

REQUEST FOR PROPOSALS  
TOWN OF YORKTOWN  
DEVELOPMENT OF BRANDING CAMPAIGN

NOTICE IS HEREBY GIVEN, that sealed proposals will be received by the Town Clerk, Town of Yorktown, Westchester County, NY until 11:00 A.M. on August 1, 2019 at the Town Hall, 363 Underhill Avenue, Yorktown Heights, N.Y. 10598 to develop a branding campaign for the Town of Yorktown.

Specifications and standard proposals may be obtained at the Office of the Town Clerk at said Town Hall, as well as on the Town's website, [www.yorktownny.org](http://www.yorktownny.org), under Bids & RFPs.

The proposer assumes the risk of any delay in the mail or in the handling of mail by the employees of the Town of Yorktown. Whether sent by mail or means of personal delivery, the proposer assumes the responsibility for having bids in on the day, time and place specified above.

The Town of Yorktown reserves the right to waive any informalities in the proposals, to reject any or all proposals and reserves the right to accept that proposal which it deems most favorable to the interests of the Town of Yorktown.

If mailed, sealed proposals must be addressed in care of the Town Clerk at the above address.

DIANA L. QUAST, TOWN CLERK  
TOWN OF YORKTOWN  
CERTIFIED MUNICIPAL CLERK

# **Town of Yorktown Community Branding Initiative Request for Proposal**

The Town of Yorktown is seeking the development of a branding campaign to drive business attraction and retention, energize current residents and position itself as a desirable place for relocation, investment and tourism.

We seek a branding strategy that will draw investment to the Town because we see a unique opportunity to leverage its assets to achieve greater and sustained economic, conservation and quality-of-life gains.

Representatives from the Marketing and Communication subcommittee of the Economic Development and Revitalization Advisory Board are coordinating this project. They will work closely with the Town Board, the Chamber of Commerce, the Small Business Association as well as representatives of county and local government; businesses and others.

**Scope of Work:** Provide project management and professional services to deliver the following:

## **1. RESEARCH**

Conduct benchmarking research into the branding and marketing efforts of towns similar to Yorktown. Provide five relevant examples.

Assess existing attitudes and perceptions, as well as future opportunities, for enhancing the Town's image using data gathering vehicles that could include focus groups, surveys, and interviews with key influencers in the business community.

Review to comment on existing Yorktown marketing assets (including web, print, organizations & Associations.)

## **2. STRATEGIC PLAN**

Based on the outcome of the research, develop a Strategic Plan that outlines findings and recommendations. This Strategic Plan will form the basis of the creative development of positioning and materials going forward. Also helpful would be a 5-year view of a production/implementation cost estimate in order for Board/Committee to understand multi-year costs for budgeting and decision making purposes. Recommendations should include the development of a branding strategy, including signage and other means to direct and inform target audiences, as well as an outline of strategies to enhance visitation to the Town's attractions. Part of the branding and value proposition is to identify:

Who is our target audiences? What are their behaviors and issues?  
What is unique about Yorktown?

What are the key differentiators' vs nearby communities?  
What image do we want the town to have?  
What are the town's identifying factors?  
How does the target audience benefit from town strengths and assets?  
What detractors/negative features does the town have to overcome?

### 3. DELIVERABLES

Develop options for the 'Look and Feel' (verbal and visual assets) branding for use across a variety of media. Propose three options; The Town Board will select its preferred option.

Vendor should be prepared to build out as follows:

#### A. Verbal Assets

Tagline  
Supporting secondary messaging

#### B. Visual Assets

Logo/Logotype  
Typeface  
Color palette  
Selected typical imagery

#### C. Asset Applications - mockups only, for example:

Website  
Print and digital ad  
Brochure  
Street fair banner

#### D. Brand Guidelines (up to 25 pages)

Documentation of usage *do's & don'ts* to ensure consistency and adherence.

