

CANDO

Request for Proposal

Activities to establish a brand and marketing strategy for Central Neighborhood

1. Overview

The Central Neighborhood Development Organization (CANDO) requests proposals from qualified agencies to assist CANDO in developing a Marketing and Promotion Plan for the Central Neighborhood. The plan should create a strong brand for the Central Neighborhood, develop a supporting graphics package, identify target markets, identify communications vehicles for the community, and develop an implementation strategy including a project budget, schedules, and action items.

The plan should be aimed at an audience of those who wish to work, shop, recreate and reside in Central neighborhood.

2. General Instructions

- a. Issuing Office. This Request for Proposals (RFP) is issued by the Central Area Neighborhood Development Organization (CANDO).
- b. Questions. All questions may be directed to:
JIM PARSONS, (612) 824-1333, jim.parsons@CANDOmpls.org
- c. Response Date. Five (5) copies of the proposal must be submitted in a sealed envelope marked "Marketing and Promotion Plan" to the CANDO office, 310 E. 38th Street, Room 304, Mpls., MN 55409, on or before 4:00 p.m. on Thursday, April 30, 2009. All proposals will be held, unopened, until the deadline. The proposals will then be forwarded to CANDO's Economic Development Committee. The committee will review the proposals and determine whether interviews will be required. If the committee deems that interviews are necessary, they will be scheduled for **May 15 – May 20**.

- d. Content. To be considered, agencies must submit a complete response to this RFP in the form requested. Submittals that do not respond to items requested in this RFP or indicate exceptions to such items may be rejected.
- e. Right of Refusal. CANDO reserves the right to reject any and all proposals, or any parts thereof, or to waive any informality or defect in any bid if it is in the best interest of CANDO and the Central neighborhood.
- f. Liability of Costs. Respondents are responsible for their own expense in preparing, delivering or presenting a proposal, and for subsequent negotiations with CANDO, if any.

3. Background about the Central Neighborhood:

Central neighborhood is named after Minneapolis Central High School, one of the city's largest schools built in 1913 at the intersection of Fourth Avenue and 34th Street. The massive, three-story English architecture-inspired structure was demolished in 1982 and later replaced by Green Central School and Park. Central Neighborhood's boundaries are defined by Lake Street to the north, 38th Street to the south, 2nd Avenue to the west, and Chicago Avenue to the east. Park and Portland Avenues—with their wide expanses and especially grand homes—serve as the neighborhood's residential "showcase" streets. Chicago and 4th Avenues, and Lake and 38th Streets serve as Central's primary commercial corridors.

As one of the older neighborhoods in South Minneapolis, Central boasts a wealth of extraordinary architecture built largely between the late 1800s and the early 1900s. It is here that you'll find ornate Queen Anne architecture nestled alongside stately Colonial Revivals, and elegant Four-Squares sharing blocks with Arts & Crafts Bungalows and English-inspired Tudors. Bustling Lake Street boasts an abundance of vibrant, multi-cultural businesses unmatched anywhere in the city, including the new Midtown Exchange and Global Market at the intersection of Chicago and Lake Street. With such diversity, there's something for everyone on lively Lake Street.

Nestled quite literally in the center of south Minneapolis, Central Neighborhood's popularity continues to grow as it attracts those who not only value the neighborhood's beautiful, historic housing stock and vibrant, diverse community of residents and businesses, but its close proximity to everything the city has to offer: Downtown, Uptown, the Lakes District, Minnehaha Creek, Lake Nokomis, the Midtown Greenway, the Midtown Exchange and Global Market, the freeway system, and much more.

Background about Central Area Neighborhood Development Organization (CANDO)

CANDO promotes neighborhood livability and stability, fosters economic development, and strengthens communication through inclusive and representative community involvement.

CANDO is a community-driven organization that engages residents, property owners, business owners, and other invested in the Central neighborhood through regular activities, meetings, and events to:

- Provide an organized voice for residents of the Central neighborhood.
- Advocate on behalf of residents, property owners, of the Central neighborhood.
- Build strong community relationships that cross economic, cultural, and generational lines in order to protect our rich diversity and ensure open communication between neighbors.
- Provide for, and facilitate, opportunities for citizen participation venues at which all voices can be heard.
- Improve, and/or support efforts to improve housing stock, education, recreation, child care, transportation facilities, the environment, public safety, community beautification, and other neighborhood services that impact the Central Neighborhood.
- Encourage a healthy economic environment for the residents of Central, especially the economically disadvantaged, which is realized by:
 - Quality businesses which serve, and are accessible to, all residents.
 - High quality, living wage jobs accessible to all residents, which also promote advancement and reasonable job security through training or other opportunities.
 - Revitalized, restored, and/or stabilized primary business corridors.
 - Create and maintain a living, vibrant, and self renewing community for this and future generations.

