

City of Blue Island

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Blue Island, Illinois 60406

www.blueisland.org

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Finance Department

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FAX 708-597-1807

Marketing Department

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Water and Sewer Department

PHONE 708-597-8605

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Public Works Department

3153 Wireton Road
Blue Island, IL 60406

PHONE 708-597-8604

FAX 708-597-4260

February 24, 2009

Re: Request for Proposal: City of Blue Island Cultural Heritage Brand Identity and Marketing Plan

Dear Consultant:

The City of Blue Island is soliciting proposals from qualified and experienced professional firms to create a Cultural Heritage Brand Identity for Blue Island and develop a Heritage Tourism Marketing Plan that celebrates the City's history, within our contemporary context.

The City of Blue Island enjoys designations as a *Preserve America* community. This project is possible due to a *Preserve America Historic Preservation* fund grant designed to preserve and promote America's Heritage and Cultural assets.

The enclosed Request for Proposal (RFP) provides details on the Background, Scope of Project, Request for Proposal Process Timeline, Submittal Requirements, Review and Presentation and Award of Contract.

The City's objectives for the Project are two-fold:

- 1) Create a Cultural Heritage Brand Identity for Blue Island that incorporates our rich heritage and cultural diversity.
- 2) Develop a comprehensive Marketing Plan for promoting the City of Blue Island and our partner historic organization's cultural heritage programs and events.

Federal funds have been obtained by the City. Therefore, Preserve America procedures must be followed for the implementation of this project.

Please direct questions regarding the Request to Mary Poulsen, Marketing Director at (708) 396-7035 or via e-mail at mpoulsen@cityofblueisland.org.

Deadline for submitting a response to this Request for Proposal is 3:00 PM on March 20, 2009.

Sincerely,



Mary Poulsen
Marketing Director

Enclosure: Request for Proposal

REQUEST FOR PROPOSAL

CULTURAL HERITAGE BRAND IDENTITY & HERITAGE TOURISM MARKETING PLAN

BACKGROUND

Founded in 1835, the City of Blue Island (the “City”) began as a way station for Chicago travelers and has kept its small-town charm and matured into a vibrant, diverse community while acknowledging its rich cultural heritage.

Blue Island is fortunate to have an active Historic Preservation organization and a Historical Society, who play an important role promoting our heritage.

In March 2008, Blue Island was designated as a Preserve America Community due to our historical and cultural preservation efforts. Later in 2008, the City applied for and received a *Preserve America Historic Preservation Fund Grant to Preserve and Promote America’s Heritage and Cultural Assets*.

Our grant project shares the goals of the Preserve America initiative which are to:

- Encourage and support our community efforts to preserve and enjoy our priceless cultural and natural heritage.
- Gain greater shared knowledge about our community’s past and increased local participation in preserving our cultural and natural heritage assets.
- Support the economic vitality of our community.

The City is using a portion of our Preserve America Grant Funds to hire a Consultant to create a *Cultural Heritage Brand* for Blue Island and to develop a *Heritage Tourism Marketing Plan* that promotes our historical assets and encourages visitors to enjoy Blue Island’s rich history and the events.

SCOPE OF PROJECT

The City of Blue Island seeks a qualified and experienced professional individual or firm (“Consultant”) to:

- 1) Create a *Cultural Heritage Brand Identity* for Blue Island based on research, public input and information gathered from local historical organizations and;
- 2) Develop a *Heritage Tourism Marketing Plan* that will promote our Cultural Heritage and attract visitors to Blue Island to enjoy our historical culture and events.

The selected Consultant will participate in one Project Initiation meeting with the Project Manager, City Economic Development Director, Land Use Planner and key stakeholders (as identified by the Project Manager), to review milestones, confirm deliverables and establish project protocols. The Project Initiation meeting will be held at the Blue Island City Hall East Annex, 2434 Vermont Street, at the City’s discretion and may be conducted during normal business hours or in the evening.

Cultural Heritage Brand Identity

Historic Organization Information Collection

The Consultant will interview key member(s) of Blue Island historic organizations and/or historians to collect data on Blue Island's history as it pertains to our cultural heritage in addition to gaining knowledge of the events these organizations conduct to promote Blue Island's History and Heritage. These historic organizations and/or historians include: Historic Preservation, the Blue Island Historical Society, the Blue Island Library and local historians as designated by the City.

