

# Request for Proposal

## Organization Name and Logo Development Services

**Release Date:** March 25, 2019

**Proposals Due:** April 12, 2019

**Contact:**

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**To be considered for selection:** Proposals must be received on or **Friday, April 12, 2019, 5:00PM**. Proposals should be emailed to [howardkp@guc.com](mailto:howardkp@guc.com). It is the responsibility of the bidder to ensure the proposal arrives by the deadline. If the file is too large to email, it is the responsibility of the bidder to transmit via a file sharing program.

### Introduction

Pitt County Committee of 100, City of Greenville, Greenville Utilities Commission, and potentially other municipalities, allies, and the private sector are merging economic development efforts into a public-private, nonprofit economic development organization. The new organization is seeking proposals from qualified marketing firms to assist with the development of a name for the new organization and a logo.

### Background Information

The collaboration between economic development programs was initiated by a desire to expand and enhance the economic development program, collaborate with all economic development allies and partners, interest from private sector to be involved in economic development, and increased funding for economic development.

In February 2018, Convergent Nonprofit Solutions was retained to complete a fundraising feasibility study. Approximately 78% of interviewees support creating a public-private partnership. Convergent recommended a public-private partnership and a fundraising campaign. In September 2018, Creative Economic Development Consulting was engaged to facilitate the exploration of a public-private nonprofit corporation. In October 2018, local governments appointed an Economic Development Working Committee to investigate a public-private partnership. Creative EDC facilitated meetings of the Working Committee November – January. The group reached consensus on a countywide public-private nonprofit economic development alliance in December. In January, Pitt County government representatives to the

Working Committee withdrew support. The City, Committee of 100, Greenville Utilities, and allies decided to forge ahead.

In March, the Working Committee became the Transition Board that will oversee standing up the new organization. (Note: The name in the vision and mission statements is a place-holder.)

**Vision Statement:** Greenville-Eastern North Carolina Regional Alliance will achieve a dynamic business climate resulting in stable, quality jobs and opportunities allowing residents to live fulfilling lives in a thriving community.

**Mission Statement:** Greenville-Eastern North Carolina Regional Alliance will market the region, support new, existing, and start-up businesses, develop community assets, maximize opportunities for investment, and enhance quality of life by engaging the private and public sectors in a collaborate economic development program.

**TIME IS OF THE ESSENCE.** The Transition Board is ready to launch a fundraising campaign, hire an interim director, establish an office, etc. Selection is anticipated to be made by April 30 with work to commence on May 1. The organizational name and logo should be ready for approval at the June 3 meeting of the Transition Board. We understand this is fast. Firms can propose another timeline, if warranted.

This project, organizational name and logo development, are just the first steps this new regional alliance will take in marketing. It will eventually need a branding process, top-notch website, marketing materials, social media platforms, etc. However, due to the timeline to get the organization established and initiate fundraising, we need to work quickly on the basics of name and logo.

## Project Description

### 1. Organizational Name

Facilitate a work session with the Marketing Committee in early May to develop a name for the new regional alliance.

### 2. Logo Development

Work with the Marketing Committee to develop a logo that can be used until a thorough branding process can be undertaken. Input into logo design can occur at the early May Marketing Committee meeting noted above. Note in your proposal number of revisions and file delivery types.

## Proposal Submission

Proposals submitted in response to this request shall contain at a minimum the elements listed below. Additional material may be submitted at the consultant team's discretion. Direct, concise, and to the point proposals are appreciated.

- ◎ **Firm Overview** - This section should include a brief description and history of the firm, the location of the office(s) in which firm personnel assigned to this project are located.
- ◎ **Project Team** -This section should include a bio for each professional assigned to the project from each firm. At a minimum, the resume should include information on educational background, relevant experience (especially related to economic development), and professional certifications. This section shall also include the role that each person will play in this project. The team leader and main project contact should be identified.
- ◎ **Proposed Scope of Work and Project Schedule** - This section should include a detailed description of each task, the timing of each task (timing is very important), and the work products resulting from each task. The scope of work should take into account the generalized project description, but should include additions or modifications that the consulting team, based on their experience, believes would result in a more creative and effective end product.
- ◎ **Relevant Experience & Examples** - Proposals should include a listing and description of similar projects (at least three) completed by the consultant team, including a synopsis of the work that was done, total project cost, and an evaluation of the on-going success of the project. Please include project examples from economic development organizations.
- ◎ **Budget** - Each proposal should contain a cost estimate for the work contained within this project. List costs by project task. Actual contract cost will be negotiated with the selected consultant based upon a negotiated scope of work. Include a statement regarding payment terms.

## Selection

The selection of a marketing firm and approval to proceed with negotiation of the contract will be led by the Marketing Committee with final approval by the Transition Board. We may request interviews of selected firms the week of April 22, 2019. It is anticipated that a selection will be made by April 30, 2019.

If you have any questions, please contact Kathy Howard, Business Development Specialist Greenville Utilities, 252-551-1475, [howardkp@guc.com](mailto:howardkp@guc.com).

This organization reserves the right to refuse all proposals. The proposer assumes all cost for the preparation and delivery of the proposal. No proposal information will be returned. If any part of your proposal is deemed confidential it should be marked as such.