



Request for Proposals
For Branding and Image Campaign
For the
City of Montgomery, Ohio
2018-2019

The City of Montgomery, Ohio, invites all interested communications and brand development firms to submit a proposal to conduct the City's brand development campaign. This proposal must also include a detailed budget for 2018 and 2019. The focus of this plan should be to gather input on Montgomery's image from key stakeholders to update the community's brand. This comprehensive branding campaign should consider both residential and business desirability, promoting Montgomery as a premier and diverse place to live and work. The focus of this proposal will be on branding the community in addition to rebranding the government organization.

Please provide notice of the intention to submit a proposal by Friday, February 16, 2018, before 4:00 p.m. Proposals for these services are due to the City of Montgomery on Friday, March 2, 2018, before 4:00 p.m.

Questions regarding this request for proposal should be directed to Faith Lynch, communications and engagement coordinator for the City of Montgomery, at flynch@montgomeryohio.org or 513-792-8358.

An electronic version of this RFP and additional information is found here <https://goo.gl/cNEeGR>

Proposals may be sent as hardcopy or electronic submissions. Electronic submissions of the proposals should be submitted in PDF format to flynch@montgomeryohio.org with "Proposal for Brand Development" in the subject line. Hardcopy proposals should be submitted to:

Faith Lynch
City of Montgomery
10101 Montgomery Road
Montgomery, Ohio 45242

About the City of Montgomery, Ohio

Settled in 1795 and formally incorporated as a city in 1971, the [City of Montgomery](#), Ohio, is home to 10,000 plus residents in a history-rich community with 32 City-designated landmark properties, including eight on the national registry. Located northeast of Cincinnati, Ohio, Montgomery is a vibrant, high-quality suburb accessible by I-275, I-71, Ronald Reagan Cross County Highway and US 22/Ohio 3.

Montgomery's business community sprung up along the 3-C stagecoach route along Montgomery Road with Montgomery Hotel and Yost Tavern providing a place to stay and offering thirsty passengers a refreshing option on their journey. The thriving, unique businesses populating the city today on Montgomery Road (US 22/Ohio 3) continue to provide residents and visitors with many retail, restaurant and service options. The treasured downtown Heritage District offers diversified and unique destinations for shopping, dining, and entertainment with store-front shops, the nationally-recognized Montgomery Inn and fine ethnic restaurants, galleries, services and performance venues.

Approximately 500 businesses call Montgomery home. [Bethesda North Hospital](#) has award-winning heart care, maternity services, and a 24-hour emergency department, and is cited as a Top 100 U.S. Hospital, ranking in the top five percent in the nation for clinical excellence. [Ohio National Financial Services](#) is headquartered in Montgomery and is a Top Workplace (large company) according to Cincinnati Enquirer's Top Workplaces ranking. The [Montgomery Ohio Chamber of Commerce](#) provides support to the business community.

Montgomery is served by [Sycamore Community Schools](#), which educates approximately 5,300 students from over 54 birth countries, representing 30 spoken languages, with a 99% graduation rate. The community is also served by private schools, [Moeller High School](#), for boys and, [Ursuline Academy](#), for girls.

For more information, visit www.montgomeryohio.org.

General Background

The City of Montgomery operates under a council-manager form of government with seven elected City Council members, working with a city manager appointed by City Council with the support of a clerk of council and a law director. All City Council members are elected at large by a popular vote of residents for staggered terms of four years. Once seated, City Council members choose the mayor and vice-mayor who each serve a two-year term. City Council is responsible for establishing policies and enacting legislation necessary for municipal operations. The city manager serves as the City's chief executive, administrative and law enforcement officer.

As a part of the City of Montgomery 2016-2021 Strategic Plan, City Council and staff identified the goal for Montgomery to attract and retain businesses that contribute to the long-term stability of the City, while maintaining the small town historic feel. As a part of the 2016-2021 Strategic Plan, the City of Montgomery also created a mission statement: "Providing superior services and engaging with you to

enhance our community.” The City’s [mission, vision, and values statements](#) and the [Strategic Plan](#) are located on the City website.