Public Participation

The Consultant will conduct public meetings to gain community input from Blue Island residents and business owners that will be considered when creating a Cultural Heritage Brand for Blue Island. Prior to the meetings, the Consultant will prepare a Public Participation Plan, detailing the process to be employed, format and number of events, venue coordination and publicity requirements (the City will be responsible for the venue coordination and publicity tasks), and how anticipated results will guide preliminary historic branding results. The Public Participation Plan will be submitted to the City for review, modification and approval. Following the public meetings, the Consultant will prepare a Summary Memorandum detailing the findings and the resultant goals.

Logo/Tag Line Development

The Consultant will develop at least two versions of a logo and corresponding tag lines that depict the Historical and Cultural Brand Image developed from Historical information collection and public meetings. The logo and tagline must not only be appropriate for placement on marketing and advertising materials, but can easily be incorporated into way finding signage and placement on website pages. The City, with public input, will select the preferred Logo and Tagline provided by the Consultant. The Consultant will then provide camera-ready art of the selected logo and a typeface.

Heritage Tourism Marketing Plan

Marketing/Advertising

The Consultant will develop a year-long *Heritage Tourism Marketing Plan* designed to promote Blue Island's Cultural Heritage and Historical Events and encourage visitors to experience Blue Island and attend our events. The Marketing Plan should consider Blue Island's *Preserve America* status.

Media

The Consultant will define our target audience and recommend appropriate media placement on local, regional and national levels and provide estimated media placement costs.

Creative Guidelines

The Consultant will provide Creative Guidelines that outline type fonts, spacing and logo placement for the development of print advertising.

SUBMITTAL REQUIREMENTS

Proposal Narrative

The proposal narrative explaining the overall strategy and timeline to be taken toward completion of the project and how each of the major work items listed above will be carried out. Please be sure to address project timing to meet the deadline for the completion of the tasks listed above.

Qualifications

A Brief statement of qualifications together with appropriate supplemental information demonstrating qualifications of the firm and key personnel identified to undertake the proposed project. Please indicate the number of years the firm and key personnel have been involved in projects requiring similar set of skills and expertise.

Project Budget/Cost

Submit a fixed price cost proposal based on the *Scope of Project* not to exceed \$20,000. The cost proposal does not include the cost of advertising production or placement or the cost of development of marketing material, way finding signage or web page development.

References

List of references, including municipalities or other organization with which the firm has accomplished similar projects.

Consultant Information Required

- Consulting Company Name and address, whether individual or firm; include year founded and organizational structure.
- Name, title, e-mail, address and telephone number of the principal contact person, having the authority to act on behalf of the firm.
- Name, title, e-mail address and telephone number of proposed project manager, if different from the above.

CONSULTANT SELECTION PROCESS

Request for Proposal (RFP) Process Timeline

RFP Issued	February 27, 2009
RFP Submission Deadline	March 20, 2009
Finalist Selected	March 24, 2009
Consultant Interviews	Week of March 30 th
Selection of Consultant	April 6, 2009

Review and Presentation

The City will review the proposals and submittals. Depending on the number of proposals received, the City may elect to interview responding Consultants.

Award of Contract

The City will award the contract in the matter which will obtain the highest quality of service within the established cost. Proposals will be evaluated based on 1) Overall qualification, proven performance, capabilities and references of the Consultant, 2) Completeness of the

submission's requested information and documentation and 3) Any other factors the City deems relevant and appropriate in its decision-making process.

CONTACT INFORMATION

Mary Poulsen, Marketing Director, City of Blue Island is the Project Manager who will be the designated point of contact for the Consultant.

Proposals must be submitted no later than 3:00pm on March 20, 2009. Please direct all questions to Mary Poulsen, Marketing Director, City of Blue Island, via phone at (708) 396-7035 or email at mpoulsen@cityofblueisland.org

All firms interested in submitting proposals for this project must submit five (5) copies of the proposal, in addition to one e-mailed PDF File. The proposal shall be submitted to:

City of Blue Island
13051 S. Greenwood Avenue
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Attention: Mary Poulsen, Marketing Director
mpoulsen@cityofblueisland.org