



Request for Proposal
Branding/Identity
Development
October 29, 2021

Paris Economic Development Corporation
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Organizations and Background

This RFP is being sent out on the behalf of three organizations: the City of Paris, the Paris Economic Development Corporation (PEDC), and the Lamar County Chamber of Commerce (LCCC). While each organization is charged with a unique mandate, their broader goals align in promoting Paris and Lamar County as great places to live, work, play, and do business. Branding presents an opportunity for the creation of a unified image—a common brand that can help show that these groups are working together towards these goals.

The City of Paris has a population of about 25,000, and is the county seat of Lamar County, which has a population of about 50,000. The City of Paris has a Council-Manager form of government. The City Council's seven members are publicly elected officials that determine city policy, and a city manager is appointed by the council to implement these policies.

The Paris Economic Development Corporation (PEDC) was formed in 1993 through a public vote and is supported through a ¼-cent sales tax through the City of Paris, Texas. The PEDC's mission is to expand the economic base of Paris and enhance the earnings opportunities of area residents by retaining and expanding existing business and industry as well as attracting desirable new employers that are consistent with Paris's high quality of life.

The LCCC is a non-profit organization comprised of businesses and professionals who have joined together for the purpose of promoting the civic, commercial, and industrial progress of Lamar County. The LCCC is an integral promoter for the quality of life in the area, overseeing the Visitors and Convention Council as well as the Love Civic Center where many of the town's most important events are regularly held.

Marketing has been mixed between the three entities. The PEDC in particular has done little marketing within the last several years, and the currently has a logo that was created four years ago and few marketing materials that highlight the logo or maintain a coherent and consistent visual style. After discussions with the City of Paris and the Lamar County Chamber of Commerce, a unified branding strategy and visual style would provide a mutual benefit for organizations across town. As such, the key goal of this RFP is as such:

A branding strategy and identity guide that offers a unique and believable message focused on "who we are" and that assists in promoting the City of Paris and Lamar County as a desirable and preferred place to live and do business.

In many cases, the branding elements of a chamber of commerce or economic development corporation are the first impression given to prospective businesses and corporate real estate brokers seeking expansion and relocation information. As a result, the brand should impress and characterize Paris, Texas to its visitors as a premier place to live, work, play, and do business.

Project Scope

The scope of this project is to create a branding strategy that is informative, vibrant, and state of the art. The main components will include:

A branding and identity guide that focuses on attracting potential businesses and helps to achieve a

perception of a sustainable competitive advantage. The message should be functional and legitimate. It should organize our unique characteristics into a compelling story. The design guide should include detailed standards for use of fonts, color, templates, graphics, and photos as well as suggestions on handling growth.

Elements of the branding strategy should include but are not limited to:

- Conduct research of our primary internal and external audiences to determine their perceptions of our brand
- Audit the organizations' print and digital communications to determine what explicit and implicit messages are being sent
- Develop a brand strategy that specifies the organizations' primary audiences, brand values, personality, value proposition, brand positioning and brand promise
- Develop brand messaging and train staff on its use
- Create a new tagline for the organizations
- Establish a new visual identity for the organizations and create a visual identity standards manual or brand book that governs the use of the identity
- Develop print collateral (brochures, letterhead, business cards, PowerPoint template and proposal template).
- Website branding
- Guidance on brand launch

Required Deliverables include but are not limited to:

- Logos and brand development
- Brand style guide
- Public relations strategy
- Key messages
- Tagline(s)
- Visual Identity with logo files saved in EPS format
- Print collateral and templates
- Board and staff training
- Social media integration

Proposal Format

The format should include the specifications requested and demonstrate that your firm can complete the professional work requested. You are welcome to provide any other information deemed appropriate for this project.

Introduction

Prepare a brief introduction demonstrating your understanding of the scope of the project. Include the following information on the title page: firm's name, address, telephone numbers(s), principal contact, fax number and e-mail address.

Personnel

Identify key personnel and qualifications that would be assigned to the project. Specify the

Project Manager.

Experience

Provide number of years in experience and services provided including work satisfactorily completed for similar entities in the last three years.

Design

Showcase your company’s creative design capabilities related to graphic and web page design. Clearly specify services provided in-house and those that are outsourced. Provide a list of comparable brands/logos designed by your firm that exhibit multiple layers, social media, and other requested requirements.

