



Request for Proposals

Community Branding & Marketing Strategy

for the

City of Salinas, California

Bid Documents to be received at the Economic Development offices located at
65 West Alisal Street, 2nd. Floor
Salinas, CA 93901

No later than date and time

~~Monday~~ Tuesday, August 2 ~~September 7~~, 2010 5:00 PM, PDT

Inquiries concerning this request for proposal are to be directed to:

Jeffrey H. Weir, Economic Development Director

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Terms of Reference

The City of Salinas (Salinas) invites qualified individual(s) and/or firms (Consultants) to submit a proposal for development of Salinas's *Community Branding & Marketing Strategy*. One electronic PDF copy must be submitted by e-mail. In the subject line type '*Salinas – Community Branding Proposal*'. Please state clearly in the email the consultant's name and contact information in the body of the e-mail. Proposals will be accepted until **Monday, August 2, 2010, 5:00 PM, PDT**. Late proposals will not be accepted.

Bids are to be sent to:

Jeffrey H. Weir, Economic Development Director

65 West Alisal Street, 2nd. Floor

Salinas, CA 93901

T 831-758-7408

Email jeffreyw@ci.salinas.ca.us

Background

Salinas's hospitality blends yesterday's charm with today's modern conveniences. The California Rodeo, California International Airshow, and the world famous Steinbeck Festival are major attractions of our colorful and diverse city. Visitors can also explore the nearby Monterey Peninsula, the historic missions of San Juan Bautista, Soledad, Carmel and San Antonio de Padua, the world-class wineries of South Monterey County, the beauty of nearby beaches, and Pinnacles National Monument.

Salinas and the Salinas Valley offer a unique combination of climate, natural resources, and people. Although agriculture forms an economic base, more than 100 manufacturing firms call Salinas home.

Some of the largest employers in the area include: Dole Fresh Vegetable, the County of Monterey, Household Credit Services, and Salinas Valley Memorial Hospital.

Salinas's Railroad Depot/Intermodal Transit Center at Station Place, just off Market Street, has many activities of interest for residents, students, and visitors. The Center is the home to the First Mayor's Harvey Baker Historic House, the Salinas Valley Model Railroad Museum and the Steaming Ahead Historic Railroad Exhibit.

The First Mayor's House is a museum which helps to interpret early Salinas's history. Tours and student events are available. The Salinas Valley Model Railroad Museum is open to the public. The model railroad club members have constructed a model railroad that depicts rail history in the Salinas Valley, and Watsonville to Cuesta Grade in San Luis Obispo County.

Salinas is home to a collection of vintage rail cars and railroad signal equipment. Visit the restored steam locomotive, tender, wooden caboose and newly acquired 1923 refrigerator car. The site is open on the first Friday of each month.

Visit Salinas's vibrant historic depot site and take in the sites from local history. All activities are family oriented and free. These sites are all open on the first Friday of each month from 5pm to 8pm as part of the activities of Old Town Salinas's First Friday events. Old Town's First Friday events also feature food, an art walk and music.

Attractions

- National Steinbeck Center
- Oldtown Salinas
- Steinbeck House
- Twin Creeks Golf Course
- Salinas Auto Mall
- Medical History Museum - *Salinas Valley Memorial Hospital*
- River Road Wine Trail

Events

- California International Airshow
- California Rodeo Salinas
- Monterey Sports Car Championships
- Steinbeck Festival
- Salinas Valley Half Marathon

Purpose of the Request for Proposal

While the current brand for the City of Salinas is recognizable, there is a need to identify a brand and marketing strategy that will speak to the true nature of the community and the benefits of living and doing business in Salinas. From a business perspective this means marketability to residential, commercial, and industrial development.

Scope and Objectives

The City of Salinas wishes to hire a branding consultant to lead a Community Branding initiative. Branding the City of Salinas for promotion and attraction will involve collaboration with the Salinas City Council, senior administration staff, and key stakeholders; such as, the Salinas Valley Chamber of Commerce, National Steinbeck Center, and Oldtown Salinas Association.

The City of Salinas's Brand and Marketing initiative will involve:

- Research and identification of the strengths and attributes of the community;
- Hosting informational meetings and/or visitation with stakeholders;
- Lead the City of Salinas Council and identified stakeholders through a branding exercise for promotion and attraction of investment in and to the community;
- Identification of our targeted markets and creation of the message we need to project;
- Logo review and redesign, providing a distinctive visual brand and standards with taglines (trailers);
- A list of strategic characteristics that apply to the brand;
- Website review and recommendations to tie into new marketing/branding strategy;

- Trade show display development and market identification; and
- Communication/Roll out plan estimating the costs.

Additionally, any proposal submitted needs to address existing negative perceptions regarding:

- Public safety and security in the City.
- Youth crime and gang violence in the City.
- Lack of “things to do” in Salinas.

Methodology

Proposals should clearly articulate the methodology and provide a detailed work plan with benchmarks to complete the work outlined above. The methodology should identify resources to be used in identifying and gaining buy-in from potential partners and/or stakeholders.

The nature of the project requires that best practices in branding be applied and that a communication/roll out plan be brought together in one deliverable. Therefore it is expected that professional project team members will have a wide range of knowledge, skills and backgrounds to implement an investment and opportunity identification project.

