

**MAYOR**

CLARENCE R. JERNIGAN

**BOARD OF ALDERMEN**

GARY B. BETTS, SR.,  
*Mayor Pro-Tempore*

MELISSA BLALOCK  
RENEE BRYANT  
NANCY HENDERSON  
KEITH D. FOGLEMAN

**CITY OF RANDLEMAN**

204 S Main Street  
Randleman, NC 27317  
(336) 495-7500/ Fax: (336) 495-7503  
www.cityofrandleman.com



**CITY ADMINISTRATION**

ZACHARY L. HEWETT, MBA  
*City Manager / Finance Director*

MELODY R. HANCOCK, CMC, NCCMC  
*City Clerk / Purchasing Coordinator*

September 21, 2018

This letter extends to your company an invitation to submit a proposal for a Brand Development for the City of Randleman.

Deadline for proposals will be Friday, October 26, 2018 at 5:00pm. Proposals should be returned in an envelope clearly marked as "Brand Development" and addressed to:

Mailing and Street Address

Zack Hewett  
City Manager  
204 S. Main Street  
Randleman, NC 27317

**The City reserves the right to reject any or all proposals and to waive informalities.**

**Questions regarding specifications should be directed to Zack Hewett, City Manager, [zhewett@cityofrandleman.com](mailto:zhewett@cityofrandleman.com).**

**The deadline for questions will be October 19, 2018 at 5:00 pm.**

A proposal from your company will be appreciated.

Respectfully,

Zachary L. Hewett, MBA  
City Manager  
City of Randleman

## ***INTRODUCTION***

The City of Randleman, NC is seeking professional services for the development of a strategic brand and recommendations for developing, funding, and conducting a sustainable branding campaign. Our objective is to identify a clear, strong brand identity that represents the varied attributes of the community with variations for business, resident and visitor recruitment and retention.

## ***BACKGROUND***

With a land area of approximately 3.6 square miles, the City of Randleman is centrally located in North Carolina in Randolph County. Now that the City features access to two major interstates (I-73 and I-74) and two major highways (U.S. 311 and U.S. 220), traveling to and from the City of Randleman is now easier and more convenient than ever. Six of North Carolina's largest cities can be traveled to in approximately 75 minutes or less including Charlotte (~75 minutes), Winston-Salem (~45 minutes), Greensboro (~20 minutes), High Point (~15 minutes), Raleigh (~65 minutes) and Durham (60 minutes). The City of Randleman is best known for being the home of Richard Petty, better recognized as the "King of NASCAR", and other members of the Petty Family including Richard's brother, Maurice Petty, as well as Dale Inman; all of whom are NASCAR Hall of Fame inductees. The City of Randleman's five largest employers are Hughes Furniture Industries, Dart Container Corporation, Timken, United Brass Works, and Deep River Dye. Numerous recreational and cultural experiences can be found within or around the city limits of Randleman. The City is home to the Deep River Nature Trail, the annual NASCAR Day Festival, and the annual North Carolina Food Truck State Championship. Other recreational opportunities include the Randleman Lake, which is just north of the City.

## ***OBJECTIVE***

The City has a need for a focused, centralized marketing plan that would allow individual departments of the City to market their programs and services.

### **The City of Randleman is looking for an agency that can:**

- Work with a Committee of the Public, Board of Aldermen Members, the City Manager and City Employees.
- Research the City's current marketing efforts and identify our strengths and weaknesses.
- Research the targeted message and any secondary message on which we should concentrate.
- Include a distinct but clearly related subsection of the brand and all of the deliverables outlined below.
- Create a plan, budget and explore funding options for a marketing and implementation campaign.

## ***SCOPE OF SERVICES***

It is the intention of the City to reach an agreement with an agency that would have the capability of undertaking all of these expectations in-house although the City may split the project into components. Weight will be given to firms that have had experience working with governments. This Request for Proposal is to identify capable participants for this proposed branding and marketing campaign.

Specifically, consultant services will include, but not be limited to, the following:

1.0: Development of a “brand positioning statement” that provides a clear understanding of the community’s identity. The statement should establish an overarching guide for initiatives and communications when conveying the community’s image.

2.0: Development of a brand concept, to include message, tagline, and logo that are adaptable for use in business, residential and visitor attraction and retention. This will include recommendations of specific necessary elements to deliver the brand message; e.g., signage, printed collateral, social media marketing, online/print advertising, website design, public relations, special events. Include recommendations for priority allocation of limited funds. The branding position statement, logos and taglines will be the intellectual property of the City and the contractor will provide these deliverables in all electronic formats such as jpg, pdfs, etc.

3.0: Development of a style guide that outlines correct brand usage, to include print and publication specifications as well as graphic standards.

4.0: Development of a recommended implementation and marketing strategy that identifies short- and longer-term strategies and tactics for maximizing the brand’s value to the community. Include recommendations for priority allocation of limited funds, by target audience and by delivery method. (Actual implementation of such a strategy is beyond the scope of this RFP.)

## ***DELIVERABLES***

Responses to this RFP should include an outline of methodologies, to include deliverables as indicated, by which the following will be accomplished:

### ***1.0: Development of brand positioning statement.***

Deliverables:

1.1: Backed by existing research, develop a brand positioning statement that encompasses findings and represents what is best about the community as a place to live, work and visit.

1.2: Prepare a presentation on the brand positioning statement and present at a work session of the Board of Aldermen of the City of Randleman.

