



# **New Orleans City Park Improvement Association Request for Proposals**

## **Branding**

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**[www.neworleanscitypark.com](http://www.neworleanscitypark.com)**

## **1. Introduction**

New Orleans City Park Improvement Association (“City Park”) is a vital urban park, distinguished by its large number of sports and recreational activities, attractions for children, and natural beauty. Its 1,300 acres of lush parkland and waterways contain a rich array of recreational, educational, cultural, and environmental resources. For 170 years, City Park has played an important role in the region’s economic development infrastructure and in the economic vitality of its surrounding neighborhoods.

As a popular place to picnic, play a sport, wander through gardens, or take a boat ride, City Park hosts 11 million visits each year. Visitors have access to a wide variety of recreational spaces, including tennis, golf, soccer, softball, track, playgrounds, bicycle and walking trails. Its Tad Gormley Stadium seats 26,500 and hosts football games and track meets. City Park offers passive recreational spaces, such as the Botanical Gardens and Couturie Forest, as well as amusement areas, such as Carousel Gardens and Storyland. It also hosts annual events including Celebration in the Oaks and Scout Island Scream Park.

City Park continues to push forward with thoughtful progress. In 2019, the Louisiana Children’s Museum opened its doors onsite and the New Orleans Museum of Art Sydney and Walda Besthoff Sculpture Garden opened a 6-acre expansion. 2019 also brought the arrival of a City Park location of Café Du Monde and the addition of a large outdoor kitchen to the New Orleans Botanical Garden. Additionally, Storyland underwent renovations to restore the enchanted playground to its full splendor.

City Park maintains an extensive website ([neworleanscitypark.com](http://neworleanscitypark.com)), with the purpose of disseminating information about City Park to the public and driving revenue by encouraging visits to and usage of its many facilities and attractions. City Park generates 90% of its annual operating funds, making it one of the most entrepreneurial public parks in America. City Park is an equal opportunity employer, with a workforce of 110 employees.

## **2. RFP Information**

### *A. Overview*

New Orleans City Park is soliciting written proposals from experienced branding agencies to evaluate and update City Park’s branding including logo and messaging.

Simultaneously, City Park is conducting an RFP for website design and development. You are welcome to respond to both RFPs. Responding to one RFP and not the other will not impact the outcome. Responses to the Branding RFP and the Website RFP are due at the same date and time.

This is an open and competitive process. City Park seeks to contract with an agency that can provide cost effective, quality services to improve the effectiveness of City Park’s brand.

Find the specific items to be accomplished in the Scope of Services (Section 3) of this RFP.

Goals of City Park Branding:

- Increase revenue and fundraising success by providing resources to enhance each customer and donor touchpoint.
- Update City Park's visual branding to be more modern.
- Establish standards for more consistency and polished look across internal and external communications.
- Creating more of a voice and personality for the brand to make marketing more exciting.
- Educate the staff and get them excited to enhance adoption.

Current Brand Elements:

- Mission - Preserve and improve City Park spaces for recreational, educational, cultural and beautification purposes.
- Vision - To make City Park a world-class urban park.
- Logo - The current logo originated in approximately 1980, giving it 40 years in market.
- Tagline - "Watch Us Grow" was used for approximately 10 years and then deemphasized. It remains on some materials, including the current website.

City Park must have full ownership of the brand and related files. All design files, fonts, and related files must be delivered to and fully modifiable by City Park staff or agencies.

### *B. Inquiries and Interpretations*

City Park will hold a pre-bid meeting to facilitate the clarification of requirements:

**11:00 AM CST, Thursday, May 28, 2020**

New Orleans City Park Administration Building  
1 Palm Drive, New Orleans, LA

City Park **highly encourages** interested respondents to attend, but does not consider the meeting mandatory. *If you cannot attend and intend to respond, email Cathy Hoffmann, Manager of Purchasing and Contract Services, to be included in the recipient list for all addenda, including Q&A.*

**Cathy Hoffmann, Manager of Purchasing and Contract Services**  
**choffmann@nocp.org**

Responses to inquiries which directly affect an interpretation or change to this RFP will be issued in writing by the Manager of Purchasing and Contract Services as an addendum and emailed to all parties submitting inquiries.

