



## **CITY OF BARSTOW - CITY BRANDING**

### **REQUEST FOR QUALIFICATIONS/PROPOSALS FOR:**

*Branding and Marketing Firm to assist with City Rebranding*

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## I. Introduction and Executive Summary

### A. Introduction

The City of Barstow (City) is located in the Mojave Desert Region of central San Bernardino County, California, about 130 miles northeast of Los Angeles and 150 miles southwest of Las Vegas. The population of Barstow is approximately 23,000 and serves as a vibrant regional retail commercial center. Strong interstate highway travel-oriented services, a large rail facility, and two major military bases contribute to a diversified economic base.

Recently, the City has experienced successful commercial and residential growth, and anticipates further growth in the coming years. For this reason, the City seeks the services of a professional and experienced marketing consultant to assist with updating of the city's branding, and to create a proactive and consistent marketing campaign.

### B. Executive Summary

The purpose of this Request for Proposal (RFP) is to solicit proposals to establish a lump sum contract through competitive negotiation with a qualified consulting firm with solid experience in marketing research (both quantitative and qualitative), message/positioning development, and municipal identity/branding including development of a brand values statement; logo development and associated graphic standards; and recommendations for brand rollout through social media marketing as well as traditional marketing.

The City of Barstow is seeking the development of a comprehensive brand marketing campaign to drive business attraction and retention, energize current residents and position the municipality as a desirable place for relocation, and enhance general perception.

### C. Purpose

1. The City of Barstow requests proposals by qualified firms to research, create, and develop an implementation plan for a community branding initiative for the City of Barstow. Responses to this Request for Proposal (RFP) will provide the City with the information required to assess, evaluate, and select a consultant based on prior experience, qualification, methodology and approach, and work performed in similarly sized communities.
2. The primary goals/objectives to be achieved by the branding initiative include, but are not limited to:
  - a. Uniformity – The brand should convey a common message and image to audiences both within and outside the City of Barstow. A defined message that will market the City locally, statewide, nationally and internationally as a great place to live, work, shop, and do business; a community historically focused on sustainability and conservation; the right place for development, redevelopment and investment; the perfect mix for a business-friendly community.
  - b. Community Identity/Pride – Identify and promote what makes the City distinct and appealing in a regionally competitive environment for investors, businesses, retailers, visitors, and residents.
  - c. Community and Economic Development Promotion – Promote a healthy economy, attract

private investment, new residents and young professionals, and retain key businesses and creative talent.

- d. Flexibility – The brand must be flexible and adaptable in order to meet the needs of a variety of departments and municipal functions within the City, as well as groups and businesses within the City in their specific marketing initiatives, while maintaining consistency with their overall brand. It must also be flexible enough to grow and evolve along with any changes in the market.
- e. Endorsement – The brand must be authentic and resonate with community leadership in the City and with business leadership in the greater Southern California area

## **D. Scope of Work**

Project Management – The consultant will lead all aspects of the City community marketing and branding initiative, including the following:

1. Advisory to City management – Meetings throughout the process will be required.
2. Lead for facilitating various focus groups comprised of community leadership and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City's image.
3. Facilitator during the research process and/or testing of the new brand – Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public involvement to ensure that community leaders and the business community are aware of and involved in the project.
4. Research – Research will be the basis for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key publics to identify the following:
  - a. The key elements of the City of Barstow.
  - b. Analysis of competitor marketing strategies.
  - c. Measures that will be used to determine if the branding effort is successful.
5. Strategic Plan – The consultant will develop strategic objectives that will help better inform the City of Barstow on implementation, management and ongoing promotion of the brand to include, but not be limited to the following:
  - a. Promotion of the use of the brand among City of Barstow departments.
  - b. Maintenance and consistency of brand image and messaging while providing suitable flexibility for the target audiences of the participating agencies.
  - c. Recommendations of ways to articulate the brand; define markets and promotional avenues; and advise on strategies to better promote and create brand awareness.
6. Creative/Development of Brand – The consultant will develop creative elements that include design concepts, logos, messages, brand statement, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered, with the final option delivered with a style manual and guidelines for use and the capability of use in the following
  - a. Print and electronic advertising
  - b. Website design
  - c. Media placement

- d. Public relations
  - e. Events
  - f. Templates
7. Implementation Plan – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow Steering Committee to understand the approach and work plan. An Action Plan should include, but not be limited to the following:
- a. Estimated costs/budget associated with the implementation process.
  - b. Proposed timelines for development of creative elements.
  - c. Recommended positioning logo and brand guidelines.
  - d. Implementation plans for brand identity applications and brand identity maintenance plan.

## II. Submittal Instructions, Questions and Timeline

### A. Registration Form

All interested parties are required to complete and return the registration form, found in Attachment C.

