

**Village of Spring Lake  
Downtown Development Authority  
Request for Proposals  
Community Branding Project**



**Response Due Date:** Wednesday, May 8<sup>th</sup>, 2019 by 4:00 p.m.

**Issued By:**

Spring Lake Downtown Development Authority  
102 W. Savidge St.  
Spring Lake, MI 49456  
April 5, 2019

## **PROJECT OVERVIEW**

The Village of Spring Lake (“Village”) is accepting proposals from qualified firms to help develop a brand for the Village. We wish to raise awareness of what makes Spring Lake a desirable place to live, do business and visit; and to guide decision-making about how and where to advertise and market ourselves. In doing so, we hope to refresh the visual identity and logo of the Village of Spring Lake and create accompanying taglines for various marketing and identification uses. The recreational character of the community is reflected in the Village’s current logo, which is shown on the cover page of this RFP. However, it does not reflect the commercial characteristics of the community, nor does it communicate an up-to-date image. These facets should be considered in the creation of a new logo. The Village is looking to work with a consultant to gather information about the Village from a global perspective and assess challenges and opportunities. Based on this assessment, the consultant will develop a new logo and clear messages that aim the community’s features at various target audiences. The ideal firm or team should be able to demonstrate solid experience in market research (both qualitative and quantitative), corporate identity/branding, including logo development and graphic standards, and creative abilities, as well as have the ability to recommend an implementation plan.

The consultant will prepare a style guide to help the Village manage the brand using various media and platforms.

## **COMMUNITY BACKGROUND**

The Village of Spring Lake was founded as the Village of Mill Point in 1849; it was incorporated as the Village of Spring Lake in 1869 with a population of 1,169. Today the population is estimated at 2,500 (2010 Census was 2,323 people). The 1.91 square mile Village has a median age of residents at 44.8 years. There are many historic buildings, charming homes, local businesses, thriving marinas, a municipal boat launch, canoe and kayak launches, a sandy beach and fishing platforms within the Village boundaries. The bike and pedestrian paths in the Village connect to neighboring communities in all directions.

The Village of Spring Lake is closely aligned with the neighboring cities of Grand Haven and Ferrysburg (commonly called the “Tri-Cities”). The Village is also situated within the geographical boundaries of the Township of Spring Lake and works closely with the township regarding day-to-day activities. Spring Lake is on a peninsula surrounded on three sides by Spring Lake and the Grand River. The Village is located about one mile from Lake Michigan to the west and 25 miles northwest of Downtown Grand Rapids.

Spring Lake has a quaint downtown, which features local merchants and restaurants. Surrounding Spring Lake’s downtown area are many historic homes, some built in the mid-1800s. The majority of Spring Lake homes were built in the 1950s and 1960s, with many newer homes built on the community’s perimeter.

Spring Lake currently hosts the following festivals and community events each year:

- Village Adventure (May)
- Heritage Festival (June)
- Spook-a-Palooza (October)
- Christmas Business Window Decorating (December)

## **SCOPE OF WORK**

The Village wishes to brand itself through a strategic assessment of its characteristics and current image, the development of creative elements, including a logo, taglines, and a style guide. The logo design needs to create a positive image and include creative elements that represent the characteristics that are unique to the Village of Spring Lake. A potential scope of services is listed below. However, the Village is open to considering the ideas and recommendations for the Scope of Work and Deliverables proposed by the selected consultant to get the best outcomes possible.

### Phase 1: Research and Planning

- Assess Village's attributes for branding and identity purposes, develop a clear understanding of current brand awareness, identify challenges and opportunities.
- Facilitate surveys of key constituents and community leaders.
- Develop a profile of the Village's current and potential markets.
- Provide a written summary of findings, detailing the attributes which the village may want to focus on to develop its brand to various markets.

### Phase 2: Development

- Create two to three visual identity design concepts with tag options that reflect the Village of Spring Lake brand strategy utilizing the results of the work in Phase 1. Present first round of design concepts to the Spring Lake Downtown Development Authority (DDA). Request and take in feedback and requested changes to no more than two concepts.
- Present a second and if necessary a third round of refined design concepts with changes based on input from the Spring Lake DDA and Village staff.
- Make final presentation to the DDA. Completed brand strategy, Village logo and tag should be approved at this time. While two rounds of changes are ideal, be prepared for up to three rounds of changes.

