including:

- 1) A summary of your company's history.
- 2) A description of your company's qualifications to undertake this project.
- 3) A description of your company's experience with municipal customers.
- 4) A sample list of projects that demonstrate the company's work and capabilities.
- 5) A list of any recently completed work of similar type and size projects including contact information of the client or project contact for each project.
- 6) Profiles of the key personnel who will be involved in the design work.
- 7) A proposed project timeline (assuming commencement on or after October 3, 2016).

- 8) A total estimated cost of the work proposed with a breakdown of each phase of the project including estimated hours and costs.
- 9) A listing of your company's hourly rates and incidental costs in the event there is an expansion of the scope of services.
- 10) Any additional information that would be useful in evaluating your company's qualifications.

The qualifications of responding companies will be given prime consideration in making an award determination. The quoted fee structure, however, will also be taken into consideration. The City of South Portland may request to interview finalists prior to making an award. This interview process may involve each finalist making a presentation to the project's scoring team.

TERMS AND CONDITIONS

- 1) This RFQ does not commit the City to award a contract, issue a purchase order, or to pay any costs incurred in the preparation of a response to this RFQ.
- 2) Responses will become part of the City's official files. All responses are considered public information and will be available for release to the public without written authorization from the company.
- 3) Companies responding to this RFQ shall not offer any gratuities, favors, or anything of a monetary value to any officer, agent, contractor or employee of the City for the purpose of influencing consideration of a qualification.
- 4) Companies responding to this RFQ shall not collude in any manner, or engage in any practices that may restrict or eliminate competition or otherwise restrain trade. This does not preclude subcontracts and joint ventures for the purpose of responding to this RFQ and/or establishing a project team with the required experience and capability to provide the services specified herein.
- 5) Companies responding to this RFQ, their authorized representatives, and their agents are responsible for obtaining, and will be deemed to have, full knowledge of the conditions, requirements and specifications of this RFQ.
- 6) Companies responding to this request must promptly report any conditions, transactions, situation, or circumstances that would impede, impair, or delay the submission of requests, or the proper and timely performance of the work.
- 7) The City reserves the right to cancel this RFQ or to reject any and all responses received prior to contract award.
- 8) The City reserves the right to request clarification of any response after all responses have been received. The request can be made in the form of oral presentation, written documentation, or during meetings.
- 9) The City reserves the right to review qualifications as they are received, and to reject any and all submittals, and to be the sole and final judge of all qualifications.

Responses will be considered closed at 8:00 a.m. on Tuesday, September 6, 2016 at the City Manager's Office located at 25 Cottage Road, South Portland, Maine 04106. Responses received after this deadline will not be considered.