Respondents or their agents are prohibited from lobbying members of the Board of Directors or New Orleans City Park staff. Failure to comply with this clause shall be grounds for rejection of their RFP as non-responsive.

*C. Submittal Instructions*

7 hard copies of proposals shall be submitted in a sealed envelope addressed as follows:

**RFP #10006-33 / Branding**

**Attn: Cathy Hoffmann, Manager of Purchasing and Contract Services**

**New Orleans City Park Improvement Association**

**1 Palm Drive**

**New Orleans, LA 70124**

Proposals must be submitted no later than **2:00 PM CST, Friday, June 19, 2020.**

Late responses will not be accepted.

All submissions become the property of New Orleans City Park.

All submissions become part of public record.

*D. Committee Involvement*

The Chief Development Officer for City Park will serve as Project Manager for City Park and provide resource information. The New Orleans City Park Branding Selection Committee will serve as an oversight committee during the selection process.

The Branding Selection Committee will include key staff and board members, as well as a representative from City Park's digital agency, Search Influence. The selected firm will work alongside Search Influence and City Park.

### **3. Scope of Services**

#### *A. Logo Redesign*

- a. Multiple formats for application (ex: color, black and white, horizontal, vertical, etc.)*
- b. Recommendation of how to distinguish different departments on materials and uniforms (for example, recreation)*

#### *B. New or modified tagline*

#### *C. Evaluation of brand fonts and colors*

#### *D. Brand Guide*

- a. All final brand logo files, fonts, color palette for use in print and digital*
- b. Brand standards including logo usage guidelines*
- c. Other elements as recommended to achieve goals, such as brand personality, brand story*

#### *E. Design of brand identity template files for digital and physical application, including business cards, envelopes, letterhead, email signatures, Powerpoint and Google Slides, Word and Google documents, and social media profiles*

#### *F. Recommendation for internal brand roll-out and adoption plan*

#### *G. Recommendation for external roll-out*

#### *H. Recommendation for application of the new brand on attractive and saleable merchandise*

#### *I. Timeline*

The new brand is an integral part of the website redesign we are conducting in 2020. Branding services will be conducted while the website process begins, and completed in time to be integrated into the design.

City Park aims to launch and test the live website in early November 2020, ahead of Celebration in the Oaks.

If this timeline is not met, the backup launch date would be January 2021.

#### *J. Additional Information*

- a. City Park's mission and vision should impact the outcome of the branding exercise.*
- b. City Park's vision will remain as-is.*
- c. We are open to wordsmithing the mission statement, provided the 4 key purposes remain (recreational, educational, cultural, and beautification).*
- d. Redesign of Friends of City Park and logos for City Park events are not included in the scope of work.*

#### *K. Budget*

A budget has not yet been set for this project.

All cost proposals must be good for 365 days from submittal.

### **4. Statement of Response**

All responses must be organized as requested below.

#### *A. Transmittal Letter*

Provide a transmittal letter that includes:

- Identification of all agencies inclusive of primary and partner agencies or contractors and areas of specialization.
- A brief statement of the project team's unique qualifications and understanding of services to be provided.
- Citation of the individual who will serve as the primary point of contact for matters relating to the response.
- Identification of prior working relationships amongst team members.
- A statement to the effect the proposal shall remain valid for a period not less than 365 days from the date of submittal.

The letter should be signed by an individual authorized to commit the agency to the project.

You must clearly state in your proposal if the execution of work proposed by your company requires a partnership with another agency or hiring contractors. You must identify all partners and contractors, as well as the work they will perform.

Page limit: not to exceed two (2) pages

#### *B. Prior Related Experience*

Include a summarized narrative of prior related experience(s) of the primary agency and any partners or contractors and identify the particular area of expertise by agency or contractor. City Park requires Website URLs, graphics, or screen shots to illustrate past work, as well as brief narratives as requested.

Describe the work performed in succinct narratives and address the following questions:

1. What was the scope of the branding project?
2. Was this a new brand, a redesign, or a refresh?
3. What digital and physical elements were included in or impacted by the branding?

