



Request for Proposals For Branding and Marketing

The City of Glasgow

Glasgow is located in Valley County, Montana. It has a population of approximately 3350 and helps support a surround county population of approximately 7600 people. Glasgow is a thriving community, with an emphasis on families, recreation, and good quality of life. US Highway Two runs through the center of Glasgow and it has an international airport, Amtrak station, and local Valley County Transit bus service.

Economic Development and Marketing Efforts

The City of Glasgow completed a City Growth Policy and 2013 and a Downtown Revitalization Plan in 2015.

The City is seeking a branding and marketing consultant to develop a brand and assist with community marketing efforts. The consultant must have experience in developing a public sector brand and with developing community marketing plans. In order to have input from the community and assess the current consumer attitudes and perceptions, the consultant should have experience in community outreach.

Project Requirements and Scope of Services

The City of Glasgow has been awarded a grant from Montana Main Street Program through the Department of Commerce to have a qualified consultant firm prepare a Glasgow Brand. The project scope will include, but is not limited to the following items:

Brand Development:

To include Input/Situation Analysis, Brand Strategy Development, and Brand Strategy Implementation. The marketing consultant shall evaluate the City's image and brand, conduct an assessment of community attitudes and perceptions, and provide recommendations. The marketing consultant will craft a new brand and themes for City consideration as well as wayfinding suggestions to incorporate the brand.

Brand Development shall be completed by May 31, 2017.

Marketing Plan Development:

This will be an additional phase to be completed and contracted after funding is secured for this portion. Included in this phase would be a proposed marketing budget for the first year. The marketing consultant shall propose a well-defined identity/branding awareness program to persuade resident and non-resident consumers to patronize Glasgow businesses. The branding programs must also be applicable for business retention and recruitment strategies. The marketing consultant shall develop a monitoring system and performance measures to assess the effectiveness of the various marketing methods.

The RFP should quote costs of each of the two phases separately as funding is not yet secured for Marketing Plan Development.

Consultant Expertise and Proposal Format

Interested firms are encouraged to keep their proposals brief and relevant to the Scope of Services. All proposals should include the following:

- The firm's legal name, address, and telephone number.
- Identify the project manager and the personnel to be assigned to this engagement (including names, addresses, current phone numbers, and e-mail addresses). Please include a list of projects this team has completed or is currently working on.
- Background on the firm and its experience in preparing comprehensive and strategic marketing programs and campaigns, especially for cities. Include at least three references. Preference shall be given to firms that have a Montana presence and knowledge of Glasgow, Valley County, and Northeast Montana. Include the company's DUNS number.
- A narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
- A timeline for the preparation and implementation the tasks/activities being proposed per Scope of Services.
- Submit the cost proposals in a separate sealed package entitled "City of Glasgow Branding and Marketing Consultant Proposals".

Materials Available

For the consultant's convenience, the City's website www.cityofglasgow.com has the City Growth Policy and Downtown Revitalization Plan listed under "Documents".

Selection Criteria

Respondents will be evaluated according to the following factors:

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| A. Quality of the Proposal | 25% |
| B. Consultant Qualifications (including reference checks) | 25% |
| C. The consultant's capability to meet time and project budget requirements | 25% |
| D. Related Experience on Similar Projects | 25% |

Selection Process

Respondents should submit 5 bound copies and 1 reproducible e-mail copy. Submittals should not exceed 20 pages, inclusive of any graphic renderings or marketing materials. All hard copy submittals should be directed to the below contact no later than **5:00 p.m. on Friday, January 6th, 2017.**

Stacey Amundson
City Clerk
City of Glasgow
319 3rd St. South
Glasgow, Montana 59230

All statements submitted in response to this RFP will be reviewed and evaluated based on the information contained in the respective responses, an investigation of the consultant's past projects and performance, and other pertinent factors. The City may form a selection committee and interview a limited number of finalists. The City reserves the right to request additional information as deemed necessary and appropriate. A recommendation will be made to the City Council for the selection of one marketing and branding consultant with whom the City will enter into a Professional Services Agreement for Phase One, Brand Development.

This solicitation is being offered in accordance with federal and state requirements governing the procurement of professional services. Accordingly, the City of Glasgow City Council reserves the right to negotiate an agreement based on fair and reasonable compensation for the scope of work and services proposed, as well as the right to reject any and all responses deemed unqualified, unsatisfactory, or inappropriate.

Proposed timeline

RFP issued and advertised	December 7, 2016
Submittals Due	January 6, 2017
Review of Submittals	January 7 – January 15, 2017
Recommendation to City Council	January 16, 2017
Contract Awarded and Professional Services Agreement Executed	by January 31, 2017