

CONSULTANT SERVICES REQUEST FOR PROPOSAL (RFP)

The City of Thompson Falls (Downtown Committee) is requesting proposals from firms interested in performing Branding Services. The City of Thompson Falls has received grant funding from the Montana Office of Tourism and Business Development's Main Street Program to create a Branding and Marketing campaign. All work performed on this project must comply with the rules and requirements set in place by the Montana Main Street Program and the City of Thompson Falls.

The Scope of Work and Technical Requirements of services include the following:

This project is located in downtown Thompson Falls, Sanders County, Montana. The area of interest consists of a 5 mile area along Highway 200--including downtown Main Street-- stretching from the west end of the city's railroad bridge to the east of the city at the Clark Fork River bridge. This area is accordance with the Main Street Committee's "Bridge to Bridge" philosophy as stated in the 2015 Downtown Master Plan. The project is a platform to build strategic community partnerships and unite residents and businesses through a unified message. Community brand development must contribute to long term community direction, sustainability, and growth.

The Scope of Work shall include the following objectives:

- Identify community assets that differentiate Thompson Falls from surrounding communities, define that brand, and create unique marketing opportunities;
- Research the existing opportunities that the community offers to anticipated target segments and develop complimentary strategies;
- Provide tools in which the Main Street Committee could use in efforts to promote the community.

Provide the following minimum deliverables, but not limited to:

1. Branding Strategy with following design elements:
 - a. Logo Design (3 concepts)
 - b. Color Palette and Typography
 - c. Community Tagline
2. Public participation, i.e: surveying, community meeting, questionnaire and analysis
3. Evaluation and recommendations on website design, mobile applications and social media marketing campaign
4. Gateway, Wayfinding, and Public Space signage

Proposal Submittal and Content:

Four (4) copies of the proposals must be submitted to Carla Parks. Include the following on the outside of the response package: **Thompson Falls Branding Project**

In response to the RFP, the consultant's proposal will follow the outline below and provide the following information:

1. Provide qualifications of the project consultant and technical personnel assigned to work on project, and a brief overview of the firm or agency.
2. Provide a brief (but specific) outline of firm's previous projects that relate to this specific project RFP, and any special abilities or experience suiting the firm for work on this project.

3. Describe proposal to perform the project as defined in the scope of work. Please include availability of key personnel.
4. List as references firm's clients from recent projects that were similar in scope and work. Include client name, project name, contact person, phone number.
5. Budget: \$12,000 Include breakdown cost per service provided, this is to encompass all costs for subcontractors, materials, fees and any ongoing costs.

Evaluation Criteria of Proposal Submittals:

Proposals are due by 4pm on Friday, January 29, 2016. All submittals will be evaluated in accordance with the following factors:

- A. Work scope and project needs
- B. Demonstrated experience and expertise in similar projects
- C. Cost effectiveness
- D. Comprehensiveness
- E. Personnel assigned: bios, qualifications
- F. Availability to work within project timeline

Project Timeline: The project must be completed 6 months from the execution of contract.

General:

Following the review and evaluation of all proposals, it is at the discretion of the selection committee to conduct interviews to aid in the selection of a consultant. This request for proposals is "selective solicitation" within the RFP grant program and is being offered in accordance with Federal and State requirements governing procurement of consultant services. Accordingly, the City of Thompson Falls (Downtown Committee) 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.

For reference, visit www.DownTownTFalls.com to review the recently completed Thompson Falls Downtown Master Plan.

For questions, please contact: Carla Parks, 406-361-5574

The City of Thompson Falls
Attn: Thompson Falls Branding Project
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