### Phase 3: Execution

- Create vector-based graphics of the selected logo concept and taglines that can be used across various applications, social media and platforms.
- Create a digital style guide that illustrates graphic standards and rules to ensure consistency and continuity across applications and platforms. The guide should include a comprehensive logo, taglines, color palette, typography, and usage standards with sample identity applications. In addition, the guide should clearly

describe the elements/standards required when creating future entity logos outside of the scope of this project.

- Create a marketing and communications tool kit to include advertising, Public Relations & Marketing templates, PowerPoint presentation, news media release, letterhead, newsletter, e-newsletter, etc.

## **DELIVERABLES**

Based on the Scope of Work, listed below are potential deliverables. However, the Village will consider the recommendations from the selected consultant for revisions to the Scope of Work and Deliverables.

- A written summary of findings from Phase 1, detailing the attributes which the Village may want to focus on to develop its brand to various markets.
- Two to three visual identity design concepts for review by the DDA.
- Presentation materials including refined concepts to Village Council.
- Vector-based graphics (PDF format preferred) of selected logo and concept taglines for various applications and platforms.
- Vector based style guide (PDF format preferred) including the approved representation of new brand elements for common needs such as wayfinding, brochures, web, social media, PowerPoint, report covers, letterhead and business cards.
- Marketing and communications tool kit.
- Prioritized strategies and tactics including a timeline for action.

## **PROPOSAL SUBMITTAL AND DEADLINE**

Responses shall include the following:

- A cover letter.
- Project Understanding Statement: A statement describing the applicant's understanding of the goals and objectives defined for the project, and the special skills and innovative thinking that the team would bring to the project.
- Respondent's approach to the Scope of Work and Deliverables. The applicant must provide details of the approach the firm will take to address the needs outlined in the Scope of Work including timing of various phases. Include the number of creative concepts to be presented and up to three rounds of changes/refinements for the selected concept. Describe any changes or additions to the Scope of Work the chosen firm would recommend to strengthen the overall project.
- Description of Firm and Proposed Project Team. Statement of the firm's qualifications, including:
  - Experience in developing visual identity systems;
  - Experience in municipality, destination, or tourist identity design that provides an appreciation of the characteristics of West Michigan;
  - At least three representative visual identity projects created by your firm that have been published and used.

- Background of the key members of the team with names, responsibilities, qualifications, and experience. Information on similar or relevant projects that the applicant has executed. Links to similar or relevant projects are encouraged.
- If applicable, identification of subcontractors to be used and specified work they will perform.
- Sample project timeline. Provide a general idea of the amount of time it may take for the consultant to complete each major phase of the proposed project.
- List of References. References of at least three clients (municipal preferred) for whom comparable services were performed including the name and contact information of a primary client representative. Each listed reference shall include a description of the services provided to the client. If applicable, provide a list of at least three clients for any subcontractors to be used and specific work performed for the client.
- Estimated Costs. Provide an estimate of the cost of work for each major phase of the proposed project. Further refinement of the cost is expected as the Scope of Work and Deliverables are finalized as part of an Agreement for Services.
- Additional Information. Provide other relevant information that may help the Village understand the applicant's abilities to successfully complete the project.

Each applicant must submit one (1) original and one (1) electronic copy of their RFP response and cover letter in PDF format on a flash drive or CD. All responses to the Village of Spring Lake Community Branding Project must be received no later than **4:00 p.m. on Wednesday, May 8, 2019**.

**Responses received after 4:00 p.m. on Wednesday, May 8, 2019 will not be considered.**

Applicants accept all risks of late delivery of mailed proposals regardless of fault. Facsimile or emailed proposals will not be considered. All proposals and accompanying documentation will become the property of the Village and will not be returned.

**Submit Proposal Responses to:**

Angela Stanford-Butler – DDA Director  
Village of Spring Lake,  
102 W. Savidge Street,  
Spring Lake, MI 49546

**Questions must be submitted in writing by 4:00 p.m., Wednesday, April 10, 2019** (no phone calls please). Send questions to: Angela Stanford-Butler, Downtown Development Authority Director, at [angela@springlakevillage.org](mailto:angela@springlakevillage.org). All questions will be responded to in writing by Wednesday, April 17, 2019

## REVIEW AND SELECTION

The DDA Board, along with the DDA Director and Village Manager will review proposals received and make a recommendation to the Village Council for approval of a contract between the two parties.