Project plan and timeline

Provide a description of the project plan and timeline from the initial phase to completion.

Pricing and budget

The proposal should contain the total cost of the project, as well as the detailed “line item” breakdown of costs. Please specify, not to exceed fees, hourly rate schedule and any other additional costs (travel.) Include any items necessary to maintain the brand identity after work is complete. Include the lead vendor and any sub-contractors that may be involved in this project.

Client references

Provide three references with contact name and phone numbers.

Appendix

An appendix with full resume is allowed but not required.

Proposal Evaluation

Proposals will be evaluated on a 100-point scale, based on previous experience creating similar branding strategies (40 points), staff qualifications (30 points), time to completion (15 points) and price (15 points). Proposals should include a list of similar branding strategies created in the last three years with the web address for the client and their project completion date. The duration of the evaluation time and process will be at the discretion of the City of Paris, LCCC, and the PEDC in determining and notifying the business that will be awarded the project. The City of Paris, LCCC, and the PEDC reserve the right to reject any and all RFPs for any reason(s), without indicating any reason(s) for such rejection(s), to postpone due dates for their own convenience, to withdraw this solicitation at any time without prior notice, and to make an award to the responsible entity whose submittal is determined to be the most advantageous.

Depending on the number of submissions and based on its review of submittals, an invitation to a number of respondents to make presentations may be extended. If a decision is made to hear presentations, select respondents will be notified of the selected date and time. All costs incurred by the respondents in the presentations will be the responsibility of the respondent. After any such presentations or demonstrations, submittals may be evaluated again.

Following a review of submittals and any presentations that may be held, it is the intent of the City of Paris, LCCC and PEDC that a firm will be selected. The City of Paris, LCCC and PEDC and the selected firm

will work collectively to further define the specific scope of services to be provided and negotiate a contract for the services. If a contract cannot be successfully negotiated with the selected firm, discussions will be terminated and a contract will be negotiated with another firm. Upon successful completion of negotiations, the contract will be presented to the Governing Bodies at the next available meetings. All participating firms will be notified of the final decision at a time determined to be most convenient by the City of Paris, LCCC and PEDC. The City of Paris, LCCC and PEDC are not obligated to provide status updates to firms of its progress or process.

Proposal Submission

Interested parties that wish to submit a response to this RFP should do so by **no later than 2:00 pm, Thursday, December 2, 2021, by sealed hardcopy in an envelope marked "RFP: Branding Identity Development", no electronic or facsimile copies will be accepted.** Please submit to: Attn: Chris Stout, Paris Economic Development Corporation, 1125 Bonham Street, Paris, TX 75460. Opening is scheduled in the Paris Economic Development Corporation Office, 1125 Bonham Street, Paris, TX 75460 at 2:00 pm, **Thursday, December 2, 2021.** All are invited to attend. Any submittal received after this deadline will be rejected.

Questions concerning this RFP may be directed to Chris Stout, Economic Development Associate, at 903.784.6964, or by email at cstout@paristexasusa.com. Businesses submitting proposals will be responsible for all costs and/or expenses associated with preparing such proposal.

Certificate of Interested Parties (Form 1295): In 2015, the Texas Legislature adopted House Bill 1295, which added Section 2252.908 of the Government Code. The law states that a governmental entity may not enter into certain contracts with a business entity unless the business entity submits a disclosure of interested parties to the governmental entity. The disclosure of interested parties will be submitted online via Form 1295 and must be submitted to the governmental entity prior to any signed contract and/or vote by the governing authority.

1. The Filing Process:
 - a. Prior to award, your firm will be required to log in to the Texas Ethics Commission, https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm and fill out the Electronic Filing Application.
 - b. Once submitted, the system will generate an electronic Form 1295 displaying a "Certificate Number." Your firm must print, sign and notarize Form 1295.
 - c. Within seven (7) business days from notification of pending award, the completed Form 1295 must be submitted.
 - d. Your firm will need to repeat this process and obtain a separate Form 1295 each time you enter into a new contract, renew a contract or make modification and/or amendments to the contract.
2. Instructions and information are available at <https://www.ethics.state.tx.us/tec/1295-Info.htm> or you may call the Texas Ethics Commission at (512) 463-5800.

BY SUBMITTING A RESPONSE YOUR FIRM AGREES TO ADHERE TO HB 1295 REFERENCED ABOVE.

Please Note: No action required until notification of potential award.