



City of Ishpeming, Michigan

Request for Proposals: Branding and Marketing Project

INTRODUCTION

The City of Ishpeming invites qualified branding and marketing firms to submit proposals for the development of a compelling and authentic community brand. This project aims to enhance the city's visibility, credibility, and market presence through a comprehensive branding and marketing strategy.

BACKGROUND

The branding initiative aligns with the City of Ishpeming's commitment to economic development and community growth. The city recognizes the importance of creating a strong brand identity to support existing initiatives and attract businesses, residents, and visitors. In line with this commitment, Ishpeming is actively pursuing Redevelopment Ready Communities (RRC) Certification, utilizing funds from the RRC Technical Assistance Fund. The city encourages exploration of its dedicated webpage for comprehensive insights into its rich history and the vision behind the branding efforts. Additionally, the city's collaborative efforts extend beyond the city limits, and the city maintains a relationship with both the Lake Superior Community Partnership (LSCP) and Siren. These partnerships further amplify its capabilities and reinforce our commitment to fostering regional prosperity.

OVERSIGHT AND KEY GOALS

The City of Ishpeming's City Manager's Office, in coordination with the city's contracted community economic development team (Lake Superior Community Partnership) will oversee this project. The primary goals include the creation and implementation of a powerful visual community brand that aligns with the city's established written brand. Additionally, the project aims to position Ishpeming as a regional and state leader for various opportunities, including outdoor activities, business prospects, and housing opportunities.

DESIRED BRAND QUALITIES

The visual branding initiative seeks to achieve the following objectives:

- **Authenticity:** The visual brand must authentically resonate with citizens, businesses, and community groups within Ishpeming and the broader region.
- **Community Identity/Pride:** Illuminate the unique aspects that make Ishpeming appealing to residents, investors, businesses, and visitors.
- **Consistency:** Convey a consistent message and image to audiences both within and outside the Ishpeming community.

- Community and Economic Development Promotion: Promote a healthy lifestyle and economy, attract private investment, new residents, and professionals, and retain businesses and creative talent.
- Flexibility: The visual brand must be flexible and adaptable to meet the diverse needs of partners within Ishpeming and beyond.

SCOPE OF WORK

The Scope of work proposed should have a multi-component plan and must address all three areas listed below.

Component One: Brand Development / Brand Identity

- Develop a comprehensive Logo Suite, covering primary logos, variations, sub marks/watermarks, favicons, font systems/typography, and a vibrant color palette.
 - This should include a core brand and related sub-brands for key areas such as downtown and for key events in the city.
- Establish a complete brand guidelines system to ensure consistency across all mediums.
- Formulate strategies for qualitative research and quantitative data analysis to position messaging statements effectively.
- End-Product is a full Brand Identity Guide with multi-digital formats for reproduction

Component Two: Wayfinding Plan

- Develop a comprehensive plan for community signage directing residents and visitors to key areas of the city including
 - Highway to City Center (downtown)
 - Across multi-modal recreational networks.
 - Incorporate strategic recreational partners (i.e. Iron Ore Heritage Trail; RAMBA; DNR; 906 Adventure Team; Heritage Hills Horse)
- Identify potential costs associated with implementing the wayfinding plan.
- Identify best use of the “Pure Michigan” Highway signs for maximum benefit in a single sign
 - Include stakeholder partnerships (i.e. MDOT; Travel Marquette; Pure Michigan (state office))

Component Three: Implementation and Messaging Strategy

The selected consultant will be expected to work with the City’s communications partners (currently Siren and the LSCP) to develop a brand implementation and messaging strategy. Siren will take the lead on this work under their existing services agreement with the City but will require insight from the consultants on information

obtained during engagement processes in the branding and wayfinding components. The final implementation and messaging component will include the following:

- Recommendations for the distribution and placement of branding on key elements including the city's website, social media, printed materials, etc.
- Essential background information on four key audiences: residents, businesses, developers, and visitors.
- Messaging and recommended avenues of distribution for each of the four key audiences.
- At least a two-year, action-focused implementation plan for the above.

DESIRED QUALIFICATIONS & REQUIREMENTS

The proposal should highlight the respondent's experience in marketing for economic development or municipal branding. Demonstrate expertise in project management, research, and creative design related to community branding. Provide details on key personnel and their roles.

PRE-SUBMISSION CONFERENCE & FAQs

The City will hold a virtual pre-submission conference for interested bidders on March 27, 2024 at 1PM. Attendance is highly encouraged, but not required. To receive a link to the meeting, RSVP at <https://bit.ly/IshpemingRFP>.

Written questions may be submitted at cathysmith@ishpemingcity.org using the Subject: "Marketing Proposal Questions" until March 30, 2024, 1PM. The City will provide written answers to all questions within 72 hours.

PROPOSAL PREPARATION AND SUBMISSION INSTRUCTIONS

Interested consultants must submit a sealed, single proposal package via Certified Mail, no more than 20 pages in length (excluding cover) to the following address:

City of Ishpeming
c/o City Clerk
100 E. Division Street
Ishpeming, MI 49849

The proposal must include, at a minimum, the following:

1. Consultant (and any subconsultant) team background
2. Examples of previous work which can demonstrate the team's ability to complete this project
3. Proposed process for completing all three components
4. A detailed timeline
5. A total not-to-exceed fee with an estimated cost breakdown by component

Additionally, the City requests an electronic copy (as a single PDF) be sent to the City Clerk at cathysmith@ishpemingcity.org. Electronic copies will be acknowledged but not opened prior to unsealing Certified paper copies.

The City of Ishpeming reserves the right to accept or reject proposals, negotiate with qualified sources, or cancel the RFP if deemed in the city's best interest.

FINAL PROPOSALS DUE

Proposals must be received at Ishpeming City Hall not later than April 9, 2024 at 5PM

SELECTION TIMELINE AND SCORING

The City will compile a team to review and score all complete submissions within two weeks of submittal. Submissions will be scored based on the following parameters:

Parameter	Weight
History of similar projects	20
Proposal Detail	30
Proposed Cost	30
Interaction with existing City partners	10
Timeline	10

Following scoring, the City will contact all bidders. Contract negotiations with the winning bidder will then follow to establish contract documents and necessary details.

CONTACT

Questions regarding this project should be addressed to the following:

Craig Cugini, City Manager
citymanager@cityofishpeming.org
906-485-1091, ext 203 / 204