



REQUEST FOR PROPOSALS

Village Marketing

Village of Antioch
874 Main Street
Antioch, Illinois 60002

All RFP's are to be marked clearly on the outside "Marketing Proposals". RFP documents may be downloaded from our website, www.antioch.il.gov or requested by e-mail. Send all requests for documents, questions, or inquiries to Lromine@antioch.il.gov by Friday, December 11th, 2020, 2020 at 5:00pm.

The right is reserved to reject any and all Proposals or to accept the Proposal which is deemed by the Village of Antioch to be in its' best interest. The Village also reserves the right to waive any irregularities and/or informalities in the process.

PROPOSAL REQUEST

The Village of Antioch is seeking proposals from professional firms with experience in working with organizations interested in municipal marketing. This is a request for proposal for such consulting services, that can execute the necessary processes and achieve our goal of creating a successful marketing program for the Village of Antioch with the goals of attracting visitors and improving the economic development environment. Proposer should be able to develop a comprehensive marketing campaign, with the goal is to enhance the image of the Village as a great destination and community.

Please submit your final proposal to the office of the Village Clerk by Friday, December 11th, 2020 at 5:00 p.m. to:

Lori Romine, Village Clerk
Village of Antioch
874 Main Street
Antioch, IL 60002

Final RFP Proposal submissions may be submitted via postmarked mail or physically delivered to the above address, and will be timestamped from the date and time received. Sealed packets must contain three (3) hard copies of full proposal and all its' contents along with three (3) flash drives with the same materials

BACKGROUND

The Village of Antioch is a community of approximately 15,000 people and is located approximately 50 miles northwest of Chicago and is located at the northwest corner of Lake County and approximately 50 miles southwest of Milwaukee. Historically, a gateway to the recreational activities of the Chain of Lakes, Antioch contains a historic Downtown that continues to attract new businesses. Antioch is surrounded by Lake County Forest Preserves and the Village takes great pride in its natural resources as reflected in the Village's moniker, "Authentic by Nature". During the past several decades, the community has experienced new residential growth and increasing interest in the Village's new "Antioch Corporate Center". The median family income of the Village is \$87,604.00 and median home value is approximately \$220,000.00.

In 2011 the Village worked with a marketing consultant to develop a brand, "Authentic by Nature", as well as promote seasonal campaigns. In 2015 the Village approved its Community Vision, identifying 6 core values that help define the ideal future for Antioch. Among these core values are a vibrant economy, business diversity & tourism. As a part of the 2017-2020 Strategic Plan for the Village of Antioch, marketing the Antioch Brand was identified as an initiative in response to the Community Vision. The Village is an active member of the Lake County Convention and Visitors Bureau, and recently, an Economic Development Task Force has been developing a plan for the beautification of the downtown area of Antioch.

SCOPE OF MARKETING PROGRAM

The purpose of this initiative is to differentiate Antioch from other surrounding suburban communities in the area by developing a market program that will allow the Village to attract visitors, prospective businesses, developers, and new residents to the Village. The chosen agency shall provide The Village of Antioch with a market research study to determine the view of the Village in neighboring communities. The Village of Antioch requests proposals by qualified firms to research, create, and develop an implementation plan for a community marketing initiative for the Village of Antioch.

The Village of Antioch would like a proposal that exemplifies the primary goals and objectives to be achieved by the marketing initiative:

- ☐ Uniformity – The marketing initiative should convey a common message and image to audiences both within and outside of the Village of Antioch.
- ☐ Community Identity/ Pride – Identify and promote what makes the Village of Antioch 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 and young professionals, and retain key businesses. A defined

message that will market the Village of Antioch locally and regionally that the Village 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.