Deliverables

Progress reports are required to be delivered to the project manager when a benchmark outlined in the submitted work-plan is reached or upon request of the project manager. The consultant will provide the City of Salinas with a final report which will include:

- A summary of the research and branding exercises;
- A list of strategic characteristics that apply to the Salinas brand;
- Visual identity (logo);
- Taglines/Trailers;
- Visual Standards;
- Tradeshow design concepts;
- Identification of a market strategy that coincides with the brand element; and
- Communication/Roll out plan including estimated costs.

Deliverables should be provided in an electronic format that is Microsoft compatible (website and PowerPoint formats), as well as print material, such as brochures and reports. Final deliverables are to include fifteen (15) hard copies of reports, five (5) Microsoft compatible electronic copies of the final report, including raw data.

A presentation by the consultant to the City of Salinas City Council is required at the completion of the project as to present the information above.

The consultant is responsible for the cost of all deliverables and the creation of any merchandise items or collateral needed for reproduction. Please see fees section below.

Timelines

| | |
|---|-------------------|
| Deadline for Submittal of Proposals | August 2, 2010 |
| Contractor Engagement | September 7, 2010 |
| Final Draft Report | March 7, 2011 |
| Presentation to City Council | April 7, 2011 |

Fees

Assume the City of Salinas has no funding for this project. **The consultant is responsible for the cost of all deliverables and the creation of any merchandise items or collateral needed for reproduction.** The City of Salinas will be offering the chosen consultant a once in a lifetime chance to make money off of their Community Branding & Marketing Strategy Plan. Here is how it works, the chosen consultant executes and pays for production of their ideas and will receive a sliding scale of profits from the results of their ideas over a 5 year period of time. For example, if the chosen consultant had created the "I Love New York" bumper sticker, the firm would receive a percentage of the proceeds from those marketing items for a 5 year period. The City of Salinas wants creativity and resourcefulness to

put the City on the map and is willing to pay the chosen consultant through proceeds from merchandising items and other revenue building streams.

The chosen consultant will receive the following percentages from merchandising items:

| | |
|--------|-----|
| Year 1 | 80% |
| Year 2 | 60% |
| Year 3 | 50% |
| Year 4 | 40% |
| Year 5 | 20% |

Submission of Proposals and Inquiries

Proposals are to be submitted through email in a PDF format, with the '*The City of Salinas Branding Proposal*', typed in the subject line of the email, no later than **Monday, August 2, 2010, 5:00 PM, PDT**. Please state clearly in the body of the e-mail the consultant's name and contact information. Late proposals will not be accepted.

For the purposes of the provisions of information surrounding this contract and/or the administration of the contract, contact the project manager listed below. Proposals are to be addressed to:

Jeffrey H. Weir, Economic Development Director

65 West Alisal Street, 2nd. Floor

Salinas, CA 93901

T 831-758-7408

Email jeffreyw@ci.salinas.ca.us

Proposal Evaluation Criteria

When an alternative is proposed regarding any specific requirement, it will be evaluated by the City of Salinas's evaluation committee to ensure the proposal follows within the scope of the project. Consultants should be aware that certain mandatory requirements have been set out in

the Terms of Reference and submission information. Proposals that fail to meet these requirements may not be evaluated.

- Any proposal received after the specified closing date shall not be considered;
- The consultant may withdraw their proposal at any time up to the time fixed for receiving proposals, but only on a request in writing which is signed by the consultant and/or their agent. If any consultant discovers an error or omission in their proposal, they can withdraw their proposal up to two hours before the proposal closing time; otherwise their proposal is binding as submitted;
- The City of Salinas reserves the right to not accept any of the proposals submitted and may issue a new RFP;
- The City of Salinas is not responsible for any costs related to the proposal process;
- The successful consultant must be prepared to enter into a written contract with the City of Salinas within thirty (30) business days of the notification date of acceptance by the Salinas.
- The City may reject any or all proposals in the City's sole discretion.
- The submittal of a proposal does not guarantee a contract, which is subject to negotiation.
- The proposal must comply with all of the requirements specified in the attached Exhibit "A."

Consultants Response Guidelines

The following minimum information should be provided in each proposal and will be utilized in evaluating each proposal submitted.

Proposals should explain the proposed methodology and provide a detailed work-plan to achieve the required objective(s), and include the following items:

- A proposed approach for undertaking the project including: draft products, timelines, meetings, associated fees and expenses;
- The firm, consultant and any subcontractor's biography with related expertise and experience; and

- The firm will need to provide a company history, 5 year business plan and financial capacity on they propose to fund the merchandising aspect of this project.

Rating

An evaluation team will utilize specific criteria to rate each proposal. Ratings will be confidential and no details will be released to other consultants. Each proposal will be evaluated based on the following categories:

- Methodology and Work-plan
- Team Competence and Resources

Organization and Authority

The City of Salinas shall retain its authority to provide direction to the project, monitor the progress and recommend acceptance of final submissions to the City of Salinas City Council. All intellectual property acquired from the study will become the property of the City of Salinas.

Conditions of Contracting

In the proposal, a consultant must demonstrate that there is an ability to meet the contract requirements including:

- liability insurance (see Exhibit "A," attached);
- infrastructure to manage, service, and administer the contract;
- employ necessary and qualified resource personnel;
- ensure the quality and integrity of service is provided.