



February 28, 2018

RE: Request for Proposal for the Downtown Lexington Partnership branding and web design services

To Whom It May Concern:

The enclosed Request for Proposal (RFP) invites your company to review the Downtown Lexington Partnership (DLP) branding and website design scope of services and submit your proposal for consideration.

Companies choosing to respond to the RFP must complete and return the attached Intention to Respond form by March 14, 2018. All questions must be submitted in writing via email, and answers will be distributed via email to the individuals listed on the Intention to Respond.

Please direct any questions relative to the RFP to Terry Sweeney, President/CEO at terry@downtownlex.com. I look forward to receiving and reviewing your proposal.

Sincerely,

Terry Sweeney
President/CEO
Downtown Lexington Partnership
316 W. High St.
Lexington, KY 40507

316 W. High Street
Lexington, KY 40507
www.downtownlex.com



Intention to Respond

We plan to respond to the Downtown Lexington Partnership (DLP) branding and website design services RFP. For the purpose of this submittal, our contact is listed below.

Company Name: _____

Contact Name: _____

E-mail Address: _____

Address: _____

Phone: _____

Fax: _____

Website: _____

**Please return by email to terry@downtownlex.com
Please return no later than 5:00 p.m., Wednesday, March 14, 2018.**

Downtown Lexington Partnership
316 W. High St.
Lexington, KY 40507

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REQUEST FOR PROPOSAL (RFP)

FOR

DOWNTOWN LEXINGTON PARTNERSHIP (DLP)

**DOWNTOWN
BRANDING AND WEB DESIGN SERVICES**

Issue Date: February 28, 2018

Due Date: March 20, 2018

**316 W. High Street
Lexington, KY 40507
www.downtownlex.com**



Section 1: Background

Mission Statement

Downtown Lexington Partnership (DLP) provides a **strategically coordinated approach to Downtown revitalization and management** and acts as the single point of contact and accountability. Specifically, DLP works to create a successful, vibrant Downtown by proactively and strategically working with our partners to:

- Develop and improve Downtown.
- Provide enhanced cleaning, beautification and safety services.
- Market and promote Downtown.
- Address critical issues that affect the success of Downtown on behalf of our stakeholders and the regional community.

Downtown Vision

A vibrant, economically powerful urban core that is the premiere cultural, leisure, entertainment, dining, residential and corporate center of the Lexington community.

History

Downtown Lexington Partnership (DLP) is a newly formed organization that resulted from merging the Downtown Lexington Corporation (DLC) and Lexington Downtown Development Authority (LDDA). This merger, which was led by DLC/LDDA boards of directors with support from the City and LFUCG Council, was completed in the 4th quarter of 2017.

As the new Downtown umbrella organization, DLP provides a single point of contact and accountability and a coordinated approach to Downtown revitalization and management. In its new role, DLP also manages the Downtown Lexington Management District (DLMD) on behalf of its board of director. In total DLP works to strategically develop, manage and market Downtown.

Section 2: Scope of Work

Downtown Lexington Partnership Branding, Web Design and Marketing Plan Development

Scope of Work

DLP is seeking proposals to develop:

- Compelling overall brand for the Downtown that reflects the unique, authentic experiences which consumers find in Downtown and which is effective in all visual mediums (print, environmental, web, mobile etc.).
- Visually exciting website and social media tools that intuitively provide business, real estate, event, visitor, market, programmatic and organizational information.
- Strategic marketing plan that:
 - Targets the local/regional consumers
 - Supports business and developer recruitment.



The project is described below. DLP has established an aggressive timeline which is included below. An alternate timeline should be included in your submission if Vendor doesn't believe it can complete the project on this timeline.

I. **Brand Development**

DLP is looking for a vendor to develop a brand that better reflects the consumer experiences in our Downtown including dining, nightlight life, arts, large sporting and special events, distilling and microbrewery and creates a positive image for Downtown Lexington. The brand should generate excitement and encourage visitation, investment and living in Downtown.

A. Brand Deliverables

DLP will assume full responsibility for usage of the logo and branding. All graphics will become the sole property of DLP.

The selected vendor will be expected to deliver:

1. Logos: The selected vendor will be asked to present at least 3 logo concepts. The vendor should expect to be asked for several revisions to the concepts presented. All logos should represent the experience of Downtown and mission of the organization; feel clean, crisp, and modern; and should be applicable across multiple platforms (print, website, social media, etc.).
 - Logo mark or symbol.
 - Word mark or logotype.
 - Logos for use on White/Light Backgrounds.
 - Logos for use on Dark Backgrounds.
 - Logos in grayscale.
 - Logos in horizontal and vertical orientations (if necessary for the design)
2. Tagline and/or locator line: Develop short, compelling tag and/or locator line that captures and reinforces the brand and experiences of Downtown and encourages visitation, investment and living.
3. Fonts: Development of new font palette.
4. Color Palette: Development of a color palette.
5. Graphic Elements: Creation of several identifying, unifying elements to create a strong, recognizable visual identity.
6. Downtown Map: to be used in print and online: Create a Downtown map that shows:
 - Districts and historic neighborhoods.
 - Key hospitality and cultural venues.
 - Campuses.
 - Parking garages and surface lots.
7. Stationery:
 - Business cards.
 - Letterhead (hard copy and electronic).
 - Envelopes.
8. Apparel and Equipment
 - Staff shirts.