Endorsement – The marketing program should be authentic and resonate with citizens, businesses, employees, and community groups within the Village of Antioch and throughout the region in order to gain the broadest possible support for the initiatives. It must be relevant to the Village of Antioch, but also reflect the desire to move forward

SCOPE OF SERVICES

Project Management – The consultant will lead all aspects of the Village of Antioch community marketing initiative, including the following:

1. Marketing Advisor to Village Board- – The marketing consultant shall serve as the main liaison on all marketing and branding initiatives for the community and will provide the Village Board updates on any major new marketing initiatives;
2. Research – The marketing consultant will be required to research the market area for the Village of Antioch and review the Village’s current marketing efforts.
3. The marketing consultant will be responsible for completing the following tasks as part of their marketing and branding efforts:
 - a. Identifying the key character elements of the Village of Antioch that will provide a foundation for future marketing efforts.
 - b. Analysis of current efforts and existing creative elements such as logos and creative designs.
 - c. Analysis of Antioch’s competitor marketing strategies.
 - d. Review all current social media marketing efforts of the Village of Antioch.

4. Strategic Marketing Plan – The consultant will develop strategic objectives that will include implementation, management and ongoing marketing efforts include, not limited to the following:

- a. Promotion of the use of the brand among many Village of Antioch 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. Recommend ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
- d. Creative/Marketing Development – The consultant will develop creative elements that may include design concepts that promote the marketing and branding of the Village of Antioch.
- e. Creation of new marketing initiatives involving the following:

1. Print and electronic advertising
2. Village website design
3. Media placement and social media
4. Public Relations

5. Outdoor signage and brand recognition

5. Implementation Matrix – The consultant will develop an action plan for implementation of the brand in enough 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 marketing and branding positioning.
 - d. Implementation plans for brand identity applications and brand identity maintenance plan.
 - e. Potential funding sources
6. Evaluation Plan – The consultant will develop a plan for ongoing evaluation of the marketing's effectiveness and reporting of results of the strategy to Staff and the Village Board.

DELIVERABLES

- ☑ Minimum monthly reports outlining significant meetings, discussions, actions and results.
- ☑ Qualitative and quantitative analyses of current image and positioning.
- ☑ Recommended positioning of logo and brand guidelines.
- ☑ Implementation matrix for brand identity applications and brand identity maintenance plan.
- ☑ Detailed marketing implementation schedule based upon available research.
- ☑ Estimated costs/budget associated with the implementation process
- ☑ Presentation of the proposed marketing identity including the elements listed above.
- ☑ Final written marketing plan outlining the elements listed above.

NOTE: The detailed scope of services will be negotiated at the time of contract development.

ELIGIBILITY

The consultant should specialize in project management, research, marketing, and creative design as it relates to development of a comprehensive marketing approach. To be eligible to respond to the RFP, the consultant must

demonstrate that is a firm which significant experience with community marketing initiatives. Priority will

be given to those firms that have experience with local governments.

The Village of Antioch desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach where more than one firm will provide support within a consulting team are acceptable.

The proposals from the consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand. The proposal should also entail destination branding for the community.

CONTENT OF PROPOSAL

The following information should be included under the title "Marketing RFP":

- 1. Name of proposer**
- 2. Proposer address**
- 3. Proposer telephone number**
- 4. Proposer federal tax identification number**

5. Name, title address, telephone number, fax number, and email address of contact person authorized to contractually obligate the Proposer on behalf of the proposer.

Proposers should letter and number responses exactly as the questions are presented herein. Interested proposers are invited to submit proposals that contain the following information:

1. Introduction (transmittal letter)

2. Background and Experience

3. Approach

4. Project Schedule

5. Proposed Compensation

By signing the letter and/or offer, the Proposer certifies that the signatory is authorized to bind the Proposer. The proposal should include:

1. Introduction (transmittal letter)

- a. A brief statement of the proposer's understanding of the scope of the work to be performed;
- b. A confirmation that the proposer meets the appropriate state licensing requirements to practice in the State of Illinois if applicable;
- c. A confirmation that, if awarded the contract, the Proposer acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract;
- d. Any other information that the Proposer feels appropriate;
- e. The signature of an individual who is authorized to make offers of this nature in the name of the proper submitting the proposal.

