

Deerfield Valley Brand Identity Request For Proposal

In collaboration with the Towns of Dover and Wilmington, and The Southern Vermont Deerfield Valley Chamber of Commerce

RFP Issue Date: April 23,2021

Proposals Due By: May 17, 2021 4pm

Qualifications can be sent by email or mail to:

Eric Durocher

Economic Development Director - Town of Dover

PO Box 527

West Dover, VT 05356

econdev@doververmont.com

Questions: Eric Durocher (802)464-5100 x4 econdev@doververmont.com

Introduction and Background:

The Bi-Town Marketing Committee is a sub-committee of the Bi-Town Economic Development Committee. The Bi-Town Economic Development Committee is organized by the Towns of Wilmington and Dover with representation from the select boards, staff, community members, Mount Snow, Brattleboro Development Credit Corporation, and the Southern Vermont Deerfield Valley Chamber of Commerce. The purpose of the committee is to authentically promote the Deerfield Valley to summer and shoulder season visitors for increased economic viability. The Marketing Committee just completed a five-year digital marketing campaign. The digital ad campaign is connected to the Southern Vermont Deerfield Valley Chamber of Commerce website; they are also our fiscal agent. The Committee has been funded by the two towns for a new brand identity.

A Vision Statement was created during our Strategic Planning process:

Southern Vermont Deerfield Valley is rooted in the grandeur of the Green Mountains and steeped in Vermont culture and history. It offers authentic New England hospitality experiences, a relaxed lifestyle, and abundant outdoor experiences all of which inspire visitors to relax, appreciate, and engage.

The Deerfield Valley will seek to become an important Vermont spring, summer and fall destination along with our vibrant winter.

Scope of Work:

The utmost importance is that Southern Vermont Deerfield Valley provides travel

consumers with an emotionally salient, easily recalled brand identity. This will facilitate word-of-mouth, press coverage, social media sharing and even recommendations from local stakeholders.

- 1) Audit existing branding and marketing materials. Evaluate Southern Vermont Deerfield Valley logo.
- 2) Conduct necessary research. A Stakeholder Research Report and a New England Destination Audit were completed during our strategic planning process that should be utilized to create our new brand identity.
- 3) Identify our brand pillars. Three main assets of the Southern Vermont Deerfield Valley Region.
- 4) From the identified brand pillars create a new brand identity with a color palette, typography, placement of key visuals need to be considered for all consumer facing communications. The final deliverable will include: a tagline, voice, a set of graphic standards to be used for website, digital advertising, print advertising, banners, and other marketing uses that describes the promise of travel in Southern Vermont's Deerfield Valley.
- 5) Upon approval of the Bi-Town Marketing Committee branding and marketing collateral, deliver a final presentation, report, and branding & marketing assets saved to an external drive.

Please refer to the full Deerfield Valley 5-Year Strategic Marketing Plan.

The desired firm or personal qualifications include:

- 1) Creativity and uniqueness to branding
- 2) Knowledge of our area, seasons, and people
- 3) A strong record of project communication and reliability
- 4) Previous experience with similar projects
- 5) Timeline of availability

Required Content:

- 1) Identity of individual/organization: Identify yourself/organization and a single point of contact with information.
- 2) Experience: Provide a history of your yourself/organization, a list of clients/projects you have developed, and background qualifications of anyone who would be working with you on the project.
- 3) Creativity: Show other similar brand identity projects you/organization have created.

- 4) Timeline/Capacity: Indicate your capacity to implement with the timeframe of completion and list specific steps of the project progression.
- 5) Minimum of two references from organizations/businesses you have worked with.

Criteria Scoring:

- 1) Creativity (max 30 Points)
- 2) Knowledge of our Area (Dover/Wilmington). (max 25 Points)
- 3) Qualifications of the individual/organization to be assigned to the project (max 25 Points)
- 4) Timeline availability (max 20 Points)

The Bi-Town Marketing Committee shall evaluate the statements of qualifications and other material submitted by interested firms or individuals and select a minimum of three firms (or individuals which, in their opinion, are best qualified to perform the desired services. Interviews may be conducted.. The Committee shall rank, in order of preference, these three professional firms deemed to be the most highly qualified to provide the services required, and create an agreement with the firm. In the event that a contract cannot be negotiated with the most highly qualified firm, negotiations continue in order of qualifications.

Submission of Proposal:

Please make all submissions to Eric Durocher at econdev@doververmont.com.

Other Information:

The Bi-Town Marketing Committee and the Southern Vermont Deerfield Valley Chamber of Commerce reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel the RFQ in part or in its entirety if it is in the best interest of the committee. This solicitation of proposals in no way obligates the committee to award a contract.

The selection of a vendor shall be made without regard to race, color, sex, age, religion, sexual orientation, gender identity, national origin, physical or mental condition, HIV status, or political affiliation. An Equal Opportunity Employer and encourage proposals from qualified minority and women-owned businesses.