

Request for Proposals for Branding Services

Proposal Submission Deadline: 4:00pm CDT, Friday, June 21, 2019

Build Baton Rouge (BBR), a quasi-public agency, requests proposals for Branding Services for BBR to be completed and delivered to BBR by **4:00 PM on June 21, 2019**. Please provide email notice of your intention to submit a proposal to BBR Chief Operating Officer, Tara Titone, at ttitone@ebrra.org by **5:00 PM on June 3, 2019**.

Questions regarding this Request for Proposals (RFP) should be directed in writing to BBR Tara Titone, at ttitone@ebrra.org no later than June 6, 2019. Responses to all questions will be posted to the BBR website (www.ebrra.org) no later than June 10, 2019.

Both electronic and hard copy proposal submissions will be accepted and should be submitted by the proposal deadline with "Proposal for Branding Services" in the subject line. If submitting a hard copy proposal, please include two (2) printed copies of your proposal (one unbound) and an electronic copy on a USB drive. Proposals must be delivered by the proposal deadline to: Tara Titone, Chief Operating Officer, Build Baton Rouge, 620 Florida Street, Ste. 110, Baton Rouge, LA 70801, or ttitone@ebrra.org.

Introduction

Build Baton Rouge requests proposals from marketing, graphic design and branding firms (Consultant) to develop a comprehensive brand strategy for brand development, marketing materials, and creative support in order to effectively advance the goals of BBR and the agency's work and community impact.

As a quasi-governmental organization that receives public funding, BBR is committed to the effective and efficient use of its limited marketing budget. The budget for this project is not to exceed \$25,000, however BBR may consider proposed budgets in excess of \$25,000 when supported by a clear, detailed explanation. The proposed contract period for services is through October 31, 2019.

Background

Build Baton Rouge is the Redevelopment Authority of East Baton Rouge Parish and was created by the 2007 Louisiana Legislature as a separate political subdivision of the state of Louisiana with East Baton Rouge Parish as its jurisdiction. Governed by a five-member Board of Commissioners appointed by the Mayor-President, the Baton Rouge Area Foundation, and the Baton Rouge Area Chamber of Commerce, our mission is bringing people and resources together to promote equitable investment, innovative development, and thriving communities throughout all of Baton Rouge.

Build Baton Rouge began operations in 2009. Through its various programmatic and funding mechanisms, the agency has been able to provide attainable housing, gap financing, home and small business rehabilitation, brownfields redevelopment, and neighborhood planning opportunities to communities, developers, and residents throughout East Baton Rouge Parish. The agency has deployed and leveraged approximately \$80 million to create \$300 million worth of projects across the parish, including the creation of 863 units of affordable housing, and the support of 3,400 jobs. Through support of the City-Parish and other partners, BBR has awarded over \$5.6 million in below market rate financing leading to the development and construction or

rehabilitation of 564 affordable residential units; provided over \$250,000 in reimbursable façade grants to improve 69 storefronts in low income areas; worked with communities and developers to return over 200 adjudicated properties to productive use; and further accomplished its mission of addressing blight elimination in East Baton Rouge Parish.

Background on the Agency's Re-Brand:

Since 2012, no formal brand exploration or marketing has been conducted for the agency. The website is woefully inadequate, poorly designed, and lacking in basic functionality. While the East Baton Rouge Redevelopment Authority name was well-known and regarded in the local development community, the purpose and role of a redevelopment authority, the breadth of services, and value propositions of the agency were not well articulated nor understood in the broader community. In 2018, the agency was revived by Mayor Broome, who committed resources and new responsibilities to the agency.

In the first quarter of 2019, the East Baton Rouge Redevelopment Authority set out to consider the development of a framework and core set of messaging tools as part of a strategic visioning process to revamp the agency's identity in its tenth anniversary year of operations. Converge Consulting, LLC ("Converge") was retained to facilitate a comprehensive strategic visioning process, which included the formation of a Strategic Visioning Committee comprised of the agency's Board of Commissioners, staff, and key community partners. Over a period of several months, Converge reviewed the agency's documents, financial reports, and other agency-related documentation. In addition, a series of meetings and exercises were conducted to engage a diverse set of community stakeholders and partners. With this new strategic vision and communications framework established, the agency now looks to develop the visual tools and elements necessary to create value and promote a cohesive, impactful, and inspirational identity for the future development of Baton Rouge.