2. Background and Experience

Proposers should:

- a. Describe Proposer's firm by providing its full legal name, date of establishment, type of entity and business expertise, short history, current ownership structure and any recent or materially significant proposed change in ownership.
- b. Describe any prior engagements in which Proposer's firm assisted a governmental entity with any other projects relating to brand image. Proposer should include all examples of work on similar projects as described in the Scope of Services. Proposer should provide the names, phone numbers, and emails of contact persons in the organizations for whom any projects referenced in this section were conducted. Proposer should include written references (letters or forms are acceptable) from previous clients attesting to the quality of work proposer cites in this section.
- c. Describe any issue the characteristics of which would be uniquely relevant in evaluating the experience of Proposer's firm to handle the proposed project.
- d. Describe any relevant specialized knowledge in brand image.

3. Personnel/Professional Qualifications

Proposers should:

- a. Identify staff members who would be assigned to act for Proposer's firm in key management and field positions providing the services described in Scope of Services, and the functions to be performed by each.
- b. Include resumes or curriculum vitae of each such staff member designated above, including name, position, telephone number, fax number, email address education, and years and type of

experience. Describe, for each such person, the relevant branding image projects on which they have worked.

4. Approach

Proposers should:

- a. Clearly describe the unique approach, methodologies, knowledge and capability to be employed in the performance of the Scope of Services.
- b. This request for proposal should stimulate creative, innovative thinking and to draw out the unique character and advantages of the community.

5. Project Schedule

The proposal should include a general project schedule with an estimated completion date to be determined by firm.

6. Proposed Compensation

The selected Consultant will be compensated on a unit-price basis for each deliverable of definable work product delivered and on an hourly fee basis for additional services rendered.

- a. Provide the firm's general fee structure for providing identified services. Where applicable, provide unit prices for deliverable items described in the Scope of Services. Any final price per task will be subject to a cost reasonableness determination and final negotiation.
- b. For tasks that lack a definable work product, provide fully-loaded hourly rates for responsible personnel. The estimate of costs and person hours per work item must be an exhibit in the consultant proposal and must be represented as a "cost not to exceed".
- c. Provide other pricing information if applicable.
- d. Village of Antioch is not liable for any cost incurred by any proposers prior to the execution of an agreement or contract created as a result of this RFP. The Village shall not be liable for any costs incurred by the selected consultant that are not specified in the contract.

SELECTION CRITERIA

Village of Antioch reserves the right to accept or reject any or all proposals. All proposals become the property of the Village. The Village of Antioch shall evaluate each potential contractor in terms of:

1. Qualifications – 25 points
 - a. Experience of the firm with this particular type of project as described in the scope of services.
 - b. Experience of the firm in communities with demographics and/or challenges similar to those faced in Village of Antioch.
2. Team proposed for this project – 25 points
 - a. Incorporate a strong team structure able to handle the task.
 - b. Company has completed work for other municipalities to county governments.
3. Reference from other clients attesting to firms - 10 points
 - a. Quality of work.
 - b. Compliance with performance schedules
4. Cost reasonableness – 20 points

Upon receipt of submission the Village team will review the application and determine a short list of three finalists. To determine the finalist a member of the Village team may call representatives of the

application for clarification, information, or additional details. The final three will be asked to make a presentation to the Village team. The finalist will be presented to the President and Board of Trustees at a Village Board Meeting for recommendation of approval.

PRODUCT

This contract will result in an implementable marketing campaign that will draw out the unique character and advantages of the community. The marketing efforts shall positively change the perception of the community and create community pride. The marketing efforts will include, but not limited to, new social media marketing efforts, messages, tagline, visual graphics, and other applicable graphics.

COMPLIANCE WITH LAWS

The selected firm agrees to be bound by all applicable Federal, State and Local laws, regulations and directives as they pertain to the performance of the contract.