

Northern Liberties Business Improvement District

RFP

Request for Proposals: Branding & Marketing Services
August 1, 2018

www.explorenorthernliberties.org

About the Northern Liberties Business Improvement District

The Northern Liberties Business Improvement District (NLBID) was formed in 2018 to provide supplements to the municipal services of the City of Philadelphia; maintain a safe, clean and vibrant commercial district for the benefit of the residents, users, and owners within the district, and to citizens of Philadelphia and the region; to create opportunities for the business and residential communities to come together to make improvements to the district; and develop and implement programs and services that ensure that Northern Liberties continues to be a desirable place to live, work, shop, invest and visit.

Project Overview

Founded in 2018, the NLBID seeks a consultant to develop strategic branding and messaging tools to advance the organization's mission of positioning Northern Liberties as a desirable place to live, work, shop, invest and visit. As a brand new organization, this is a "from scratch" project, that will seek to identify the definitive (and competitively advantageous) characteristics of the Northern Liberties neighborhood, and develop a brand that confidently and creatively celebrates those characteristics. At the same time, NLBID would like to develop strategic responsive messaging, to address negative and/or challenging characteristics that are identified through this work.

The organization seeks to identify brand values that resonate with multiple stakeholders from property owners to visitors, and that can be deployed across multiple channels. Channel considerations should include traditional avenues (online, social media, print, video, broadcast, etc.) as well as nontraditional vehicles unique to place management organizations (banners, planters, public spaces, etc.).

The organization wishes to develop a responsive brand, that like urban neighborhoods, can support one-of-a-kind experiences, while also evolving to changing circumstances.

Project Scope + Deliverables

- Develop and execute research strategy to sufficiently identify the unique characteristics of the Northern Liberties district, that separates it from other destinations as a place to live, work, invest and visit.
- Develop strategic messaging guidelines to improve outreach to multiple stakeholders including, but not limited to, property owners, business owners, and visitors.
- Develop a logo and usage guidelines that captures the essence of the above criteria, and can be effectively deployed across channels.
- Deliver logo variations in multiple formats, consistent with industry best practices.

Proposed Timeline

- RFP Submission Deadline..... August 22, 2018
- Interviews Scheduled..... August 27, 2018
- Execute Service Agreement..... September 4, 2018
- Adoption of Brand..... October 4, 2018

Evaluation Criteria

The selection committee will evaluate the following criteria in selecting applicants for follow up interviews, and the awarding of the contract:

- Team's experience in delivering similar products to place management organizations
- Team's overall qualifications
- Project personnel, accessibility, and project management skills
- Overall cost
- References
- Creativity of defined processes and deliverables

The NLBID is committed to hiring and working with businesses within the district. While proposals will be considered from all qualified parties, special consideration will be given to submissions received from businesses operating within BID boundaries.

Proposal Requirements

Responses to the RFP should include the following components:

- A brief history of the firm / team
- Proposed team members for the project, including their relevant work experience and proposed roles

- A brief narrative of the firm's past project experience, and how it relates to successfully delivering the items detailed within this RFP
- Complete proposal including a detailed outline of process, deliverables, timeline and costs

Submission Information

Complete submissions should be sent as a single PDF to kmoran08@gmail.com by August 15, 2018 at 5:00 PM EST. Questions or requests for additional information can be directed to Kevin Moran, Executive Director, Northern Liberties Business Improvement District at kmoran08@gmail.com.