- Clean and Safe Ambassadors program.
 - Street sweeper and vehicles.
 - Misc. equipment.
9. Branding Guidelines: A brief document which explains how to use the newly created graphic identity to facilitate consistent branding:
- Guidelines on proper use of graphic elements in print and digital media, including application of materials in a website.
 - Fonts which should not have any licensing restrictions on commercial use, any costs associated should be included in the project cost estimate.
 - Any image files or accompanying graphic recommended to be used in conjunction with the logo. All colors used in the logo design including:
 - Web hex color.
 - RGB color.
 - CMYK color.
 - PMS Pantone Swatch.
10. Files: Vendor shall deliver electronic files in high resolution and low resolution formats as needed by DLP.

B. Brand Development Process

The brand development process shall be inclusive of the Downtown stakeholders and designed to build consensus as well as excitement. The process shall include the following as well as other actions as mutually agreed upon by DLP and selected vendor:

1. Up to 8 small group stakeholder sessions including:
 - DLP Board of Directors.
 - DLP Advisory Board.
 - Downtown Lexington Management District.
 - Downtown Merchants Association.
 - Economic Development Partners (City of Lexington, VisitLex, Commerce Lexington).
 - University staff and students.
2. A minimum of 3 group presentations:
 - Orientation of stakeholders (goals, process and timeline).
 - Presentation of drafts to stakeholders and gathering of input.
 - Presentation of final brand design and its applications.
3. Meetings with DLP staff as needed to manage process and create the best possible outcome.

C. Brand Development Timeline

The anticipated timeline (which may change based upon discussion with selected vendor):

- | | |
|--|----------------|
| 1. Vendor selection on or before | April 4, 2018 |
| 2. Initial meeting with vendor | April 13, 2018 |
| 3. Kick-off Reception/Presentation (1 st Stakeholder meeting) on or before: | May 4, 2018 |
| 4. Small group meetings | May 8-15, 018 |
| 5. Presentation of draft brand | June 15, 2018 |
| 6. Presentation of final brand on or before: | July 30, 2018 |



II. Website and Social Media Tools Design and Development

DLP is looking for a vendor to create a visually exciting Downtown website and social media tools that intuitively provide business, event, visitor, market, parking and road construction information and programmatic and organizational information. DLP will provide programmatic content but vendor should be prepared to create website copy. Current web address: <http://www.downtownlex.com/>

A. Objectives for Website and Social Media Tools Deliverables

The selected vendor will provide a website, mobile app and social media tools that:

1. Use responsive design to deliver device-appropriate content, incorporating a “mobile first” philosophy (the website will automatically resize for all screen sizes: computer, mobile phone, iPads, etc.).
2. Promote downtown visitation, living, working, and investing.
3. Are able to accommodate content/calendar exchange with other community organizations if opportunities are identified in this process.
4. Appeal to consumers, residents, office workers, tourists, investors, developers, business owners, and anyone interested in making Downtown the place where they live, work and play.
5. Create a significant buzz for the Downtown as the premier destination in Lexington for dining, the arts, culture, events, shopping, and living.
6. Are easily updated and maintained. Vendor will provide updating and maintenance orientation and training (provided documented instructions).
7. Database linked.
8. GIS capabilities.

B. Content and Capabilities of Website and Social Media Tools (Instagram, Facebook, Twitter)

Website

DLP staff will work with selected vendor to create a specific website outline (mapping) and identify the pages needed, but at a minimum these platforms shall include:

1. Play, Work, Live, Stay pages.
2. DLP organization and programs; Downtown Lexington Management District pages.
3. Robust parking information function: Parking lots and structures listing and interactive map.
4. Transit pages.
5. Calendar of events.
6. Photo oriented.
7. GIS mapping.
8. Database linked.
9. Highlight art and cultural venues sponsors, merchant association and advisory board members
10. Link to key organizations.
11. Other content and capabilities as mutually agreed to within the contract and identified through site mapping process.



Social Media Tools (Instagram, Facebook, Twitter, E-newsletter)

1. Create template pages for each of the platforms.
2. Create social media tags.
3. Create e-newsletter template in Constant Contact.

C. Timeline

The anticipated timeline (which may change based upon discussion with selected vendor) shall parallel the brand development process:

- | | |
|--|----------------|
| 1. Vendor selection on or before | April 4, 2018 |
| 2. Initial meeting with vendor | April 13, 2018 |
| 3. Site mapping completed | May 20, 2018 |
| 4. 1 st draft of pages | Jun 15, 2018 |
| 5. 2 nd draft of pages | July 5, 2018 |
| 6. Website finalized | July 10, 2018 |
| 7. Website launch on or before: | July 30, 2018 |
| 8. Presentation of final brand on or before: | July 30, 2018 |

III. Strategic Marketing Plan

A Consumer Perception Survey of the regional market and a Downtown stakeholder survey were completed in January 2018 by Gentleman McCarty. Selected vendor will use the survey information and focus group meetings to develop a strategic marketing plan targeting the local/regional consumer to increase downtown visitation and sales. The marketing plan will include: radio, TV, print and online platforms.

