



January 6, 2020

RE: Community Branding RFQ

The City of El Dorado, Kansas is seeking a firm/provider to perform a Community Branding initiative for the City of El Dorado, Kansas. We are requesting that you review the specifications provided in the following document and determine if your firm is interested in providing your qualifications.

One (1) copy of the sealed RFQ and one electronic copy on USB must be received at City Hall by the City Clerk no later than 12:00 P.M. CST, February 14, 2020. Bids will not be accepted after this time. Bids shall be addressed as follows:

The City of El Dorado  
Attn: Tabitha Sharp, City Clerk  
220 E. First  
El Dorado, KS 67042  
Community Branding RFQ Enclosed

During development, respondent's questions regarding this Request for Qualifications or the process should be directed to Tabitha Sharp, City Clerk, by phone 316-321-9100 or email ([tsharp@eldoks.com](mailto:tsharp@eldoks.com)). Those intending to respond are asked not to make contact with other City Staff or City Commissioners during the bid process.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tabitha Sharp". The signature is fluid and cursive.

Tabitha D. Sharp  
City Clerk  
City of El Dorado, KS

City of El Dorado, Kansas  
Community Branding  
Request for Qualifications

City of El Dorado  
City Clerk, Tabitha Sharp  
220 E. First Ave  
El Dorado, KS 67042  
[www.eldoks.com](http://www.eldoks.com)

**a. Introduction**

- a. The City of El Dorado, Kansas is seeking qualifications from professional marketing companies to perform community branding services for our organization. The City of El Dorado's current brand has served the community well for the past 20 years. Recently, the City Commission decided it is time to move forward with a rebranding initiative. The purpose of this initiative is to differentiate El Dorado, Kansas from other communities in the region by developing a brand which may be used to market the City to prospective businesses, developers, residents and visitors.
- b. Qualifications must be received by no later than 12:00 P.M. CST on February 14, 2020, at City Hall, Office of the City Clerk, 220 E. First Ave., El Dorado, KS 67042.
- c. Qualification documents are available by accessing the City's website at <http://eldoks.com/134/City-Clerks-Office> or by contacting Tabitha Sharp, City Clerk, by phone 316-321-9100 or email (tsharp@eldoks.com). During proposal development, respondent's questions regarding this RFQ or the process should be directed to Tabitha Sharp.
- d. Those intending to respond to this Request for Qualifications are asked not to make contact with other City staff or City Commissioners during the qualification process and evaluation phase.

**b. General Information**

The City of El Dorado, located in South Central Kansas, is a mid-sized community of approximately 13,000 residents. The City has a commission-manager form of government with a five member commission. The government is made up of eight departments with approximately 140 full-time staff and 200 temporary/seasonal employees. The City's current mission statement is "enhancing the quality of life by embracing service excellence."

The City of El Dorado provides the following services to its citizens:

- Cemetery Maintenance and Management
- Convention and Visitors Bureau
- Municipal Airport
- Municipal Court
- Planning, Zoning, and Building Inspections
- Parks and Recreation
- Police and Fire Protection
- Refuse Collection
- Senior Center Management
- Street Maintenance and Traffic Engineering
- Water Treatment & Distribution
- Sewer Collection & Treatment

El Dorado, Kansas exhibits a rich history of development and innovation. In the last 15 years, the City of El Dorado has been able to compete for several industrial, housing, and business projects.

Successful awarding of these projects to our community was contingent on a multitude of factors including access to infrastructure and utilities, incentive programs, and strategic funding partnerships. Because we recognize the impact of businesses and housing on the long-term vitality of our community, we regularly partner with civic organizations and taxing entities to attract and retain quality businesses and community members.

Our community maintains its humble roots while offering some of the finest shopping, restaurants, museums and recreation in the area. Nestled in the Flint Hills at the confluence of I-35, US Hwy 54, and US Hwy 77, El Dorado is a mere thirty minutes from Wichita and two and a half hours from both Kansas City and Oklahoma City. This unique location provides residents with a small town feel yet proximity to metropolitan amenities.

