

ORGANIZATIONAL INFORMATION:

Name: Historic Greenwood District Main Street
Contact: Venita Cooper
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ISSUE DATE: April 14, 2020

SUBMISSION DATE: Final proposals should be submitted to Venita Cooper no later than 11:59 PM CDT on May 13, 2020.

THE PROJECT:

Background

The newly-formed “Historic Greenwood District Main Street” (HGDMS) seeks proposals from qualified persons or agencies to provide a Branding Strategy, Logo Design, and Graphic Standards to help advance the work of this organization to create a vibrant commercial district.

This RFP establishes minimum requirements a bidder must meet to be eligible for consideration. It also contains a request for information to be included in the Agency/Individual response. The selection of an Agency/Individual will be made based on evaluation and determination of the relative ability of each to deliver quality service in a cost-effective manner. The following specific criteria will be evaluated and must be addressed in the proposal:

- Company Overview, History and Organization
- Project Summary
- Project Management Approach
- Price
- Project Staffing
- References and Work Samples

Proposals should be no more than 5 pages excluding budgets, timelines and references.

About Historic Greenwood District Main Street

Nationally, Main Street programs offer community-based revitalization initiatives through a four-point approach: economic vitality, design, promotion, and organization. Locally, the City of Tulsa and Tulsa Planning Office’s Destination Districts program is using that framework to advance revitalization in the Historic Greenwood District through the creation of the community-led Historic Greenwood District Main Street organization.

The goal of HGDMS is to:

Preserve the historic character and importance of the Historic Greenwood District while achieving economic revitalization that is reflective of the historically African American entrepreneurship that has existed in the district for more than a century.

In order to achieve economic revitalization, we need a consistent and compelling brand for the Historic Greenwood District. This will help with other initiatives identified, including:

- **Promoting the Identity:** When you enter the Historic Greenwood District, you should know it. In coordination with the historical goals, the organization wants to create a strong, visible identity for the Historic Greenwood District, through branding and other placemaking initiatives.
- **Placemaking:** Identify elements of the public realm that can be improved or altered so that the Historic Greenwood District has quality public spaces that contribute to people's health, happiness, and wellbeing.
- **Reclaiming the history of Historic Greenwood:** The organization will create a more visible representation of the history of this district, such as monuments or signage. Currently, there are placards on the ground representing businesses that were destroyed during the 1921 Race Massacre, but these are often overlooked and/or stolen. The goal is that visitors, residents, etc. get a strong sense of the history of the district when they are here. This will include coordination and collaboration with existing and new developments and organizations to make sure the history is apparent.

HGDMS is looking for a creative partner who can create a brand that celebrates the spirit of the Historic Greenwood District as a place with both historical significance and a vibrant, culturally significant future.

Scope of Work

The branding process should include:

- Discussions with members of the HGDMS steering committee about aspirations for the program and future projects
- Development of a project timeline and approval processes
- A limited number of interviews or a survey of a representative sample of key stakeholders. This should include organizations operating in the Historic Greenwood District and key opinion leaders within the community.
- Development of 2-3 logos for final review by the steering committee.
 - Logo should come in horizontal, square, and stacked version, as well as color and black and white versions. All original logo files should be delivered in a vector format (.eps, .ai)
 - Minimum of two revisions of selected logo included
- Once the final logo is finalized, creation of graphic standards and style guidelines, templates and usage examples for outdoor signage, merchandising, e-marketing, and social media

Budget

HGDMS anticipates that the budget for the scope of work outlined above will be a maximum of \$30,000.

PROPOSAL REQUIREMENTS

Company Overview, History, and Organization

Please provide a brief agency or professional history, organizational summary, and portfolio (or direction to an online portfolio) of past work. Provide the following for your company:

- Office registered name
- Address
- Telephone number
- Contact person
- Title
- Direct telephone / mobile phone
- Person authorized to contractually bind the organization for any proposal against this RFP
- Year established and number of years your organization and any joint proposal partner have been offering graphic design, advertising, public relations, or website design

Project Summary

Vendors should provide a brief overview of their engagement strategy and their approach to the scope of work.

Project Management Approach

Include the method and approach used to manage the overall project, timelines, milestones, billing, and invoicing. Briefly describe how the engagement will unfold from beginning to end. Please include a timeline for completion and an estimate of the time required of staff and stakeholders in the process.

Itemized Pricing

Provide an all-inclusive price/cost quote that covers all costs related to the project including interviews or surveys with stakeholders, development of 2-3 logos for review by the steering committee and feedback, at least two revisions, exploration, fonts, graphics, and templates as outlined above. Please note that the final implementation will be done by HGDMS staff.

Please include a fee breakdown by project phase. Costs should be broken down by individual line items including graphic design, project management, equipment and materials, out-of-pocket expenses, etc.

This proposal and pricing are valid for 90 days after submission.

All expenses for respondent's preparation and participation in the RFP process, including, but not limited to, site visits, document preparation, communications, presentations and demonstrations, are entirely the responsibility of the respondent and will not be billable to HGDMS.

Project Staffing

Include relevant experience of key staff, designers and management personnel. Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing biographies of those staff members.

References and Work Samples

Provide two current references for which you have performed work similar in size and scope. Experience in branding work for a neighborhood/community is preferred. For each reference, include the following:

- Organization name
- Address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number(s) and email address(es) of user contact(s)
- Description of project
- Sample of work completed for project
- Previous logo (if any) and final logo/branding guidelines

PROPOSAL EVALUATION AND SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to HGDMS in terms of brand awareness as specified in this RFP. HGDMS reserves the right in its sole discretion and at any time to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent,
- Accept other than the lowest price offered,
- Award a contract based on initial offers received, without discussion or requests for best and final offers, and
- Award to more than one respondent.

All deliverables must be emailed to Venita Cooper at cooper@silhouettetulsa.com by the given deadline, according to the event schedule below. All deliverables should be in PDF format.

Event	Date
RFP Distribution to Vendor	April 14, 2020
Proposal Due Date	May 13, 2020
Target Date for Review of Proposals and Discussion with Finalists	May 27, 2020
Anticipated Decision and Selection of Vendor(s)	June 3, 2020
Anticipated Commencement Date of Work	June 15, 2020
Desired Completion Date	July 31, 2020

Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants. This does not include the proposal due date.

Evaluation Criteria

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to requirements. The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of the vendor or vendors:

Experience: 40 points

- Respondent's experience in similar projects, contexts, and communities, including the relevant experience of key individuals who will be assigned to this project, as indicated by prior successful completion of similar projects.
- The vendor's stability, experience and record of past performance in delivering such services.

Methodology: 40 points

- Availability of high-quality personnel with the required skills and experience for the specified approach proposed.
- The extent to which vendor's proposed solution fulfills HGDMS stated requirements as set out in this RFP.
- Meaningful engagement throughout the process
- An assessment of the vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.

Budget and timeline: 15 points

- Respondent's proposed project budget and timeline to deliver items specified in the scope of work.

Completeness of submission: 5 points

- All required documents are included in the submission