One strategy to meet the goal to create long-term stability for the community is to redefine and update the Montgomery brand. The City of Montgomery last conducted a branding and image campaign in 2007. The community has substantially changed since then, with the expansion of Ohio National Financial Services and Twin Lakes Senior Living Community, the addition of the Vintage Club of Montgomery and The Christ Hospital Health Network Outpatient Center, many single-family homes torn down and larger homes erected on the same lots, development along the Montgomery Road Commercial Corridor and the anticipated doubling of Montgomery’s downtown with the Gateway Redevelopment Area. With these changes in the residential and business sectors of the community, Montgomery sees this as an opportunity to redefine or focus the City’s brand.

The City of Montgomery promotes its special events, programs, fitness classes, community pool and public meetings, through the annual calendar, annual report, monthly newsletter, local media, [website](#) and social media including [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#) and [NextDoor](#). See this [dropbox.com link](#) for samples of some of these items including brand identity and guidelines from the last brand update. The implementation phase of this project should recommend brand standards and identity guidelines applicable on all these communication channels for promotional and branding purposes. The City also wishes to receive recommendations on a new City tagline, which may be used in addition to the stated mission statement on any of these channels or with promotions.

While the City newsletter, website and calendar are due for a design update, the recommended and final design standards and image guidelines should consider all possible applications. City staff (two people) will oversee and execute the implementation of the brand standards and identity guidelines in the designs of the newsletter, website, calendar, and social media.

Montgomery’s many civic organizations, partners and stakeholders are vital to the strength of this community. Any plan developed should identify engagement opportunities with the City’s boards and commissions, Montgomery Citizens’ Leadership Academy (MCLA) alumni, staff, and partners such as the Sycamore Community Schools, the Montgomery Ohio Chamber of Commerce, Bethesda North Hospital and Twin Lakes Senior Living Community.

One other item to note is that the City of Montgomery anticipates placing an additional operating levy to support the Montgomery Fire Department on the May 1, 2018, primary ballot. This could impact the timeline of the branding campaign if the levy does not pass.

Goals of Brand Development

1. Gather input from residents, non-residents, businesses and key stakeholders.
2. Redefine and focus city brand to forge a distinct sense of place and identity for the community, including residents and businesses.

3. Create a brand that is desirable to current and prospective residents and businesses.
4. Create a brand that is a cohesive and consistent visual identity for the city, which can be used by all departments in printed and digital formats.

Scope of Work

The Montgomery City Council, members of the community and City staff will collaborate with the successful vendor to oversee and consult on the Scope of Work. The successful partner will have a proven track record in creative excellence in brand research, design, development, and implementation. The partnering agency will conduct research, develop several branding options, and establish an implementation schedule, with City staff assistance and input. Expected services include conducting quantitative and qualitative research, analyzing results, creative development, and identifying a strong, unique, complementary, and differentiated brand that captures the historic feel and originality of Montgomery.

Phase 1 (first year)

- Evaluate if the current logo best represents the diverse community and government organization and provide a strategic assessment of Montgomery's current brand.
- Conduct formal, quantitative research and informal, qualitative research with a representative sample of Montgomery to determine how and if the Montgomery brand should be updated. The audience for the survey may be a random sample of Montgomery residents and business owners/managers etc. The goal of the research is to get useful feedback on how the City should be marketing Montgomery. Consider diversity when conducting this research.
- Conduct several input gathering sessions on the research with community organizations and business partners.
- Using feedback and insights from the survey and the input gathering sessions, develop several (at least 3) options for a comprehensive brand including visual and verbal essences (featuring images, colors, textures, fonts, key words and phrases), considering both residential and business desirability. Expect to include the rationale to support each strategic direction.
- The generation of a tagline should be included with the brand options for consideration.

