

City of Ennis, Texas Branding Campaign

Request for Proposal
December 2016

REQUEST FOR PROPOSAL

Branding Campaign

TABLE OF CONTENTS

A) Notice of RFP	3
- Objective	3
- Due Date and Submission Instructions	3
B) Background	4
-Challenge	5
-Resources	5
C) Scope of Work	6
D) Proposal Requirements	7
E) Inquiries	8

NOTICE OF RFP

The City of Ennis is seeking proposals for a branding campaign. This Request for Proposal (RFP) presents background on the City of Ennis as well as an outline of the scope of work to be completed by the selected agency.

OBJECTIVE

To redefine Ennis and create an authentic brand that bridges the existing mix of culture, festivals and businesses as well as the future of Ennis as defined through the approved Downtown Master Plan and Comprehensive Master Plan. The new vision should influence the way citizens, visitors and investors feel about the city and provide a central mission that the citizens can rally behind. The resulting brand should support the City's economic development goals with emphasis on the following areas:

- Enhancing the City's quality of life
- Attracting, retaining and growing business
- Building a vibrant, experiential downtown
- Encouraging residents of all ethnicities and ages to engage in community activities and support local businesses.

DUE DATE AND SUBMISSION INSTRUCTIONS

Response must address the requests specified in this document and must be received on a USB Drive, along with one hard copy no later than 3:00pm on January 31st, 2017. Proposals should be submitted in a sealed envelope, include a USB and one (1) hard copy and hand delivered or mailed to 115 W. Brown Ennis, Texas 75119 (ATTN: City Secretary, Angie Wade).

BACKGROUND

The City of Ennis, located approximately 35 miles south of Dallas, is known for small town hospitality and community focus. People who were born and raised here, people who have moved away and returned and people who have moved here with no connections or ties to the city all say the same thing, “It feels like home”. Ennis is a place where you can go to the farmer’s market or visit a local restaurant and always run into a friend or neighbor.

One of the things we are most known for is our bluebonnets. Thousands of people flock from all over the world in April to see our 40 miles of rural bluebonnet trails, the “Official Bluebonnet Trail of Texas,” and enjoy shopping, entertainment and family friendly fun at our annual Ennis Bluebonnet Trails Festival.

Our Czech heritage comes alive every Memorial Day weekend during the National Polka Festival and we host many other charming hometown events like the Fall Festival, Parade of Lights, Red White and Bike Parade and Unity 1 Summer Music Fest. We are the proud home of the Texas Motorplex that brings in over 300,000 race fans per year. Between the exciting events and the Farmers Market that takes place every Saturday from April to October, there is always something to do in Ennis that is family friendly and provides the perfect environment to meet new people and experience new things.

Ennis has a long history as a center for manufacturing but while the industrial industry continued to grow the housing and quality of life amenities did not. The “great tornado” of 2013 was a wake-up call heard throughout the City. The tornado tore through our treasured historic downtown and the heart of our city was seriously damaged with 5 historic buildings threatened with demolition. Out of the devastation rose a community wide effort to not only preserve the district but remake it into an “Experiential Destination”. The Heart of our City is becoming a place where local residents mingle with regional, national and international visitors.

Through a substantial financial commitment and deliberate planning process, the 2015 Comprehensive Plan and 2016 Downtown Master Plan were born. These master plans are the road map the City and all other stake holders will use to transform the downtown into the most distinctive experiential destination in the region. Mesa Planning, an award winning urban design company based in Dallas, Texas was selected as Ennis' partner and did a phenomenal job understanding the community and designing a plan that would far exceed everyone's expectations. Since the approval of the plans in December of 2015, the City of Ennis quickly moved from the design and planning phase to a full blown implementation plan with numerous projects set to begin construction in the coming months.

The first project slated is Minnie McDowal Park which will provide a beautiful public gathering place in the heart of downtown Ennis. The park design includes an art wall, climbing sculptures, water feature, performance gazebo, sound system, book cart and public restrooms. The exceptionally well designed space will provide a unique environment for the community to congregate and “experience” downtown.

