

## REQUEST FOR PROPOSAL BRANDING SERVICES

We would like to invite you to submit a proposal by no later than 3:00 p.m. on May 8, 2019.

This initiative has potential for far-reaching implications beyond the City's adoption of the end products derived from the branding process. The City has an exceptional willingness to support a new brand identity and incorporate it into every aspect of municipal government from police cars to letterhead to training classes. The propensity for brand adoption across the entire community, from nonprofits to service organizations to individual businesses, is also believed to be quite high with promise to rival the best case histories of any previous destination branding initiatives.

### I. Goals for Brand Development

1. Drive sales and profits for our community in the long run
2. Solidify an authentic, unified image for the community that resonates with consumers/residents
3. Build awareness and better acceptance of the destination and its marketing efforts
4. Develop a memorable, unique, distinctive identity that focuses on our best, most memorable attributes in a way we want the community to be perceived by the world
5. Build even more community/civic pride by looking not only at who we were and what brought us here, but also at what we will become
6. Provide a standard to prioritize future destination development efforts

Please contact Sandi Fellows and she will provide you with any or all of the reference materials indicated. She may be reached by phone: (928) 753-8569, or by e-mail: [sfellows@cityofkingman.gov](mailto:sfellows@cityofkingman.gov)

### II. Scope of Work

All proposals will be expected to provide a clear and unambiguous plan for achieving a unifying theme/brand identity and marketing concepts.

### III. Project Management

The City of Kingman Economic Development Department will manage the RFP process and outside research, and will award the contract for brand consulting services. Director Gary Kellogg will respond to applicant questions, be the point of contact for the successful consultant, and monitor and approve performance to the Scope of Work. All work produced by the selected firm will become the property of the City of Kingman.

### IV. Instructions for Responses to the RFP

- Provide the qualifications of key individuals, including subcontractors, who will actually work on the project and explain the role of each; briefly describe three projects the business has completed similar to this one, including cost; and list references for those projects, including contact information.
- No proposal should be more than twelve pages.
- Please address all the deliverables specified in the Scope of Work.
- Please include a detailed line item project budget, including professional fees, direct costs and recommended payment schedule. (Firms will not be reimbursed for costs associated with submitting a response or making a presentation).
- Please provide a timeline showing deliverables for all Scope of Work activities.

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Planning & Economic Development Director  
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**PROPOSALS MUST BE RECEIVED BY THE CITY OF KINGMAN PLANNING AND ECONOMIC DEVELOPMENT DIRECTOR NO LATER THAN 3:00 P.M. ON MAY 8, 2019.**