

Branding and Market Strategy Request for Proposal

Introduction

The Brooklyn's Cultural Village (BCV) purchased Shingle Creek Center (6010-6100 Shingle Creek Pkwy, Brooklyn Center, MN 55430) which is a commercial retail space totaling close to 40,000 sq.ft. Through this acquisition the BCV seeks to create an Innovation and Catalyst Center (ICC) which will serve as an accessible economic hub and workforce center in the City of Brooklyn Center.

Project Description

Brooklyn's Cultural Village is in the process of developing a brand identity and strategy for Shingle Creek Center and is seeking a qualified freelancer/s or marketing and design firm to partner with for the creation of but not limited to graphic logo, style guide, website, and market strategy with the possible addition of other related services.

Scope of Work

- Logo:
Provided a high-resolution primary and secondary logo in .eps, jpeg, and pdf format to be used in print, web, billboards, signage, and banners. We also request them to be in full color, single-color, and black & white.
- Style Guide:
A set of standards for the design of documents, signage, directional wayfinding signage and any other brand identifier. To be used to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.
 - Approved fonts for print and web.
 - Color palette for primary and secondary colors.
 - The BCV will retain copyrights to all images, logos, style guides, designs, color pallets, fonts, and templates created by the freelancer and /or firm.
- Website/Market Strategy:
Design a new website that promotes strip mall activities and its tenants. The chosen freelancer/s or firm will collaborate with project stakeholders to develop a proposed sitemap that includes a directory, events, and about us page. They should also provide recommendations for the website host and relevant integrations. For the development of the market strategy plan it should focus on how we can promote to attract new shoppers and tenants utilizing relevant market strategies to meet our goals. Additional requirements for this scope include:
 - Mobile Device Optimization
 - SEO
 - Training to use the new website.
 - Ongoing support/retainer

Branding and Market Strategy Request for Proposal

Contract Terms

Brooklyn's Cultural Village will negotiate contract terms upon selection. The project will be awarded upon signing of an agreement contract, which outlines terms, scope, budget, and other mandatory requirements.

Form of Proposal

This is an open and competitive process for all qualified designers and market strategy freelancer/s and firms. The proposal must consist of the following information in the order indicated below:

1. Letter of Transmittal

A letter of transmittal briefly outlining the Firm's understanding of the work and general information regarding the Firm and the individuals to be involved is limited to a maximum of two pages.

2. Table of Contents

Include a table of contents that identifies the material by section, page number, and a reference to the information to be contained in the proposal.

3. Profile of Freelancer/s or Firm Proposing

- a. Provide a brief description of the Firm, its size, and the locations of its offices. State whether the Firm is a qualified small or minority-owned business enterprise.
- b. State the Firm's entity type (i.e. Sole proprietorship, corporation, etc.) and state of incorporation, if applicable.
- c. State whether the Firm is in compliance with the applicable registration, licensure, and permit requirements to do business in Minnesota.
- d. Professional staff by level who would be working on this project. This would also include any relevant sub-contractor that will be performing any aspects of the stated deliverables.
- e. The credentials and qualifications of key professional staff who will be involved in this Project.

4. Quality Control

- a. Describe the Firm's policy on notification of changes in key personnel.
- b. Provide a description of how the Firm's expertise, technical and professional skills will meet the goals and fulfill the general functions identified in this RFP.
- c. Please describe the timeline for this project from project kick-off to launch/completion.

Branding and Market Strategy Request for Proposal

6. References

Include three (3) client references for work that is comparable to the scope of this Project.

7. Project Specific Experience

- Three (3) examples of your Style Guide design work.
- Five (5) examples of your logo design work.
- Three (3) examples of your website design work.
- Written explanation of one logo design work from concept to end product.

8. Fees and Compensation

Please provide a fixed fee structure for this project. This should be submitted as a separate document that is separate from the rest of your proposal.

9. Submission Deadline and Method

Responses to this RFP accepted up to and no later than 5:00 pm, Friday, April 12th, 2024. Responses must be submitted via email to tatyana@soirth.com. This RFP is not an offer to enter into a contract. BCV reserves the right to reject all responses resulting from this RFP. BCV is not responsible for any cost incurred in responding to this RFP.

10. Questions

Please direct all questions regarding this RFP, via email, to Tatyana Sikhoya, at tatyana@soirth.com.

11. Selection Criteria

The organization selected will represent the best value for BCV, combining price, qualifications, and proposed scope of work. BCV may ask one or more bidders to provide an in-person presentation and/or to provide their best final offer.