Dallas Street will be the next area of focus and will become the main pedestrian friendly corridor connecting the North Plaza and South Plazas. The street will be reconstructed to provide an urban oasis with a tree lined level grade street and widened brick sidewalks. Dallas Street will be pedestrian friendly and will encourage foot-traffic throughout the city while people browse boutiques and restaurants.

Amidst all of the publicly funded projects on the rise in Ennis there are private investors putting millions of dollars into the downtown. They are working diligently to improve building facades, bring in new businesses and turn our downtown into a hustling and bustling social gathering place.

Ennis is on the rise and it is time for an overall branding facelift to convey the newly invigorated city to citizens, visitors and investors.

CHALLENGE

Ennis is known for a lot of things to a lot of people. There are also numerous brands under the Ennis umbrella (City, Tourism, School, Hospital, Library etc.) that are using inconsistent logos, tone of voice and messaging. The branding process will have to encompass the city as a whole and provide a consistent look and feel and message that all groups within the city will be proud to stand behind. We want the branding to be encompassing but also rooted enough to our city to create an emotional bond.

RESOURCES

Approved downtown master plan
<http://ennistx.com/downtown-master-plan>

Approved comprehensive master plan
<http://ennistx.com/comprehensive-plan-0>

City website
<http://www.ennistx.gov>

Economic Development website
<http://ennistx.com>

Tourism website
<http://www.visitennis.org>

SCOPE OF WORK

Stage #1 – Research/Foundation

This includes the review and audit of existing research completed in 2015 and 2016 to develop the downtown and comprehensive master plans along with new research to clearly define target audience, core values and any other information necessary to form the brand story.

Deliverables:

- Research Summary including competitive audit
- Brand Story
- Brand Voice
- Creative Brief including clearly defined target segments

Stage #2 – Branding and Message Development

In this phase, the selected agency will create the visual elements and messaging that will communicate the identity of the City of Ennis and unify the City’s marketing efforts.

Deliverables:

- Logo
- Style Guide/Brand book
- Template for standard needs (ex. Facebook cover, letterhead, brochure, street banners)

Stage #3 – Strategic Brand Implementation and Community Engagement

This task consists of identifying both short and long term strategies and tactics for maximizing the brand’s value to the community. It will define the activities designed to establish, maintain and enhance the new brand identity to the target audiences as defined in the research phase.

Deliverables:

- Brand Strategy
 - Including how we educate internal publics about living the brand
 - Segmented by target audiences defined in the research phase
- Tracking and measurement recommendations

PROPOSAL REQUIREMENTS

The following minimum information should be provided in the proposal:

Cover letter

- Name of agency
- Main point of contact
- Address
- Telephone
- Website

Section 1: Submit an agency background including history, philosophy and organizational structure

Section 2: Provide a general statement of qualifications and define how they are applicable to this RFP

Section 3: Provide a brief biography on all team members that will be involved if awarded including why they are a good fit for this project and key attributes they will bring to the table

Section 4: Discuss your experience with municipalities or other relevant work and provide a list of related projects applicable to this RFP

Section 5: Provide two full case studies that prove to be the most relevant to this project

Section 6: Provide up to five references that can attest to your success in branding

Section 7: Describe the agencies process/approach for each stage of the project. Ex. How will you reach out to and engage with multiple groups within and outside of the city including but not limited to City staff, elected officials, citizens, business owners and potential visitors?

Section 8: Provide an itemized cost proposal

Section 9: Provide a timing outline for each phase

INQUIRIES

Please direct all inquiries concerning this RFP to:

Ashley Colunga, Marketing and Communications Director, City of Ennis
Telephone: 972.878.4748
Email: acolunga@ennistx.gov

All questions and answered will be posted at
https://docs.google.com/spreadsheets/d/1YICUPNRGSbCmPsO8fs1z_Y9NQNWkGAPsJOA8cF5Z1S8/edit?usp=sharing