

Request for Proposal

Downtown Portland Clean & Safe District

Updated Brand Identity & Website Project

Notice and Instruction to Bidders

The Downtown Portland Clean & Safe District (Clean & Safe) seeks an experienced branding and/or web development firm to: Research and create concept brand recommendations resulting in a brand style guide, new web presence and digital and print templates for the organization. This will be a concept to completion project that may be accomplished in three phases. The goal is to begin work in December 2018 and complete both the branding and website work by April 20, 2019, if the review and selection process is completed as scheduled. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be evaluated.

Interested parties are to respond **no later than 5:00 p.m. on Friday, Dec. 7, 2018**. Respondents may submit a proposal for the discovery, vision or product phase of this project, or the entire project (three phases) together.

Membership Requirement

Clean & Safe is a close partner of the Portland Business Alliance (the Alliance), a membership-based organization. Any business doing work on behalf of Clean & Safe or the Alliance must be an Alliance member. All branding/web development firms that are currently members will be receiving copies of the RFP. Any non-member firm in consideration for the project must join the Alliance before work on the project begins.

The Alliance values working with woman-owned or minority-owned businesses to support equity and inclusion in the Portland region. Business owners with certified or special socio-economic status are encouraged to apply.

Submission of Proposals

Proposals should be emailed or mailed to:

Amy Lewin, Director, Strategic Communications
Portland Business Alliance
200 SW Market St., Suite 150
Portland, OR 97201
alewin@portlandalliance.com
503-552-6754

Background

The Downtown Portland Clean & Safe District encompasses a 213-block area of downtown and is one of the oldest, largest and most successful business improvement districts in the nation. Businesses within this area elected to pay a fee to raise money that supplements publicly-financed services for neighborhood improvement, including cleaning, security, community justice services, market research and retail advocacy. Established in 1988, this 501c3 nonprofit is celebrating its 30th anniversary. For more information, go to cleanandsafepdx.com.

The Alliance is a 501c6 organization. Its mission is to promote and foster an environment in the Portland region that attracts, supports and retains private-sector jobs, spurs economic vitality and enables quality educational opportunities for the region's residents. More about the Alliance's goals, values and work to support its member businesses and the broader business community can be found at www.portlandalliance.com.

The Alliance was created 16 years ago from the merger of the Portland Metropolitan Chamber of Commerce, an organization with 132 years of history serving Portland-region businesses, and the Association of Portland Progress, which was created 25 years ago and advocated effectively on behalf of downtown Portland. In 2002, the leaders of the Chamber and Association for Portland Progress realized that they could be stronger together, so they merged to create one unified organization that would serve as the business voice for downtown Portland and the region. To reflect the merger as a partnership, they called it the Portland Business Alliance.

Today, the Alliance is 1,900 members strong, representing more than 375,000 business people in Multnomah, Washington, Clackamas and Yamhill counties in Oregon and Clark County in Washington.

Purpose and Objectives of the Project

Brand elements (color palette, logo, tagline, etc.) of Downtown Portland Clean & Safe should better reflect the mission of the entire enhanced services district, its role as the region's leading voice for business and its diverse business membership base.

The current site for the organization, cleanandsafepdx.com is focused on the tasks of cleaning and providing security – highlighting metrics and less on the purpose, positive impact and collaborative spirit of the service provided. At the same time, the district boasts a strong Downtown Marketing Initiative, downtownportland.org, that operates on separate channels, focused on bringing people into Portland's core for shopping, dining and cultural experiences. Since both messages and initiatives live under the same organizational structure, it is the desire of the organization to change the external brand to more comprehensively reflect the two: place-based services and encouraging people to come to downtown Portland. The work would ideally utilize the current robust social media presence of one brand (Downtown Portland) with the pride in services provided by the other (Clean & Safe).

Along with this branding project, Clean and Safe wants to develop one responsive and comprehensive website "DowntownPortland.org" that reflects the new brand, connects and features relevant social media content and allows staff to easily post new or updated content. The featured content on the site would primarily be focused on static articles highlighting doing business downtown with some focuses on marketing to consumers. The domain, downtownportland.org, is owned by Clean & Safe and now redirects to a section of the Travel Portland website.

It is also the desire of the Alliance to select a firm that will facilitate conducting research and product management to guide us in a new branding strategy that results in a brand style guide the organization can work from to then develop multiple platform executions in-house for its collateral materials and online presence.