A. Objectives of the Marketing

1. Drive local consumers to visit downtown restaurant, bar and retail businesses and music, art and cultural venues and attend downtown special events and festivals.
2. Promote the Downtown brand.
3. Create buzz about Downtown and the DLP organization.
4. Promote Downtown as the region's premier gathering, celebration, entertainment and cultural center.
5. Present Downtown with always exciting things to do.

B. Deliverables

1. Plan and budget to achieve objectives and utilizes multi-mediums:
 - Radio and TV ads (:10 and :30 second with donut).
 - Print ad template in various sizes that fit into key local publications.
 - Online ads template and a Geo-targeted online ad strategy maximizing impression, clicks and CTR to DLP website.
2. Photography: source stock photos and obtain/take specific photos from mutually agreed upon shot list. Obtain all necessary publication rights.

C. Strategic Marketing Plan Timeline



The anticipated timeline (which may change with based upon discussion with selected vendor) shall parallel the brand and website/mobile app development process:

- | | |
|--|----------------|
| 1. Vendor selection on or before | April 4, 2018 |
| 2. Initial meeting with vendor | April 13, 2018 |
| 3. 1 st draft of marketing plan | June 30, 2018 |
| 4. 2 nd draft of marketing plan | July 15, 2018 |
| 5. Final marketing plan approved | July 20, 2018 |
| 6. Presentation of final brand on or before: | July 30, 2018 |

Section 3: Selection Process and Submissions

I. Selection Process

A. Timeline

The selection timeline is anticipated to be the following:

- | | |
|--|----------------------------------|
| 1. Proposals must be submitted on or before: | 5:00 p.m., March 20, 2018 |
| 2. Interviews: Will be conducted with candidate vendors: | March 27-29, 2018 |
| 3. Vendor selection on or before: | April 4, 2018 |
| 4. Contract execution on or before: | April 11, 2018 |
| 5. Winning Vendor begins work on or before: | April 13, 2018 |

B. Selection Criteria

A committee of DLP staff and board members shall review submissions. This group will select vendors to interview and will use criteria including but not limited to the following to evaluate and select a winning proposal:

1. Innovation and Creativity: Prior work demonstrates innovative ideas that have engaged audiences and delivered results.
2. Expertise & Experience: Expertise in recommending and communicating appropriate solutions, as evidenced by the proposal and references. Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
3. Suitability of the Proposal: The proposed solution meets the needs and criteria set forth in the RFP.
4. Price: The price is competitive and commensurate with the value offered by the proposer.
5. Staffing: The candidate vendor has appropriate in-house staff for the project or has partnered with qualified subcontractor. Project team will be judged on their experience to conceptualize, create, produce, and manage the project.
6. Presentation: The written proposal is presented in a clear, logical manner, and is well-organized.

II. Submissions

- A. Submit Proposals To:
Terry Sweeney
President/CEO



Downtown Lexington Partnership
316 W. High St.
Lexington, KY 40507

- B. Proposal Shall Contain the Following (**Please provide an original and five copies; DLP may also request vendor email an electronic copy**).
1. Cover Letter:
Introduce the firm, including name, address, telephone number, email address of primary contact and any other relevant information.
 2. Firm History:
Name, address and brief history of the firm. The proposal must be signed by an appropriate authorized official for the firm submitting the proposal. In addition, include relevant information of any firm that you intend to subcontract with for any portion of the project.
 3. Personnel:
Provide the qualifications of key individuals, including subcontractors, who will work on the project and explain the role of each.
 4. Related Experience:
Briefly describe three projects that the firm has completed within the past 10 years (2008-2018) that relate to Place Branding and/or Destination Marketing. These projects should represent a comprehensive, integrated branding campaign, including quantitative and qualitative research methods, execution of creative materials and marketing plans that includes traditional, non-traditional, digital, social, event-based and grassroots methods. We would also like to see examples of low-cost/high-impact marketing related to the projects. Please include date of projects and cost. List references for these projects, including contact information.
 5. Creative Portfolio:
Provide samples of creative work related to the requirements of this scope of work and deliverables including: logos, print collateral, web design, outdoor advertising, social media and short format video/ads.
 6. Price/Budget:
Provide overall cost to perform the services and provide the deliverables described in this scope of work as well as breakdown for branding, website and mobile apps development and strategic marketing plan.
 7. Retainer:
Please provide a brief proposed scope of service as a retained firm to provide annual brand and general marketing support.
 8. Miscellaneous:
An alternate time line should be included in your submission if Vendor doesn't believe it can complete the project on this timeline. Include other items that Vendor team deems relevant to provide DLP that will assist in its evaluation of the submission.