**c. Scope of Work**

- a. The chosen agency shall provide the City of El Dorado with a market research study to determine the view of the City in neighboring communities.
- b. The agency must create an image for El Dorado that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage and social media marketing materials.
- c. It should be noted, the City of El Dorado recently went through a website redesign. Therefore website recreating or redesign does not need to be part of the agencies proposals.
- d. The City of El Dorado recently adopted a city flag and our residents and businesses have embraced this design and use it as a symbol for community pride. While the flag does not need to be included in the rebranding processes, it might be helpful for you to review information regarding the flag at this website: <http://eldoks.com/398/El-Dorado-Flag>

The City of El Dorado would like a proposal that represents the following primary goals and objectives to be achieved by the branding initiative and process:

*Uniformity* – The brand should convey a common message and image to audiences both within and outside of the City of El Dorado.

*Community Identity/Pride* – Identify and promote what makes the City of El Dorado distinct and appealing in a regionally competitive environment for investors, businesses retailers, visitors and residents.

*Community and Economic Development Promotion* – promote a healthy economy, attract private investment, new residents, young professionals and retain key businesses. A defined message that will market the City of El Dorado locally, statewide, nationally and internationally as a great place to live, work, play and do business; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.

*Flexibility* – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City of El Dorado as well as groups and businesses within the overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.

*Endorsement* – The brand must be authentic and resonate with citizens, businesses, employees and community groups within the City of El Dorado in order to gain the broadest possible support for the initiatives. It must be relevant to the City of El Dorado, but also reflect the desire to move forward.

**d. Deliverables**

*The selected firm will be expected to deliver the following services from the time they are chosen through the end of the third business quarter (September 30, 2020).*

Project Management – The consultant will lead all aspects of the City of El Dorado community branding initiative, including the following:

- a. Place-making Advisory Committee – This team will be composed of representatives from the City of El Dorado, the Convention & Tourism Committee and other identified community groups.
- b. Facilitator during the research process and/or testing of the new brand. Include descriptions of community engagement efforts that will take place during this process. The City of El Dorado has a very involved and engaged community. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of and involved in the project.

Research – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. In addition:

- a. Identify the key elements of the City of El Dorado.
- b. Analysis of current efforts and existing creative elements such as logos, tag lines, and creative designs.
- c. Analysis of competitors' marketing strategies.
- d. Measures that will be used to determine if the branding effort is successful.

Strategic Plan – The consultant 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. Promotion of the use of the brand among many City of El Dorado and community agencies, groups and businesses while maintaining brand integrity.
- b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
- c. Recommendation of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
- d. Creative/Development of Brand – The consultant will develop creative elements that may include design concepts, logos, messages, tagline, 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 will be delivered with a style manual and guidelines for use and the capability of use in the following:

- Print and electronic advertising
- Website design
- Media placement
- Public Relations
- Outdoor signage and brand recognition

Implementation Matrix – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:

- a. Estimated costs/budget associated with the implementation process.
- b. Proposed timelines for the development of creative elements.
- c. Recommended positioning logo and brand guidelines.
- d. Implementation plans for brand identity applications and brand identity maintenance plan.
- e. Potential funding sources.

Evaluation Plan – The consultant will develop a plan for ongoing evaluation of the brand’s effectiveness and reporting of results of the strategy to the steering committee, key stakeholders and the public.

**e. Response Form and Content**

- a. Title Page: Indicate the response subject, name of firm, address, telephone number, name of primary contact person, email address for the primary contact person and date of submittal.
- b. Introduction: Briefly, introduce your firm, indicating whether the firm is local, regional, national or international. Provide a profile of the firm, including, but not limited to, the approximate number of professional staff employed, how long your firm has been in business and how many years of experience your firm has in community branding. Indicate the name(s), title(s), and telephone number(s) of the person(s) who will be authorized to make representation for and to bind the firm.
- c. Information Included in Response:
  - i. Briefly state your understanding of the work to be performed. Include, but do not limit your statement to the specific items requested in the Scope of Work.
  - ii. Describe your proposed strategy to complete the rebranding process, including a general statement of the philosophy of the firm and how the firm will tailor the process for El Dorado’s brand. Indicate any additional information for consideration of your firm’s qualifications for conducting this project.
  - iii. Provide a list of successful branding and/or marking projects in in the past three years, including but not limited to municipal projects.
  - iv. Provide contact names, telephone numbers and email addresses of these clients. The City reserves the right to contact any additional individuals or firms to

obtain information about the respondent. If the firm has no previously conducted a successful rebrand/marketing project, details should be provided as to how the firm would proceed with this project.