Phase 2 (second year)

- Based on feedback, create the brand standards (i.e. brand standard phrases, taglines, and narratives) and identity guidelines (color palette) including the logo design, brand identity system and image standards, and templates. Templates should include brochures, Power Point Presentation templates, business cards, stationary, ID cards, and newsletter, website and calendar design templates, and other similar collateral. The brand options should also take into consideration items such as building signs, vehicle signs and wayfinding signs. Image standards should consider the diverse population of Montgomery.
- Propose a new City flag design that is unique and meaningful to Montgomery. This design could be used for merchandising, resulting in increased community pride and exposure of the

community's new brand and image. See www.visitpeoriaaz.com and <https://youtu.be/pnv5iKB2hl4> . [The Montgomery flag is the City logo on a white background.](#)

- Assist with the implementation of the brand into the design of the newsletter, calendar and website to ensure a consistent message and image is being used on all platforms. While design is handled in-house, we seek input on the look, design, and functionality of the City website as it pertains to the new brand.

Proposal

The proposal should contain the following requirements.

- Provide company name, mailing address, phone number, and main contact's email address and direct phone number.
- A brief description of the company's structure and capabilities.
- List of services provided in-house and services provided by outside consultants.
- Provide a brief description of these outside consultants, their roles and capabilities.
- Describe your approach and process for brand development.
- Provide two to three case studies of similar services your firm provided to an organization this size. Please include a brief description of the services provided and a discussion of the outcome.
- Assuming a start date of May 1, 2018, submit a detailed schedule for Phase 1 and Phase 2. Include a tentative fall date to convene the MCLA Alumni to review and provide feedback on the research findings. Without jeopardizing the integrity of the research, consider questions posed to the group that will inform the process.
- Propose how to include local stakeholders such as the Montgomery Ohio Chamber of Commerce, local businesses and other civic groups in the process in order to promote the Montgomery brand and image.
- Provide a detailed fee proposal or budget, outlining the specific activities that will be performed.
- Detail the system that will be utilized to transfer information and material.
- Supply at least three references that have used your professional services for a similar project. Please include a contact name, mailing address, phone number and email address.

Please note that applicants are free to submit a second proposal that collapses the timeline and cost.

Submitted responses and any agreement or documents related to this project are subject to review under the Ohio Public Records Law and applicable City policies. The documents are also subject to review and copying by any person making an appropriate request for public records.

Anticipated Schedule*

RFP issued	February 1, 2018
Questions due	February 9, 2018
Answers to questions posted on website	February 13, 2018
Notice of intent to submit due	February 16, 2018

Proposal due	March 2, 2018
Invitation to present	March 16, 2018
Finalist presentation	April 9, 2018
Decision	April 20, 2018
Project start date	May 1, 2018
Project completion date	June 3, 2019

Evaluation

Proposals are due to the City of Montgomery on Friday, March 2, 2018, no later than 4:00 p.m. Electronic or hard copy proposals are acceptable. Proposals will be evaluated based upon the bidder’s:

- Responsiveness to work scope and project needs (35%)
- Demonstrated experience and expertise in similar projects with similar organizations (35%)
- Cost effectiveness (20%)
- Personnel assigned (10%)

The City of Montgomery will negotiate terms with the most qualified bidder. If unsuccessful, the City of Montgomery intends to negotiate with the next most qualified bidder. The City of Montgomery reserves the right to reject any or all proposals received in response to this request and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of the City of Montgomery.

Contract Terms

The proposed contract period for services provided will be through 2019, with frequency of payments made as agreed upon in terms of contract. Invoices must be submitted for services rendered.

All material produced, data collected, and reports generated by the vendor and subcontractors on behalf of the City of Montgomery are public records and become the property of the City of Montgomery. The contractor may not share program materials, customer data, industry or program participant contact information, etc. unless explicitly authorized by the City of Montgomery to do so.

This RFP does not commit the City of Montgomery to pay any costs incurred in the preparation of a proposal or to procure or contract for services. The City of Montgomery reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and to cancel the RFP, in part or in its entirety at its sole discretion.

Contact Information

Questions regarding this RFP should be submitted to Faith Lynch, communications and engagement coordinator for the City of Montgomery, at flynch@montgomeryohio.org or 513-792-8358. Responses will be shared with all vendors with the intent to submit a proposal.