### B. Pre-Bid Meeting

A Non-Mandatory Pre-Bid meeting will be held via Zoom on **Monday, May 23, 2022 at 2:00 pm PT**. Interested parties should register here: <https://pepperdine.zoom.us/meeting/register/tZAlfuippjMqGdRphily-jBl-VnunuO2n6iY>

### C. Questions

Interested parties may not communicate about this RFP with elected officials or staff representing the City of Barstow, or any other individuals retained by the City to support this procurement. All questions and requests for clarification must be submitted in writing to [barstow@localequity.com](mailto:barstow@localequity.com) by **4:00 pm on Monday, June 6, 2022**. Questions after that date/time will not be answered.

Responses to questions submitted prior to the established question deadline will be released on **Monday, June 13, 2022**.

### D. Submittal Deadline

Please return RFQ/P responses for review by **Monday, June 27, 2022 at 4:00 pm** to the contact listed below. All proposals must be received **prior** to the aforementioned deadline. Any proposal received after the deadline shall not be considered.

The City may continue to solicit qualifications and proposals beyond the above date if the City, in its respective sole determination, is not satisfied with the number and quality of submittals received.

### E. Digital Submittal and Contact

Proposal packages are limited to 30 pages and 15MB in size, including all attachments and addendums. Proposal packages are to be submitted electronically to:

Email: [barstow@localequity.com](mailto:barstow@localequity.com)

All responses must be completed as required, signed by an officer of the firm who is authorized to enter into a binding agreement with the City on behalf of the company. Proposals (as described below) are to be digitally submitted to the email address and time designated above and clearly identified with the Consultant's name, address, telephone number, and email address. Submit one digital proposal titled as **"Request for Qualifications/Proposal – City of Barstow Branding."**

### III. Submittal Requirements

#### A. Submittal Overview

The City reserves all rights to amend or modify this RFQ/P, reject all proposals, extend any dates, or extend the submittal deadline until responses are received.

All materials submitted during any part of the selection process shall become the property of City. The respondent may designate portions of its submittals, which contain proprietary data as "confidential", but the City cannot guarantee that it will be able to legally enforce such confidentiality.

The City shall not be responsible for any costs and/or obligations incurred by and/or on behalf of a potential Consultant in preparing, submitting, or otherwise participating in any part this RFQ/P, the selection, documentation, or the development process in its entirety. The City reserves the right to request clarification or additional information from respondents. Information included in this RFQ/P is believed to be accurate but should be independently verified by potential respondents.

#### B. Request for Proposal Content

Respondents shall provide the information that follows in this Section. Once the City has the opportunity to evaluate each response, some or all respondents may be invited to make specific presentations and/or be invited for personal interviews.

Respondents selected to advance to interviews will be notified via email. Based on interview results, next steps may include, but not be limited to, additional submittals, financial references, and a preliminary letter of interest (LOI) which would include a detailed description / site plan of the proposed Project, proforma, and specific Project delivery and performance benchmarks.

The proposal, at a minimum, shall include the following information presented in a clear and concise manner:

1. **Cover Letter** – Include a summary of the respondent's basic qualifications, experience, past and current project experience of similar nature, and reasons for interest in this opportunity.
2. **Organizational Chart** – Identify members of the Project development team and provide a brief description of each team member's role including the following:
  - Principals involved in the Project.
  - Resumes of key team members.
  - Designation of lead contact for the team.

3. **Firm Qualifications** – A summary of current and previous experience of the team with regard to projects comparable within the last five (5) years.
4. **Proposed Lump Sum Fee** – Fee breakdown.
5. **References** – An accurate list of no less than five (5) references (name, title, entity, telephone number and contractual relationship to respondent) that may be contacted with respect to current and past project experience. Additionally, please provide a reference list of, and contact information for, five to ten public sector elected officials and executive staff involved in the previous projects identified as examples of Firm Qualifications.
6. **Conflict of Interest** - Disclosure of any past, ongoing, or potential conflicts of interest related to the City which the proposer may have as a result of performing the work described in this RFP.
7. **Litigation History with Public Agencies** – Provide information as to any litigation the team has had with public agencies over the last ten years.

## IV. Evaluation Criteria, Procedures, and Anticipated Timeline

### A. Evaluation Criteria

The consultant should specialize in project management, research, marketing, and creative design as it relates to the development of a community brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding initiatives. Priority will be given to those firms that have experience with local governments in this type of work.

The following criteria will be used as the primary basis for evaluating Consultant responses:

1. Qualifications and experience of the firm and individuals to be assigned to this project in providing requested services.
2. Specific plans or methodology to be used to perform the services.
3. Reference letters from other clients.
4. Quality of illustrative examples.
5. Proposed Lump Sum Fee.
6. All qualified submissions received by the deadline will be analyzed by the City according to the criteria outlined in this RFP. Failure to comply with the provisions of the RFP may cause a proposal to be rejected.
7. The City reserves the right to (a) accept or reject any/or all submissions of proposals; (b) to waive any irregularity, technicality, informality or discrepancy in a proposal; (c) accept any alternative submission of proposals presented, which in its opinion, would best serve the interests of the City; (d) give full and proper evaluation of the Vendor or team presenting the proposal.
8. The City shall be the sole judge of the proposals, and the resulting negotiated agreement that is in its best interest, and its decision shall be final.