- v. Indicate the names, titles, placement experience, and resume(s) of the person(s) who will be assigned to this project. A response to this requirement should include all contact information such as telephone number, e-mail address and web address.
- vi. Provide a detailed description of how the project is to be conducted.
- vii. Discuss the general nature and extent of benefits the City of El Dorado is reasonably likely to experience as a result of these services.
- viii. Provide a copy of a previous project your firm has completed which has similarities to the City of El Dorado's request.
- ix. Indicate the degree of participation by qualified minorities within the firm and/or sub-contracts with minority or women-owned business enterprises.
- x. Provide a time table for the completion of this project.

#### **f. Submission of Responses**

- a. Acceptance/Rejection/Modification to Responses: The City of El Dorado reserves the right to reject any or all RFQ's, waive any irregularities or informalities and select the best RFQ in the opinion of the governmental unit. Failure to enter into a subsequent contract within a certain time period will render the RFQ invalid.
- b. Economy of Preparation: Responses should be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to fulfill the requirements of the recruitment.
- c. Cost of Preparation: The City shall not be liable for any costs incurred by a respondent in preparing or submitting a proposal.
- d. Ownership: Submitted materials become the property of the City and will not be returned.
- e. Public Records: All firms submitting qualifications need to be aware that any submission is subject to public inspection under the Kansas Open Records Act.

#### **g. Other Terms and Conditions**

- a. Conflict of Interest: No public official shall have interest in the contract.
- b. Ethics: The consultant shall not offer or accept gifts of value nor enter into any business arrangement with any employee, official or agent of the City of El Dorado.
- c. Indemnification: The successful proposer shall defend, indemnify and save harmless the City of El Dorado and all its officers, agents, employees and volunteers from all suits, actions or other claims of any character, name, and description brought for or on account of any injuries or damages received or sustained by any person, persons, or property on account of any negligence, or act or fault of the successful proposer, or any agent, employee, subcontractor or supplier in the execution of, or performance under, any contract which may result from the proposal award. The successful

proposer shall pay any judgment with costs that may be obtained against the City of El Dorado growing out of such injury or damages.

**h. Due Date / Submission Instructions**

The sealed proposal and one electronic copy on USB must be received at City Hall by the City Clerk no later than 12:00 P.M. CST on February 14, 2020. Proposals will not be accepted after this time. Proposals shall be addressed as follows:

Qualifications should be delivered to:

The City of El Dorado  
Attn: Tabitha Sharp, City Clerk  
220 E. First  
El Dorado, KS 67042  
COMMUNITY BRANDING RFQ ENCLOSED

**i. Selection Process**

- a. Evaluation: The City of El Dorado will review all responses and evaluate them based upon the requirements given in this Request for Qualification including, but not limited to, the following criteria:
  - i. Responsiveness of the proposal.
  - ii. Ability, capacity, and skill of the respondent to perform the services.
  - iii. Responses of the respondent's references.
  - iv. Methodology for conducting the project.
  - v. Experience of the respondent and individual members of the respondent's professional staff in performing similar services for other municipalities.
  - vi. The sufficiency of resources and ability of the respondent in performing the contract.
  - vii. The degrees of participation by qualified minorities within the firm and/or sub-contracts with minority or women-owned business enterprises.
  - viii. The firm's capability to meet the Scope of Work.
  - ix. The qualifications of the professional staff proposed for the project.
  - x. Other information as may be required or secured.
- b. Award Presentation: Subject to agreement negotiation, the City Commission shall select one of the proposals, or will reject all proposals within ninety (90) calendar days from the date of February 14, 2020.
- c. Contract Development: If the City selects a firm, the City will conduct contract discussions and negotiations with the apparent successful respondent with the assistance of the City Attorney.