

TOWN OF GLOCESTER

REQUEST FOR PROPOSALS

RFP #2024-01 Place Branding

Posting Date: October 13, 2023

Due Date & Time: Tuesday, October 31, 2023, 10 a.m.

Delivery/Mailing Address: Gloucester Town Hall
Finance Office
1145 Putnam Pike/PO Box B
Chepachet, RI 02814

For Questions Contact: Town of Gloucester Finance Dept.
Email: Finance@gloucesterri.gov

NOTE TO RESPONDENTS:

Please be advised that **all** submissions (including those not selected for engagement) may be made available to the public on request pursuant to the Rhode Island Access to Public Records Act, Chapter 2 of Title 38 of the Rhode Island General Laws (the “APRA”) upon award of a contract(s). As a result, respondents are advised not to include information that they deem proprietary or confidential or that constitutes a trade secret.

IF YOU NEED ANY REASONABLE ACCOMMODATION FOR ANY TYPE OF
DISABILITY IN ORDER TO PARTICIPATE IN THE PROCUREMENT, PLEASE
CONTACT PURCHASING CONTACT LISTED ABOVE

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1. **Receipt and Opening of Bids:** Sealed bids will be accepted in the Office of the Finance Director, Town Hall, 1145 Putnam Pike, PO Drawer B, Chepachet, RI 02814 until the date and time specified, and will be opened publicly at the date and time specified at the Gloucester Town Hall Council Chambers.

2. **Form of Bid:**
 - a. Bids shall be submitted in quadruplicate with supplemental information, drawings, warranties and other required documentation, literature and material to be provided with the bid.
 - b. All original documents and drawings shall become the property of the Town of Gloucester after completion of the bidder's work.

3. **Submission of Bids:**
 - a. Envelopes containing bids must be sealed, addressed as noted, and must be marked with the name and address of the bidder.
 - b. Bids received after the closing date and time but before the specified time for opening, will be accepted as valid if bearing a legible postmark of at least three days before the closing date.
 - c. Any bidder may withdraw his bid by written request at any time prior to the advertised time for opening. Telephone or "fax" bids, amendments, or withdrawals will not be accepted.
 - d. Negligence on the part of the bidder in preparing the bid confers no rights for the withdrawal of the bid after it has been opened.
 - e. Bids received prior to the time of opening will be securely kept, unopened. No responsibility will be attached to an officer or person for the premature opening of a bid not properly addressed and identified.
 - f. Any deviation from specifications must be noted in writing and attached as part of the bid proposal. The bidder shall indicate the item or part with the deviation and indicate how the bid will deviate from specifications.
 - g. There is no expressed or implied obligation for the Town to reimburse responding bidders for or any expenses incurred in preparing their proposals in response to this request.

4. **Permits and Fees:**

All local and state permit(s) shall be obtained by the bidder/contractor prior to installation/delivery. All permit fees and inspection fees must be included in bid price.

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5. **Rhode Island Sales Tax:**

The Town is exempt from the payment of the Rhode Island Sale Tax under the 1956 General Laws of the State of Rhode, 44-18-30, paragraph I, as amended.

6. **Federal Excise Taxes:**

The Town is exempt from the payment of any excise tax or federal transportation taxes. The bid price must be exclusive of taxes, except where specified by law and so construed.

7. **Qualification of Bidders:**

a. The Town may make such investigations as it deems necessary to determine the ability of the bidder to perform the work and supply the materials.

b. Each bidder shall present evidence that he/she is normally engaged in the purveying of the type of goods/services on which he/she is bidding.

c. Certified copy(s) of federal or state licenses must be submitted (if required in the bid) with the bid.

d. The bidder shall become thoroughly familiar with the contents of the notice before submitting his/her proposal.

e. The bidder automatically acknowledges and accepts all the provisions, conditions, and specifications of this notice.

f. No bid shall be considered from bidders who are unable to show that they are normally engaged in the purveying of the type of goods/services on which they are bidding.

8. **Addenda and Interpretations:**

No interpretation on the meanings of Plans, Specifications or other Contract Documents will be made to any bidder orally. Every request for such interpretations must be in writing, addressed to the Finance Director, Glocester Town Hall, PO Drawer B, Chepachet, RI 02814-0702, and to be given consideration must be received at least seven (7) days prior to the date fixed for the opening of bids.