***2.0: Development of brand concept, to include message, tagline, and logo and recommendation of specific elements to deliver brand message.***

Deliverables:

2.1: Based on brand positioning statement and feedback received, develop a minimum of three design schemes for a brand concept and logo, with two rounds of revisions based on feedback received.

2.2: Following presentation and discussion of the concept and logo with staff, Board of Aldermen, and community groups, incorporate feedback to result in one recommended concept and logo as well as related tagline, for presentation at a designated public meeting.

2.3: Provide final written presentation of brand concept and logo, tagline, and recommendation of specific elements to deliver brand message. Include recommendations for priority allocation of limited funds.

***3.0: Development of a Style Guide.***

Deliverables:

3.1: Within 30 days of adoption of brand concept and logo by Board of Aldermen, provide to City staff, in written form, a style guide for brand logo and usage. Style guide should be provided in Word format for client markup and include, but not be limited to: permissible uses of logo and variations, size, spacing, color and typography; examples of incorrect usage; and trademark registration.

3.2: Two review rounds of the style guide are requested, if needed by client. Final guide should be provided to client in PDF and Word format.

***4.0: Development of short- and long-term marketing and implementation recommendations.***

Deliverables:

4.1: Within 30 days of the Board of Aldermen's adoption of brand concept and logo, provide to staff in written form a report outlining short- and long-term strategic recommendations for maximizing the brand's value to the City. Recommendations should take into consideration limited funding, with funding resources and recommendations outlined, as appropriate.

4.2: Specific recommendations related to measurement of strategies and tracking of brand's effectiveness should also be included. Marketing and implementation recommendation report should be provided to client in PDF and Word format.

## ***SUBMISSION OF PROPOSAL***

### **Submissions to this RFP must include the following in the order listed:**

1. Corporate description, including basic contact information such as office address, phone, fax, email as well as the primary and secondary points of contact. Also include information on the size of the firm and the various capabilities you offer and biographical information on the principals and personnel assigned to this account. Please include three (3) references. Please specify who in your firm will be assigned to this project.
2. Information on your approach to projects of this type, including examples of other similar projects you have undertaken and how you produced the deliverables.
3. Specific involvement with other cities or government agencies you have worked with in the past or are working with now. Also include in this section information on clients with whom you are currently working or with whom you have worked who are located in the Piedmont Triad area or in Randolph County.
4. Description of project approach to each of the deliverables outlined above.
5. A detailed timeline for the project.
6. Information on your schedule of fees for various services provided by your firm. Please provide options for completing each of the segments outlined above. A separate fee schedule for the development of the following:
  - a. Brand positioning statement
  - b. Brand concept (including message, tagline, logo, and recommended marketing elements)
  - c. Style guide
  - d. Marketing & implementation strategy reportPlease also include an overview of the total cost of all components.

### **Due Date**

Responses to this RFP will be due Friday, October 26, 2018 at 5 p.m.

### **Submittal**

Please provide two originals and one electronic copy to the address listed below. We will not accept fax proposals.

City of Randleman  
Attention: Zack Hewett  
City Manager  
204 S. Main Street  
Randleman, NC 27317  
[zhewett@cityofrandleman.com](mailto:zhewett@cityofrandleman.com)

## ***SELECTION PROCESS***

Proposals will be evaluated by City staff. Each proposal will be reviewed and evaluated based on the following:

- Qualifications – Experience in performing similar projects.
- Understanding of project – How well the agency communicates an understanding of the branding and marketing needs of the City.
- Approach to project – How the proposed project meets the objectives of the City.
- Quality of work – The apparent quality of the work performed in similar situations.
- Personnel – Personnel assigned to the project with specific attention placed on personnel who have similar project experience.
- Value – The approach that will position the City to obtain the stated results and achieve the most success within the framework identified in the proposal.
- Cost – The cost estimate provided in relation to the scope of services outlined.
- Timeline – The proposed timeframe within which the project would be completed.

References will be used to assist in the evaluation of an agency's experience in performing similar projects and in determining an agency's ability to deliver the results expected.

## ***REQUIREMENTS AND AUTHORITY OF THE CITY OF RANDLEMAN***

This Request for Proposals does not commit the City of Randleman to award a contract, pay any costs incurred in the preparation of the proposal to this request, or to procure or contract for services. The City of Randleman reserves the right to accept or reject any or all proposals received as a result of this request, negotiate with any qualified source(s) or cancel, in part or entirely, this RFP.

## ***CONTRACT***

The City and the chosen agency will enter into a contract to provide the negotiated elements of a marketing plan. It is likely that some elements will evolve and change as we work through the process and any agreement will need a flexible structure to accomplish the City's objectives and budget.

**CONTRACTOR'S PROPOSAL (REQUIRED FORM)**

All replies should be addressed to:

City of Randleman  
Zack Hewett  
City Manager  
204 S. Main Street  
Randleman, NC 27317

Phone: 336-495-7500  
Fax: 336-495-7503  
Email: zhewett@cityofrandleman.com

The bidder agrees to furnish and deliver the items or services at prices, and within the time set herein. **This offer shall be valid through January 31, 2019 from date signed.**

Any deviation from specifications must be clearly indicated by the bidder or it will be considered that the offering is in strict compliance with the specifications and the bidder will be held responsible accordingly.

The bidder certifies that he/she agrees with the terms of this RFP and that the attached quotation is in all respects fair and without collusion or fraud.

\_\_\_\_\_  
BY

\_\_\_\_\_  
BIDDER NAME

\_\_\_\_\_  
DATE

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ADDRESS

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PHONE

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FAX

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EMAIL ADDRESS