The order of presentation of the above criteria does not necessarily denote the specific importance of the same. In its consideration of the response to this RFQ/P, the City may request additional information including in person

interviews and/or via Zoom.

## **B. Evaluation Procedures**

1. City Staff will evaluate and rank responses to this RFQ/P based on which proposals best satisfy the objectives expressed by the City in this RFQ/P for recommendation to the City Council.
2. All respondents will be notified of evaluation results, particularly those firms that have been selected for in-person and/or online interviews. City Staff shall present the recommendations to the City Council. The City Council may conduct in-person and/or online interviews before the final selection.
3. The City reserves all rights to modify or terminate the selection process, go outside of the selection process, or not proceed at all. The City further reserves the right to modify any of the proposed selection criteria in pursuing negotiations with any consultant. This RFQ/P and selection process does not constitute any type of offer and creates no contractual or other liability to the City. There is no guarantee that a contract will be awarded pursuant to this RFQ/P.

## V. Anticipated Timeline

- RFQ/P released **Monday, May 2, 2022.**
- Responses to RFQ/P due on **Monday, June 27, 2022.**
- City review of responses and invitations for interviews sent in **July 2022.**
- Interviews expected to be held in **July 2022.**

## VI. Conflict of Interest

The City of Barstow employees are prohibited from participating in the selection process for this RFQ/P if they have any financial or business relationship with any Respondent. This RFQ/P process will be conducted in compliance with all laws regarding political contributions, conflicts of interest, or unlawful activities, including, but not limited to, the City's Conflict of Interest Policy.

The Developer and its officers, employees, associates and subcontractors, if any, shall comply with all local and state conflict of interest statutes of the applicable to Developer's services under this Agreement, including the Political Reform Act (Gov. Code § 81000 et seq.) and Government Code Section 1090. Developer shall incorporate a clause substantially similar to this Section VI into any subcontract that Developer executes in connection with the performance of this Agreement.

## VII. Insurance Requirements

The successful proposer shall secure all insurance required and provide any necessary documentation to the City seven (7) calendar days subsequent to City Council approval. All insurance required must be submitted and approved by the City prior to a Notice to Proceed is issued.

## VIII. Indemnification

Attention is directed particularly to the indemnification provision in the Professional Services Agreement

(attachment A). Any agreement the City may enter into following this RFQ/P shall include a clause obligating the Consultant to indemnify and defend the City to the fullest extent of the law. Any such agreement also shall address the Consultant's responsibility to project delay change orders to the extent such are caused by the Consultant's negligence, recklessness, or will misconduct.

## IX. Acceptance or Rejection of Proposal

The City reserves the right to accept, reject, or accept a portion of any and all proposals. The City also reserves the right to waive any informality or irregularity in any proposal as deemed to be in its best interest. Additionally, the City may, for any reason, decide not to award the Contract as a result of this RFQ/P or cancel the RFQ/P process. The City shall not be obligated to respond to any proposal submitted, nor be legally bound in any manner by the submission of the proposal. The City reserves the right to negotiate services and associated costs.

## X. Legal Compliance

All proposals must be submitted, filed, made, and executed in accordance with State and Federal laws related to proposals for agreements of this nature whether the same or expressly referred to herein or not. Any company submitting a proposal will by such action thereby agree to each and all of the terms, conditions, provisions, and requirements set forth, contemplated, and referred to in the RFQ/P, and other contract documents, and to full compliance therewith.

### **Attachments:**

**Attachment A: Professional Services Agreement**

**Attachment B: Cost Proposal**

**Attachment C: Registration Form**



**Attachment A:  
Professional Services Agreement**

Can be found here: <https://www.barstowca.org/home/showpublisheddocument/238/635377580782570000>

**Attachment B:**  
**Cost Proposal**

## Attachment C: Registration Form

To be officially registered as a respondent for this specific project, and to ensure all interested parties receive all addendums and updates to this RFQ/RFP the following information must be submitted via email to: [barstow@localequity.com](mailto:barstow@localequity.com)

Failure to officially register may result in not receiving addendum(s), updates, and amendments to this RFQ/P. In addition, failure to acknowledge future receipt of addendum(s), updates, and amendments may render your proposal as non-responsive.

It is the respondent's responsibility to verify that their firm is officially registered.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Primary Contact Email Address: \_\_\_\_\_

Primary Contact Phone Number: \_\_\_\_\_

Secondary Contact Name: \_\_\_\_\_

Secondary Contact Email Address: \_\_\_\_\_

Secondary Contact Phone Number: \_\_\_\_\_