9. **Delivery:**

a. All bid items and/or services are to be FOB various locations within the Town of Glocester within the time frame if specified in the bid, location to be supplied with Purchase Order.

b. No extra charge for delivery, handling or other services will be honored.

c. Only inside delivery and set-up, when required, will be accepted.

d. Tailgate deliveries will be refused.

e. Vendor must notify the Town 24 hours prior to delivery.

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- f. All claims for damage in transit shall be the responsibility of the successful bidder.
 - g. The Town will not make payment on damaged goods; they must be replaced or adjustments made at the option of the Town.
 - h. The Town of Gloucester is represented only by the Finance Director in these matters, and he/she alone is authorized to negotiate any settlements.
 - i. Deliveries must be made during normal working hours.
 - j. Bid price, when applicable, is to include the cost of operating and setting in place.
 - k. Bid price, when applicable, is to include installations.
10. The Town of Gloucester does not discriminate on the basis of race color, creed, national origin, age, marital status, sex, physical or mental disability. By submission of your bid, you, the contractor, agree not to discriminate in named areas; and in the event of non-compliance, the Town may declare the contractor in breach and take any necessary legal recourse including termination and/or cancellation of the contract.
11. a. The Town of Gloucester reserves the right to reject any and all bids, to waive any technical defect or informality in the bids received, and to accept any of the bids deemed most favorable to the interest of the Town.
- b. During the evaluation process, the Town reserves the right, where it may serve the Town's best interest, to request additional information or clarifications from bidders, or to allow corrections of minor errors or omissions. At the discretion of the Town, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.
- c. The Town reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the bidder of the conditions contained in this request for proposals, unless clearly and specifically noted in the bid submitted.
12. Bidders will state in their proposal:
- a. the approximate delivery date or
 - b. the time required to make delivery after notification of award
13. All bidders are responsible for insuring that no addenda have been made to the original proposal package. All proposal packages and addenda are available by contacting Mark Capuano, Finance Director, Town of Gloucester at (401) 568-6206 extension 5.
14. The bidder shall guarantee to perform the services offered and the total price of the proposal for a period of not less than 60 days from the deadline for submission of proposal.

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15. Award will not be made to any person, firm or company in default of a contract with the Town, the State of Rhode Island or the Federal Government.
16. None of the services covered by the contract shall be assigned in full or in part, or sub-contracted without prior written permission from the Town.
17. Unless otherwise specified, all costs listed are firm for the term of the contract.
18. Neither party shall be liable for any inability to perform its obligations under any subsequent agreement due to war, riot, insurrection, civil commotion, fire, flood, earthquake, storm or other act of God.
19. If any of the BID REQUIREMENTS are held to be invalid or unenforceable, it will be construed to have the broadest interpretation which would make it valid and enforceable under such holding. Invalidity or unenforceability of a term or condition will not affect any of the other BID REQUIREMENTS.
20. The proposal shall be prepared in accordance with applicable Federal and State law and regulations. Each and every provision and clause required by law to be inserted in any subsequent Contract shall be deemed to be inserted herein and the contract shall be read and enforced as though it were included herein, and if through mistake or otherwise any such provision is not inserted, or is not correctly inserted, then upon the application of either party, the Contract shall forthwith be physically amended to make such insertion or correction.
21. All contracts entered into by the Town shall be governed by the Laws of the State of Rhode Island. Any disputes shall be resolved within the venue of the State of Rhode Island.
22.
 - a. The Contractor agrees to defend, indemnify, protect, save and keep harmless the Town of Gloucester for any and all loss, cost, damage or exposure arising from the negligent acts or omissions of the Contractor in undertaking this project.
 - b. The Contractor will maintain in full force at all times workers' compensation insurance for all labor employed on the project. Workers' Compensation coverage must meet the statutory obligation of the State and supply evidence of the same to the Town of Gloucester.

