



REQUEST FOR QUALIFICATIONS & REQUEST FOR PROPOSAL

Branding Initiative & Website Design

Butler Township

3510 Sudachi Drive

Dayton, OH 45414

Proposals Due By: May 17, 2019

To: Erika Vogel, Township Administrator

evogel@butlertownship.com

937.898.6735 Ext. 1113

INTRODUCTION

Butler Township is located in Montgomery County, Ohio, just north of the City of Dayton, at the intersection of I70 and I75. It has a population of 7,852 residents and over 250 commercial businesses. Butler Township provides full government services including Police, Fire, EMS, Road Maintenance, Zoning and Property Maintenance, as well as the operation and maintenance of Polk Grove Cemetery. Butler Township celebrated its Bicentennial in 2017, marking a new era and the perfect time to embrace the current culture of Butler Township with a new branding/marketing initiative.

OBJECTIVE

Butler Township will contract with a professional design firm to engage in an identity & branding initiative that will result in a consistent brand image with cross functionality in marketing Butler Township as a destination for eating, lodging, and exploring the Dayton area, whether it be for pleasure or business. Located distinctively at the Intersection of I70 and I75, the community provides a convenient commercial district and an expansive residential community from quaint subdivisions to sprawling estate living. The business district has 17 hotels and 36 restaurants conveniently located along I-75 for visitors to Dayton's many area attractions or through Dayton on their travels. All of these amenities are within minutes of the Dayton International Airport.

The resulting product will include a comprehensive branding strategy, new website design and design standards for marketing materials.

BACKGROUND

Butler Township's logo has successfully guided the community's identity and marketing strategies for nearly two decades. This process may not involve a new logo, however it may be determined that the logo could be refreshed or updated. Butler's branding and marketing initiatives should reflect a vibrant community which successfully balances the best attributes of rural small-town living with the vitality and energy of an urbanized business district. The marketing should transfer consistently throughout the commercial business district, the residential community and all departments, including; Police, Fire, Service and Administration.

SCOPE

Butler Township seeks a professional design partner to develop an updated design/marketing standard that capitalizes on the history and successful implementation of Butler's current brand while taking into consideration the community as it is today and what it will grow to be in the future. Expectations of the initiative will include:

1. Conduct initial research about Butler's current brand and culture, gathering information from staff, community members and business leaders.
2. Determine strategies for marketing the business district for business retention and attraction as well as for visitors to the area.
3. Prepare a brand report showing conclusions the company has drawn on Butler's brand & identity and work with staff and community partners to achieve consensus on next steps.
4. Develop and roll out a new mobile friendly website for the township incorporating the new branding initiatives.
5. Develop a new tag line or slogan for Butler Township.

6. Provide a complete style manual including at least the following for consistent branding:
- Typography
 - Primary and secondary colors of brand
 - Taglines or department attachments and how they should be used
 - Letterhead and business cards
 - Email signatures
 - Signage specifications
 - Social Media
 - Video and PowerPoint templates

PROPOSAL REQUIREMENTS

Proposals must include the following information:

- A minimum of three references (including a list of any public sector clients)
- Multiple design examples from previous work (can be submitted in print or digital)
- Description of services offered by firm specific to this RFP/RFQ
- Describe how the firm will conduct research, the process for developing the branding and the firm's ability to achieve consensus from various stakeholders
- A timeline for project development and implementation
- A general cost analysis for the project, specifically breaking out the website cost
- A brief resume for members of the team who would be assigned to this project
- Indicate any subcontractors that would be used to complete the project (i.e. Website Designer if not in house)

Proposals must be signed by an official of the firm with legal authority. All proposals must be firm for acceptance for 180 days following the proposal period. Please submit 8 original copies in 8.5x11 format and an electronic copy via email to evogel@butlertownship.com or mail to:

Erika Vogel
Township Administrator
Butler Township Government Center
3510 Sudachi Drive
Dayton, OH 45414

Questions regarding the Request for Qualifications should be sent to Erika Vogel at evogel@butlertownship.com or 937-898-6735 ext. 1113.

Deadline for questions is May 13, 2019. To receive responses to all questions submitted, please register as an interested firm by emailing evogel@butlertownship.com by 4:30 p.m. on May 10, 2019. Please include the firm's primary email contact information for correspondence.

Final deadline for proposal submittal is 4:30 p.m. on Friday, May 17, 2019.

EVALUATION CRITERIA

1. **Qualifications of the Firm (25%)** - Overview of company history, comments from references & current workload
2. **Experience of Staff or Team (25%)** - Familiarity with Butler Township, resumes of assigned staff, and work examples
3. **Approach (30%)** - Understanding of the scope of work, identifying foreseeable problems in implementation and detailed project management strategies
4. **Fee Schedule and Follow through (20%)** - Willingness to set fees on a project basis, competitiveness of fees, follow-up on implementation and flexibility in phasing the project
5. ***The township trustees may elect to hold interviews with qualified finalists during the week of May 20, 2019.***

ACCEPTANCE OF PROPOSAL

Butler Township reserves the right to award a contract without further discussions or clarifications with firms. Upon acceptance of the proposal by Butler Township, the successful proposal, including all terms, conditions and pricing contained therein, will be incorporated into the awarded contract. Firms understand that failure of the potentially successful offer or to accept this obligation may result in the selection of another offer or rejection of the submitted Proposal.

NO OBLIGATION

Butler Township reserves the right to refrain from contracting with any firm. The release of this RFP/RFQ does not compel Butler Township to enter into a contract.

WITHDRAWAL OF PROPOSALS

Firms may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the firm must be submitted to the RFP/RFQ contact. The firm may submit another proposal at any time up to the proposal closing date and time.

COST OF PREPARING PROPOSALS

Butler Township is not liable for any costs incurred by firms in the preparation and presentation of proposals and demonstrations submitted in response to this RFP/RFQ.

INSURANCE

The firm shall, at the firm's expense, procure and maintain satisfactory public liability and casualty insurance to adequately protect the company's personnel and Butler Township against damages for bodily injury, including death, that may arise from operations under this contract, whether such operations are by the firm or by the firm's subcontractor, or anyone directly or indirectly employed by the firm. The successful firm must agree, if awarded a contract as a result of its proposal, to indemnify and hold harmless Butler Township, its officers, agents and employees from any and all claims and losses accruing or resulting to persons engaged in the work contemplated by its proposal or to persons who may be injured or damaged by the firm or its agents in the performance of the

work. Prior to commencement of any work, these and other provisions will be established contractually.

BUSINESS COMPLIANCE

Firm must be in compliance with all local, county, state business licensing, bond and insurance requirements. Firm shall be compliant with Ohio's Findings and Recovery requirements.

FIRM RESPONSIBILITY

Unless otherwise stipulated, firm shall provide, and pay for, all materials, labor, tools, equipment, transportation, and other facilities necessary for the performance and completion of the work.

RFQ/RFP RESPONSES

All materials submitted by the vendor in response to this RFP/RFQ become the sole property of Butler Township upon receipt of the proposal. The material contained in these responses will be appended to the final contract, further defining the contractual responsibilities of the firm. Butler Township shall not reimburse any firm for the cost of responding to this RFP/RFQ.

**ALL DOCUMENTATION SUBMITTED IS SUBJECT TO PROVISIONS OF OHIO PUBLIC RECORDS LAW
AND THE BUTLER TOWNSHIP PUBLIC RECORDS POLICY**