I. Scope of Work

The project includes three phases:

Phase 1. Discovery & Development of marketing approach & strategy:

- a. Strategy/discovery – Define purpose, main goals and target audiences using a collaborative process that includes at least 3 focus groups or surveys consisting of: clean & safe staff; property owners; and general public (highlighting a diverse set of audiences).
- b. Identify strengths and opportunities. Recommend how they can be leveraged to communicate driving visitors and retail sales to Downtown Portland while also highlighting the important service work provided.
- c. Present a recommendation of positioning for the new brand to an executive committee for decision and direction.

Phase 2: Vision of the brand

- d. Create the design concept for a unified brand (providing at least two initial options).
- e. Demonstrate how the brand elements will be used in a variety of collateral.
- f. Final deliverable: Brand style guide and assets (templates and artistic direction).

Phase 2. Product design and development of website:

- a. Planning: Sitemap and wireframe creation criteria.
- b. Design: Page layouts, review and approval cycle.
- c. Content: Writing and assembling.
- d. Site development and building.
- e. Testing, review and launch.

II. Timeline

- i) Discovery & Development: December 2018 – January, 2019
- ii) Development and design: February -- March, 2019
- iii) Production: March - April, 2019
- iv) Launch date: late April, 2019

III. Budget for Scope of Work

Range per phase of \$5,000 - \$20,000. (Hourly or fixed fee proposals will be accepted.) Generous in-kind sponsorship trade or exchange for services may be considered as part of this proposal, please note your interest in this added value as part of your proposal.

Selection Criteria and Requirements

The successful responder for the project will be:

- Experienced and qualified to execute one or all three phases named above.
- Establish an individual point of contact to act as project manager and coordinator with Alliance staff.
- Be accessible and able to conduct face-to-face meetings as needed.
- Able to accomplish the scope of the project within the approved budget parameters for labor and other fees.
- A Portland Business Alliance member (or able to join if selected).

Required Project Pricing Disclosure and Format

The presenter must include in the proposal response the following:

- Itemized cost of one or both project phases. Pricing must be inclusive (e.g. a turn-key price) for the project (limit one page).
- If presenter wishes to present more than one option or choices as to pricing of what is to be included in the scope of work, etc., then each option should be presented on a separate sheet and identified as Option 1, Option 2 and so on with a breakdown of what is to be included.

Variables must also be identified that would drive the price of the project up and be presented as an estimate and must be clearly identified in the breakdown.

Proposal Requirements

All proposals must adhere to the following proposal format and include:

- Business identification and main office address of the bidder.
- Main contact person (for notification purposes).
- Project lead identified.
- Short biographical information of individual(s) who will be involved in this process.
- Technical approach/proposed process (not to exceed three pages).
- Present at least one case study example of a similar project with supporting visual images (not to exceed a total of three pages).
- Project completion timeline must be clearly outlined (identify for each phase, limit one page).
- References (minimum of five including contact information).

Selection of Responder

Scoring of Proposals - Selection will be based on the following:

- Approach of submission
- Staff Qualifications/Experience
- Firm Qualifications/Experience
- Firm References
- Firm location in proximity to Portland, Oregon

Acceptance of bids

Unless bids are submitted per the required instructions of this RFP, the bid may be rejected by the RFP Selection Committee as a non-responsive vendor.

Evaluation of Bids

The bids will be evaluated by a Selection Committee (task force) appointed by the Director, Strategic Communications. The task force may want to interview a responder. The responder who best meets the criteria as slated herein will be the successful candidate.

Award and Final Offers

After carefully evaluating responsive bids and vendors, the Selection Committee will make a recommendation to the Director, Strategic Communications and supervising staff members, who will make the final decision regarding the selected firm.

Notification of Award

The selected firm will be notified via an email to the main contact person.

Anticipated Timeline of Selection

Ideally, the successful firm will be selected the week of Nov. 27, 2018. However, the Selection Committee reserves the right to take as long as needed to consider who is best suited or to delay the search as long as it deems appropriate.

Equal Opportunity Proposal Acceptance Policy

It is important to the Selection Committee that all procurement practices, including this Request for Proposal be conducted with integrity, consistent with sound business practices and applicable laws and regulations. The Selection Committee's evaluation process shall provide for fair and open competition among all bidders.