The strategic visioning effort culminated in the production of "*(RE)VISIONING REDEVELOPMENT: EAST BATON ROUGE REDEVELOPMENT AUTHORITY 2019 STRATEGIC VISIONING INITIATIVE*" and the unanimous Board of Commissioners adoption of a new vision, mission, values and name for the agency. They are as follows:

Name

Build Baton Rouge

The Redevelopment Authority of East Baton Rouge Parish

Vision

A more vibrant Baton Rouge for everyone

Mission

Bringing people and resources together to promote equitable investment, innovative development, and thriving communities across all of Baton Rouge

Key Values

Accountability, Equity, Community Collaboration, Innovation, Inclusion, Service

To view the Strategic (Re)Visioning Report, please visit www.ebrra.org

Scope of Work and Deliverables

BBR is seeking a professional consultant with a proven track record for creative excellence in brand development and execution to deliver the following Scope of Work. Optionally, respondents are encouraged to further define the Scope of Work as deemed necessary to ensure the success of the project:

- Evaluate existing BBR brand and marketing materials through a brief discovery phase.
- Develop a brand platform for BBR, including positioning, personality, promise, differentiation, and value proposition, based off the mission, vision and values and messaging contained in the Strategic (Re)Visioning Report.
- Develop a comprehensive brand strategy (including branding architecture) to position the brand in ways that address the diversity of our work, the communities within which we work, and the growth possibilities of a quasi-governmental community development agency.
- Create a brand identity including logo design, brand identity, and style guidelines for marketing collateral.
- Design specific, visually compelling marketing collateral; create new visual website design and content, including project photography, staff headshots, and the utilization of existing visual content, as deemed appropriate.
- Design and create a user-friendly, online content hub for BBR that speaks to multiple audiences and stakeholders, as identified in the Strategic (Re)Visioning Report; identify website development solutions that will allow BBR to assume complete control over website and content additions and revisions once this process is complete; create a website blog with integrated social media elements; and create a full resource center with video library and advanced search and tracking functionality.

Proposal Requirements

- **Statement of Interest:** Provide a statement of interest for the project. The letter, written on letterhead, shall cite the individual who will be the primary point of contact to BBR for matters relating to the proposal and shall be signed by an individual with the authority to commit the firm to the project. The letter shall include a narrative description of the strengths brought by each team component. The letter should also include full contact information (name, address, phone, email).
- **Experience and Expertise:** Provide a branding portfolio and brief overview of your company's leadership structure, creative capabilities and accreditations. Describe your approach and process for brand development. Include qualifications and experience of only those team members who will be assigned to the project. Provide acknowledgement of team members with Disadvantage Business Enterprise (DBE) and/or Women and Minority Business Enterprise (WMBE) status or certification, where applicable. Provide the number of years members have worked with the lead firm and/or other years of experience.
- **Project Team and Organizational Chart:** Introduce the proposed project team and provide bios and qualifications of all personnel assigned to the project including specific experience that each team member would contribute to the project. Identify and define their individual roles. List all services provided in-house and services provided by any outside consultants. If any services are to be provided by outside consultants, please provide a brief description of the firm, its role, and capabilities.

- **Representative Work:** Provide a maximum of three (3) case studies of branding services your firm has provided, similar to the Scope of Work contained herein. These case studies should include a brief description of the brand identity services provided and a discussion of the outcome.
- **Proposed Timeline:** Submit a detailed schedule with your proposal for the project which includes critical milestones, website launch goal, and assume a start date of *no later than August 1, 2019*.
- **Cost Proposal:** Provide a detailed cost proposal outlining the specific activities and estimated percentage of time spent on each deliverable. Acknowledge the not to exceed \$25,000 budget and justify any proposed budgets in excess of \$25,000.
- **References:** Supply at least three (3) references that have used your professional services for a similar project. Include a contact name, address, and a contact phone number.