Interviews may be held by the DDA as part of a consultant's submittal. Should the DDA chose to conduct interviews, interested firms represented by the proposed project team members must be able to attend the interview to be considered for this project.

Certain factors will be considered in evaluating the consultant's qualifications, including, but not limited to, the following:

- Demonstrated understanding of requirements and recommended approach;
- Proven track record in visual identity development and level of experience in relevant industries and with similar clients from similar locales;
- Visual appeal of representative work;
- Ability to keep project on track and to meet agreed upon deadlines;
- Personnel qualifications of key personnel assigned to this project;
- Availability to start project immediately upon award of contract; and
- Price.

## RESOURCES

Respondents may find the following resources about the Village of Spring Lake helpful in completing the proposal response:

- Village of Spring Lake website: [www.springlakevillage.org](http://www.springlakevillage.org)
- Village of Spring Lake Face Book Page: [www.facebook.com/VillageofSpringLake](http://www.facebook.com/VillageofSpringLake)
- Spring Lake DDA website: [www.visitspringlakemi.com](http://www.visitspringlakemi.com)
- Spring Lake DDA Face Book Page: [www.facebook.com/VisitSpringLakeMI](http://www.facebook.com/VisitSpringLakeMI)

## RFP AMENDMENTS

The Village reserves the right to change the RFP contents or issue amendments to the RFP at any time. The Village also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items. The Village reserves the right to request clarification of information from any vendor or to request supplemental material deemed necessary to assist in the evaluation of the proposal. The Village reserves the right to effect any agreement deemed by the Village to be in its best interest. This RFP does not obligate the Village to accept or contract for any expressed or implied services.

In the event of a material modification, all known and/or potential applicants will be notified of an amendment to this RFP. If deemed necessary by the Village, applicants will be given

an opportunity to modify their proposal in the specific areas that are affected by the modification.

## **GENERAL TERMS AND CONDITIONS**

1. In the event that the firm to whom the services are awarded does not execute a contract within thirty (30) calendar days after Village Council approval of the award, the Village may give notice to such firm of intent to award the contract to the next most qualified firm or to call for new proposals and may proceed to act accordingly.
2. The Village will not reimburse vendors for any costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.
3. Applicants shall thoroughly examine and be familiar with these specifications. The failure or omission of any applicant to receive or examine this document shall in no way relieve any applicant of obligations with respect to this proposal or the subsequent contract.
4. The contract between the successful applicant and the Village may be terminated by the Village for convenience **upon** not less than thirty (30) days advance written notice. The selected firm shall be entitled to just and equitable compensation for any satisfactory work completed prior to the termination date.
5. Under no circumstances will any damages be paid as a result of the termination of this contract. The Village reserves the right to terminate the contract without a 30 day written notice if the contracted firm fails to comply with any of the terms and conditions of this RFP or subsequent contract as determined by the Village at its sole discretion.
6. Equal Employment Opportunity/Anti-Sexual Harassment Policy. During the term of the contract, the selected firm shall comply in all respects with the Equal Employment Opportunity Act. The selected firm shall have a written equal employment opportunity policy statement declaring that it does not discriminate on the basis of race, color, religion, sex, national origin, disability, or age. Findings of noncompliance with applicable state or federal equal employment opportunity laws and regulations may be sufficient reason for revocation or cancellation of the contract.
7. The selected firm shall comply with the provisions of the Americans with Disabilities Act.
8. The RFP and subsequent contract shall be governed by and construed according to the laws of the State of Michigan.

9. Non-Enforcement by the Village. The selected firm shall not be excused from complying with any of the requirements of the RFP or contract because of any failure on the part of the Village, on any one or more occasions, to insist on the selected firm's performance or to seek the selected firm's compliance with any one or more of said terms or conditions.
10. All submitted proposals are subject to the Michigan Freedom of Information Act.
11. All contracts are subject to review by the Village of Spring Lake legal counsel.