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- c. The Contractor will maintain in full force at all times during this engagement general liability insurance in the minimum amount of \$2,000,000 per occurrence for all damages on account of personal injuries and/or property damage arising out of an occurrence. The Contractor will provide evidence of its general liability policy to the Town of Gloucester naming the Town of Gloucester as an additional insured to the policy.
 - d. The Contractor will maintain in full force at all times during this engagement auto liability insurance covering all owned vehicles, hired vehicles, or non-owned vehicles in the minimum amount of \$2,000,000 per occurrence for all damages on account of personal injuries and/or property damage arising out of an occurrence. The Contractor will provide evidence of its auto liability policy to the Town of Gloucester naming the Town of Gloucester as an additional insured to the policy.
 - e. The Contractor will maintain in full force at all times during this engagement professional liability insurance coverage of at least \$2,000,000 per occurrence, and will provide evidence of the same to the Town of Gloucester
23. Bidders are advised that should any or all provisions of:
- the Davis-Bacon Act, and/or
 - the Department of Labor Regulations, and/or
 - Title 37 Chapter 13 of the General Laws of Rhode Island

apply to the work covered by this request, then the payment of the general prevailing rate of per diem wages and the general prevailing rate for regular, overtime, and other working conditions existing in the locality for each craft, mechanic, teamster, or type of workman needed to execute this work would be a requirement for both contractors and subcontractors, and certified payroll records would have to be submitted to the Town prior to payment to the contractor for work done.

Prevailing Wage information may be obtained by calling the Prevailing Wage Division at 401-462-8580 or on the RI Department of Labor and Training website at www.dlt.ri.gov. Click on Prevailing Wage for details.

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PROJECT OVERVIEW

The Town of Glocester, Rhode Island (“Glocester” or the “Town”) is exploring the need to develop a branding effort through a placemaking agency (the “Firm(s)”). Through this Request for Proposal (“RFP”), Glocester seeks proposals from qualified Firms to provide place branding services. Glocester is interested in partnering with a professional organization that can assist in developing a comprehensive branding strategy to promote Glocester as an attractive and competitive destination for residents, businesses, and tourists.

Glocester is a vibrant and rural community with a rich heritage, unique attractions and character, and a thriving economy. We believe that a well-defined place branding strategy can enhance and solidify our identity, increase visibility, and attract more investment, visitors, and talent while at the same time, preserving our small-town, rural, and historic character.

INSTRUCTIONS

Proposals must be submitted to the Town of Glocester no later than the response submission deadline previously referenced. Proposals that are not received by the response submission deadline or that do not adhere to the submission instructions described herein shall not be accepted or considered.

Proposals should be presented on business letterhead and include response to all sections outlined under “Items to be Included with Your Proposal”, herein. Please note that failure to provide any information requested in this RFP may cause your submission not to be reviewed or considered.

By this RFP, Glocester has not committed itself to undertake the work set forth herein. Glocester reserves the right to reject any and all proposals, and to cancel this RFP at any time without selection of a Firm. Glocester reserves the right to make those decisions after its receipt of responses.

Glocester may invite one or more finalists to make presentations.

SCOPE OF WORK

Please see the Scope of Work as provided on Attachment A

ITEMS TO BE INCLUDED WITH YOUR PROPOSAL

A. General Firm Information

Provide a brief description of your Firm, including but not limited to the following:

- a) Name of the principal(s) of the Firm.
- b) Name, business telephone number and business email address of a representative of the

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Firm authorized to discuss your proposal.

- c) Locations of all offices of the Firm.
- d) Number of employees of the Firm.

Contact information provided in response to this subsection must be limited to business addresses, telephone numbers, and email addresses to protect any personal information from being made available to the public.

B. Experience and Resources

- a) Describe your firm and its capabilities. Support your capacity to perform the Scope of Work.
- b) Indicate which principals and associates from your firm would be involved in providing services and identify their responsibilities.
- c) Please provide a list of at least three (3) references, including a contact name and business telephone number for municipalities for whom you have performed similar work.

C. Project Schedule

Include a general project schedule with an estimated completion date to be determined by the firm.

D. Fee Structure

- a) The cost of services is one of the factors that will be considered in awarding this contract. The information requested in this section is required to support the reasonableness of your fees.
- b) Please provide a cost proposal for providing the Scope of Work at Attachment A.
- c) Please provide any other fee information applicable to the engagement that has not been previously covered.