4. What was the goal of the project?
5. What analysis and market research was done as part of the project?
6. What year was it conducted?
7. What was the largest challenge you overcame in the project?
8. How was the internal and external roll out conducted and over what period of time?
9. What was the original and actual timeline for the branding services?
10. What was the budget?

Page limit: not to exceed ten (10) pages

### *C. References*

Provide a maximum of three (3) reference contacts for the projects listed above. The references must include client's name, client's main point of contact, email address, and telephone number.

Page limit: not to exceed one (1) page

### *D. Staffing*

List the proposed project team. For each team member, include:

- Current title
- One (1) sentence summarizing their key responsibilities
- If your proposal leverages an agency partnership or contractors, indicate the individual's company and/or if they are a contractor
- Proposed role in this project
- Years of experience performing the proposed role
- Relevant experience

Proposed team shall not change once awarded, unless otherwise approved by New Orleans City Park.

Page limit: one-half (1/2) page per staff member assigned to the project

### *E. Approach and Schedule*

Provide a direct, to the point, narrative of your team's basic approach to address the Scope of Work (Section 3). Include answers to the following:

1. Logo Redesign - What is your approach to the logo process?
2. Market Research & Analysis - What is your approach to evaluate the current branding? What is your approach to research to assure that any new brand elements (logo and tagline at a minimum) will resonate with the public, will have a

positive impact on the park's future, and stand the test of time?

3. Brand Guide - What elements of brand guide do you view as essential? Detail the practical application of each recommended element.
4. Staff Impact & Training - What is your high level approach to rolling out a new brand to staff to get their buy-in and get them excited?
5. Roll out & Transition - What is your high level recommendation for rolling out the new brand across digital and physical elements?
6. Timeline - How do you assure a branding project is completed on time?

Provide an outline of deliverables to be accomplished, organized by phase if appropriate. Include an expected timeline for each phase and deliverable.

If partnering or using contractors, define the work each will perform.

Page limit: not to exceed three (3) pages for approach + one (1) page for timeline.

#### *F. Cost Proposal*

Provide a table estimating the cost to complete the scope of services. At minimum, break down costs down by phase. Break down cost by deliverable where you deem appropriate.

Estimate any additional costs (such as travel) separately from professional fees.

Include hourly rates for each staff person assigned to the project.

Reminder: All cost proposals must be good for 365 days from submittal.

Page limit: not to exceed two (2) pages.

### **5. Format**

Submittals must be letter-size (8 ½" x 11"). Number all pages of the submittal sequentially using numbers (1, 2, 3...). Include a table of contents with page numbers for each section of the response.

### **6. Selection Schedule**

- |   |                    |
|---|--------------------|
| A. Issue Requests for Proposals                               | March 19, 2020     |
| B. Pre-bid meeting  | May 28, 2020       |
| C. RFP Response Submittal Due                                 | June 19, 2020      |
| D. Short-List Presentation Notification                       | July 8, 2020       |
| E. Presentations Conducted                                    | July 16 & 17, 2020 |
| F. Selection and Notification; Contract Negotiations commence | July 23, 2020      |

## **7. Evaluation of Proposals**

The Website Selection Committee will review and evaluate all complete responses. The Branding Selection Committee will consider the following criteria in evaluation of the responses:

- A. Meets Minimum Requirements Set Out in RFP — 10%
- B. Prior Related Experience — 30%
- C. References & Staffing — 20%
- D. Approach & Schedule — 30%
- E. Cost - 10%

The committee will rank the responses in accordance with the above evaluation criteria to reach the top 3 firms. The top ranked responses may be invited to give a formal presentation before City Park reaches a final decision. The presentation will allow respondents to further discuss their qualifications with the committee and respond to questions.

City Park CEO shall make the final decision and selection of the branding agency, based on recommendations by the Chief Development Officer and the Branding Selection Committee. Notwithstanding any statement or provisions to the contrary contained herein, the rankings and recommendations of the committee, and the presentations conducted may be considered, but shall not be binding.

## **8. Contract Terms**

City Park will enter into negotiations with the selected agency. These negotiations will be directed to a formal contract between the primary agency and City Park. Depending on the cost and value of the services, City Park may opt to contract for some, all, or none of the services. City Park reserves the right to reject any and all submissions.