

TOWN OF NEWTOWN
REQUEST FOR PROPOSAL
BRANDING/MARKETING STRATEGY AND WEBSITE/SOCIAL MEDIA IMPLEMENTATION FOR
NEWTOWN ECONOMIC & COMMUNITY DEVELOPMENT DEPARTMENT

The Town of Newtown (collectively known as “Town”) is seeking to obtain the services of a qualified firm to provide branding/marketing and website/social media implementation services to the Town of Newtown. The selected firm will be working in close collaboration with, and in support of, the Economic and Community Development Department and Economic Development Commission in development of the Newtown brand as it relates to the department and commission. It is the intent of the Town to establish a contract with a single firm.

A notice of Intent to Participate in this RFP, along with any questions regarding this RFP should be directed to Christal Preszler, Deputy Director, Economic and Community Development at Christal.Preszler@newtown-ct.gov no later than June 14, 2019.

Respondents are required to submit an electronic copy of their proposal by 3:00pm on Monday, June 24, 2019 to the Office of Economic and Community Development at christal.preszler@newtown-ct.gov, with “Proposal for Branding/Marketing Strategy” in the subject line.

The Town of Newtown reserves the right to reject any or all proposals if it deems such to be in the best interest of the Town of Newtown.

Rick Spreyer
Purchasing Agent

1. PROJECT OVERVIEW

Newtown is a growing and lively part of Fairfield County while maintaining its “small town charm.” The fifth largest town in the state, Newtown was established in 1711 and is comprised of the Borough, Sandy Hook, Hawleyville, Botsford, and Dodgingtown, as well as Fairfield Hills, a unique town-owned property. Located on major highways between New York City and Boston, Newtown offers a convenient location for both living and working.

The scenic foliage of autumn and the lush greenery of spring are just some of what the town’s picturesque countryside provides.

With many lively events and a diverse food scene, Newtown attracts a variety of visitors. Local businesses add to the nostalgic feel while the rich cultural scene is host to various artists, writers, and musicians. The business atmosphere is thriving and supported by locals and tourists alike. From our quintessential and nationally acclaimed Ferris Acres Creamery (Ranked in the top 30 ice cream shops in America) to our town hall turned theater, Edmond Town Hall to our gorgeous hiking trails, Newtown has something for everyone.

The Economic and Community Development office provides assistance for economic development activities including business retention, expansion and attraction, marketing Newtown for economic growth, maintenance of local development statistics, economic data and demographic trends and management of community development.

The Economic and Community Development Department seeks to engage a marketing firm to assist with the aspects of this project defined in the “Scope of Work”. The selected organization will work collaboratively with the Economic and Community Development Department and Economic Development Commission in the development of its brand.

2. SCOPE

The purpose of this initiative is to

1) Differentiate Newtown from other surrounding communities in the region by developing a brand which may be used to market Newtown to prospective businesses, developers, residents, and visitors. The chosen firm shall provide market research to determine the view of the Town in neighboring communities and beyond. The agency must create an image for Newtown that can easily be utilized across numerous medium including signage, social media marketing and websites.

In general, the scope of work shall include all activities deemed essential by the Town to support its branding initiative. The selected firm will be expected to work closely with Town staff, commission members and other interested parties designated by the Town.

Services should include the following:

- Research – This will be the basis for the development of our brand concept. The firm will:
 - Identify key elements and assets of the Town of Newtown
 - Analyze and recommend necessary changes to existing efforts, including logos, tag lines and creative designs.
 - Analyze marketing strategies of neighboring communities.
 - Develop KPIs to determine the effectiveness of this branding effort.
- Create the brand identity including tagline, naming, logo design and brand identity adaptable for use in business, residential and visitor attraction.

2) Analyze the effectiveness of existing economic and community development related websites and social media, recommend and implement design recommendations for a more user friendly and engaging experience.

BUDGET – The budget for this project is approximately \$15,000

3. TIMELINE OF THE RFP PROCESS

The following timeline has been tentatively established:

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| RFP Release | May 31, 2019 |
| Submission of Intent to Participate and questions | June 14, 2019 |
| Question responses | June 20, 2019 |
| RFP Submission Date | June 24, 2019 |
| RFP Awarded | June 30, 2019 |

4. SUBMISSION OF PROPOSALS

General Requirements: Proposals must include a concise description of the Company's ability to meet the requirements of this Proposal. Company information outlined below must accompany your submission.

Company Information

The respondent shall provide a brief summary of its company, including the following information:

- Name of company and parent company, if any.
- Any prior name(s) by which the company was known and the corresponding years.
- Name(s) of any subsidiary companies owned or controlled by responding company.
- Legal form of ownership. If a corporation, where incorporated and when.
- Indicate the years engaged in marketing/branding services under the present name.
- Names, titles, and contact information for the principal members of the company, including officers. Indicate which individuals are authorized to bind the company in negotiations with The Town of Newtown.
- Address of principal office from which the Project will be managed.
- Name, address, telephone number and email address of key personnel contact, to receive notifications and to reply to inquiries from the Town.

Estimating/Cost Management

- Discuss company's ability to perform project and to accurately estimate costs associated with "Scope of Work" section of this RFP.
- Provide final cost and relevant methods to stay at or below your estimated budget. The Town of Newtown is exempt from Federal Excise Taxes and Connecticut Sales and Use Tax.

Related Experiences and References

- List correlating projects completed by your company for a minimum of the past two years.
- Include contact information (Name, phone number, email) of a key individual associated with each project. Note if any claims, disputes or litigation has occurred on any of these projects, including the parties involved, and the current status of each.
- Identify any prior projects performed for the Town of Newtown.

5. METHOD OF SELECTION

The Town will evaluate each proposal based on the following criteria:

- The respondent's ability to develop accurate cost estimates.
- The respondent's proven record of satisfactory completion of previous similarly scoped projects.

- The respondent's ability to submit cost-effective solutions.
- The ability of the respondent to implement new marketing and social media recommendations in an efficient manner.
- The respondent's key personnel assignment.
- The respondent's provided references.
- Experience with municipal marketing or similar work preferred.

The Town of Newtown reserves the right to accept and bid or part of bids, to reject any, all or any part of the bids, to waive formalities or informalities in the bidding process and to award the bid deemed to be in the best interest of the Town.

6. PROPRIETARY INFORMATION

This RFP and each original proposal received, together with copies of all documents pertaining to the award of a contract, shall be retained by the Town of Newtown and made part of a file or record which shall be open to public inspection after contract is awarded.