Both electronic and hard copy submissions will be accepted and should be submitted to ttitone@ebrra.org by the proposal deadline with “Proposal for Branding Services” in the subject line. If submitting a hard copy proposal, please include two (2) printed copies of your proposal (one unbound) and an electronic copy on a USB drive. Proposals must be delivered by the proposal deadline to: Tara Titone, Chief Operating Officer, Build Baton Rouge, 620 Florida Street, Ste. 110, Baton Rouge, LA 70801 or ttitone@ebrra.org. This RFP does not commit BBR to pay any costs incurred in the preparation of a proposal or to procure or contract for services.

Schedule

- RFP issued: May 24, 2019
- Notice of Intent to Submit due to BBR: June 3, 2019
- Questions due to BBR: June 6, 2019
- Answers to questions posted to BBR website: June 10, 2019
- Proposals due to BBR: June 21, 2019, 4 PM CDT
- Invitation to present issued by BBR: June 28, 2019
- Finalist presentations: July 8-12, 2019
- Award Decision: July 17, 2019

BBR may make a courtesy effort to contact interested parties that this schedule has changed, but interested parties are ultimately responsible for being aware of changes to this RFP by regularly checking the BBR’s website at www.ebrra.org.

Proposal-Based Selection Process

Professional services are procured in accordance with Federal and Louisiana law and regulations. Selection of the most advantageous respondent will be made on the basis of demonstrated competence and qualifications, as well as cost, determined by BBR, based upon the proposal submitted in response to this RFP, any supplement requested by BBR, and any subsequent meetings with finalists.

Proposal Evaluation

Proposals are due to BBR by **4 PM on Friday, June 21, 2019**. *All responses to this RFP are public records and may be reviewed by any member of the public.*

Evaluation criteria are outlined below and will be used to evaluate proposals. BBR reserves the right to accept or reject proposals that do not contain all elements and information requested in this document.

BBR may negotiate contract terms with the most qualified respondent. If unsuccessful, BBR may then negotiate with the next most qualified respondent, until reaching satisfactory contractual arrangements. This RFP does not commit BBR to award a contract or to pay any costs incurred in the preparations or submission of proposals. BBR reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the respondents or other firms in any manner deemed to be in the best interest of BBR.

Selection of the successful proposal will be made by BBR based upon the following:

- Responsiveness to Scope of Work, timeline and budget (25%)
- Demonstrated expertise through case studies and relevant work products (25%)
- Project team interest, qualifications and experience (20%)
- Branding Portfolio (20%)
- Comprehensiveness (10%)

BBR strongly encourages the participation of certified minority-owned, women-owned and emerging small businesses in this opportunity.

Restriction on Communications

Proposers must not communicate with BBR Board of Commissioners or any BBR employee not specifically named in this RFP, except upon invitation by BBR in a formal interview by the RFP point of contact. Doing so may be cause for proposal rejection. BBR will not hold “one-on-one” meetings with any interested party during the RFP process outside of a formal interview.

Post Selection/ Contract Terms

Upon notification of selection, the successful respondent is required to execute and deliver a contract within two weeks of notification. BBR anticipates a contract start date of no later than August 1, 2019. If the successful respondent is unwilling or unable to execute the agreement as required by the RFP, or if BBR in its sole discretion determines that negotiations during the contract negotiation phase are not progressing in a satisfactory and timely manner, BBR reserves the right to terminate negotiations with the selected team. Should this occur, BBR may then either work with the second ranked team, re-release the project for bid, or decide to not pursue the project further. The proposed contract period for services is through October 31, 2019.

Contact Information

Notice of intent to submit a proposal, and questions regarding this RFP shall be submitted in writing via email to: Tara Titone, Chief Operating Officer, ttitone@ebrra.org. Responses to all questions will be posted to the BBR website (www.ebrra.org).