More information about CANDO and its recently adopted strategic plan can be found at: www.candompls.org.

4. Project Objectives:

This project has the goal of creating a coordinated image and associated marketing campaign for CANDO to entice residents and businesses to the Central Neighborhood. CANDO expects that the development and implementation of the Marketing and Promotion Plan will:

- a. Identify target markets** – A critical first step will be for the selected agency to lead the CANDO Economic Committee in identifying target markets within the Central neighborhood

- b. **Engage critical stakeholders**- The selected agency will create and facilitate a process for engaging all relevant groups/target markets/stakeholders in the Central neighborhood through brand creation process. A discussion of tools or methods to be used should be included. Relevant groups include, but are not limited to:
 - i. **CANDO**
 - ii. **Local business including home based businesses**
 - iii. **Various ages and ethnicities**
 - iv. **City of Minneapolis departments incl. 8th Ward Council Office, Third Precinct, etc.**
 - v. **Organizations serving Central neighborhood**
- c. **Creation/Development of Brand Image for the Central Neighborhood** – After engaging the relevant stakeholders in the Central neighborhood the agency will create/develop a fresh brand for the Central neighborhood that speaks to the identified target markets in Central.
- d. **Develop a supporting graphics package**
- e. **Identify communications vehicles for the community**
- f. **Implementation Strategies** – A key function will be to recommend strategy options for implementation the plan that permits flexibility for the targeted audiences and that ensures the integrity of the campaign. Additionally, the implementation strategy should include consideration/proposals for an ongoing campaign. The agency will need to guide CANDO through options regarding the level in which each of the various entities will need to be centralized while providing flexibility for different targets.

5. Submissions

All proposals must be received in their entirety at or before **4:00 pm on Thursday, April 30, 2009**. Applicants are responsible for ensuring that their proposal, however submitted, is received on time and at the location specified. At a minimum each respondent shall submit the following information:

- a. **Agency History.** Name, address, and brief history of the agency. The proposal must be signed by an authorized official for the agency submitting the proposal. In addition, include relevant information of any agency that you intend to subcontract with for any portion of the project.

- b. Related Experience. Include information on projects where the agency rendered professional services similar to those requested in this RFP. List the name of key personnel assigned to each project.
- c. Work Plan. Provide the technical approach recommended to accomplish the required work. Include tasks, methodologies, and a description of the client/stakeholders involvement in the process. The process required to create **the Marketing and Promotion Plan shall include an extensive effort to involve and inform the citizens, businesses, and interest groups in Central neighborhood of the initiative.**
- d. Timeline. Provide a project schedule with key meetings and deliverables noted. CANDO desires the selected agency to begin immediately following the award of the contract, to build on the momentum that has been created to date.
- e. Fees. Provide a fixed fee quotation for the services outlined in the work plan. Price may not be a determining factor in the award. Proposed fees should include hourly rates, a not-to-exceed amount, and costs for reimbursable expenses. If any additional services are proposed, they should be clearly identified. Please include a separate rate sheet that would be used for contracting additional services or meetings.
- f. Deliverables. Provide a detailed list of work products that will be developed as a result of the Marketing and Promotion Plan. Both hard and electronic versions of the final Marketing and Promotion Plan should be provided to CANDO.

6. Evaluation

Proposals will be reviewed by the CANDO Economic Development Committee. Each proposal will be reviewed and evaluated based on the following:

- Thoroughness and clarity of proposal
- Experience of agency with similar work
- Experience of personnel proposed for this project
- Agency's reputation for quality, integrity, meeting budget, meeting schedule
- Responsiveness to client
- Proposed budget and timeline
- Understanding of the issues impacting the community

The most qualified agencies will be short-listed for interviews to be held **May 15-May 20, 2009**. The purpose of the interviews is to allow the comparison of agencies' different approaches to the development of the plan, as well as their understanding of the project. It is essential that the consultant's personnel to be assigned to the work, as well as key representatives, be present at the interview.

The top ranked agency shall be selected based on the interview. A recommendation of the selected agency will be made to the CANDO Board of Directors on **May 21, 2009**. The selected agency and CANDO representatives will negotiate a contract, subject to approval by the CANDO Board of Directors. The dates shown in this Evaluation section, in the Schedules section below and throughout this RFP are subject to change by CANDO at its sole discretion.

7. Schedules

All dates are 2009:

- **Request for Proposals released:** **March 31**
- **Proposals DUE:** **April 30**
- **Proposals reviewed by Econ. Dev. Committee:** **May 14**
- **Agency interviews:** **May 15-20**
- **Recommendation to CANDO Board:** **May 21**
- **Contract awarded:** **May 29 or as may be determined by the CANDO Board of Directors**
- **Project start date:** **June 1**