### SCHEDULE (illustrative only)

July :	Release RfPs
Aug 1 (four weeks):	Proposals due
Sept.1 (six weeks):	Consultant selected and contracts signed
Mid-Oct (two weeks):	Visit Yorktown, meet with ERBC & Town Board
Nov. 15 (six weeks):	Submit first draft of branding study, including 3 branding options
Jan. 1 (four weeks):	Final presentation to ERBC & Town Board

#### Proposals should include:

A lump-sum fee. Include a not-to-exceed allowance for reimbursable expenses.  
A time schedule for the work and confirmation that the required completion date can be met.  
Listing and brief description of three similar projects your firm has successfully completed, with contact information for references.  
Listing of principal staff who will be working on the project and their relevant experience.  
List sub-consultants, if any, and qualifications.

Submit a DVD or CD with an electronic version of your proposal and 5 hard copies (we will not accept faxed or emailed copies) of your proposal to Town Clerk Diana L. Quast, 363 Underhill Avenue, Yorktown Heights, NY 10598.

**Selection Criteria:**

The Town Board based on the recommendation of the ERBC will select a firm or a team of qualified individuals with experience in marketing, public relations, and branding. Additionally, an understanding of the economic, conservation, recreation and historic preservation needs of mid-sized Hudson Valley communities will be used to evaluate the proposals.

Past community branding experience, professional expertise and knowledge will be used to evaluate the proposals and select the preferred consultant.

The consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. Priority will be given to those firms that have experience with local governments.

Since ultimately the brand must be authentic and resonate with citizens, businesses, and community groups within The Town of Yorktown, proposals should provide examples of how stakeholders will be engaged throughout the process in order to achieve this buy-in.

The contract will be awarded to the responsible consultant(s) whose proposal is within a competitive range, can perform all tasks by the project deadline and whom is determined to be the most qualified to work with Town Board and ERBC.

Consultants should anticipate site visits the study area; presentation of findings, draft messaging and plan to the ERBC; revisions of messaging and plan as necessary before submission of final messaging and plan.

Phone and in-person meetings between the consultant and the ERBC during the process should be anticipated. The ERBC is comprised of citizen volunteers, with Renee Fogarty from ERBC acting as the point person.

The Town of Yorktown reserves the right to waive any informalities in the proposals, to reject any or all proposals and reserves the right to accept that proposal which it deems most favorable to the interests of the Town of Yorktown. All proposals shall remain in force and effect, for a period of not less than 60 days after opening date.

If selected, the consultant must produce a W-9, provide a certificate of general liability of \$1 million or more, and proof of Workman's Compensation. Insurance certificates shall be on file at Town of Yorktown's offices prior to commencement of work.

**NON-COLLUSIVE BIDDING CERTIFICATION**

Made pursuant to Section 103-d of the General Municipal Law of the State of New York.

By submission of this bid, Bidder and each person signing on behalf of Bidder certifies, and in the case of a joint bid each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his or her knowledge and belief:

1. The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement for the purpose of restricting competition, as to any matter relating to such prices with any other Bidder or with any competitor;
2. Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by Bidder and will not knowingly be disclosed by Bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
3. No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

A bid shall not be considered for award nor shall any award be made where (1) (2) and (3) above, have not been complied with; provided, however, that if in any case Bidder cannot make the foregoing certification, Bidder shall so state and shall furnish with the bid a signed statement which sets forth in detail the reasons therefore. Where (1) (2) and (3) above have not been complied with, the bid shall not be considered for award nor shall any award be made unless the head of the purchasing unit of the political subdivision, public department , agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

Dated: \_\_\_\_\_

Bidder:

\_\_\_\_\_  
(Legal name of person, firm or corporation)

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Please Print Name)

\_\_\_\_\_  
(Title)

State of New York )  
County of \_\_\_\_\_)ss.:

On the \_\_\_\_ day of \_\_\_\_\_ in the year 20\_\_ before me, the undersigned, personally appeared \_\_\_\_\_, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

\_\_\_\_\_  
(Notary Public)

**NON-COLLUSIVE BIDDING CERTIFICATION**

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State of New York                                 )  
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\_\_\_\_\_  
(Notary Public)