E. Miscellaneous

- a) Any additional information or creative ideas that could enhance the proposal.
- b) Any topics not covered in this RFP that you would like to bring to Gloucester's attention.

EVALUATION AND SELECTION PROCESS

Proposals will be scored out of 150 allocated points and will be evaluated based on the following criteria:

- a) Demonstrated experience and expertise in place branding projects. 20 pts
- a) Understanding of Gloucester's unique characteristics, strengths, and challenges. 25 pts
- b) Proposed methodology and approach to developing a comprehensive place branding strategy. 25 pts

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- c) Capacity to deliver high-quality creative work and integrated marketing campaigns in a timely manner and within the designated budget. 25 pts
- d) Cost-effectiveness and value for investment. 30 pts
- e) Professional references. 25 pts

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ATTACHMENT A: Scope of Branding Initiative and Scope of Work

Scope of Branding Initiative

The purpose of this initiative is to both highlight and preserve the rural identity of Glocester, Rhode Island, promoting our rural identity and natural resource attractions to attract day visitors and prospective businesses while remaining aligned with the goals and plans established within the Chepachet Village Revitalization Plan. We hope to do this by developing a brand which may be used to market the Town to prospective businesses and visitors.

The chosen Firm shall provide the Town with a market research study to determine the view of the Town by its residents, business owners and elected officials.

The Firm must create an image for Glocester that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums.

It should be noted, the Town has an existing website and therefore website recreation or redesign should not be part of the proposal.

The selected Firm will be responsible for the following tasks:

- a) Conduct a comprehensive analysis of Glocester's current brand image, strengths, weaknesses, and market positioning.
- b) Develop a clear and compelling place brand strategy that aligns with our goals and target audience.
- c) Create a visually appealing brand identity, including a logo, tagline, and visual assets, that captures the essence of Glocester.
- d) Develop brand guidelines to ensure consistency in messaging and visual representation across various communication channels.
- e) Design an integrated marketing and communication plan to promote the brand, including digital and traditional media channels in a manner and format which may be implemented by the Town independently over time.
- f) Assist in the identification and execution of strategic partnerships and collaborations to further enhance the brand's reach and impact.

Scope of Work

The Firm will lead all aspects of the Town's branding initiative, including the following:

- a) *Advisory to the Glocester Economic Development Commission*- This Commission is an entirely volunteer based commission and will be involved in assisting to facilitate aspects of the branding initiative.
- b) *Facilitator during the research process*- Include descriptions of community engagement efforts that will take place during this process. The Firm will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of the project and have a reasonable degree of input and voice.

- c) *Research*- Research will be the basis for the development of a brand concept, creative elements, and the overall brand initiative. The Firm will review strategies for the brand image and marketing campaign. In addition:
 - a. Identifying the key elements and defining the characteristics of the Town of Gloucester.
 - b. Analysis of creative elements such as tag lines, slogans, mottos, and creative designs.
 - c. Measures that will be used to determine if the branding effort is successful.
 - d. Analysis of marketing strategies of similar towns.
- d) *Development of Brand*- The Firm will develop creative elements that should include design concepts, logos, messages, tagline, flag, fonts and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented based on the results of the research. The selected logo design must be delivered with a style manual and guidelines for its capabilities and use in the following areas:
 - a. Print and electronic advertising
 - b. Media placement
 - c. Public relations
 - d. Events
 - e. Templates
 - f. Websites
- e) *Identify Implementation Opportunities*- The Firm will identify creative means through which to deploy the proposed design concepts.
 - a. Demonstrate tangible uses of proposed design concepts throughout areas of Gloucester including both physical and digital presentation/use.
 - b. Ultimate *execution* of the proposed implementation opportunities by the Town of Gloucester can be considered outside of the scope of this engagement.
- f) *Strategic Plan Creation*- The Firm will develop strategic objectives that will include implementation, management, and ongoing promotion of the brand to include, but not be limited to the following:
 - a. Launch of the brand
 - b. Promotion of the brand among the Town and community agencies, groups and businesses while maintaining brand integrity
 - c. Maintaining the consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies
 - d. Recommendations of ways to articulate the brand, define markets and promotional avenues and strategies to better promote and create brand awareness.