

# Town of Pilot Mountain



## REQUEST FOR PROPOSAL Marketing Plan & Strategy

The Town of Pilot Mountain, North Carolina is soliciting a Request for Proposal for a town wide strategic branding plan and implementation strategy. The Town of Pilot Mountain is an attractive, safe, family-oriented community that values its history while highlighting its rural setting and agrarian roots. Its small-town charm is balanced by controlled growth, sound infrastructure, suitable recreational and athletic facilities, a vibrant downtown, tourism offerings, and a variety of shops and restaurants for residents and visitors.

The Town adopted a Comprehensive Plan in 2022 to describe how it would retain this rich heritage while evolving to meet the changing needs of its residents. A copy of the Comprehensive Plan can be found at [https://www.pilotmountainnc.org/sites/default/files/fileattachments/planning/zoning/page/133/pilotmtnco\\_mpplan\\_singlepages.pdf](https://www.pilotmountainnc.org/sites/default/files/fileattachments/planning/zoning/page/133/pilotmtnco_mpplan_singlepages.pdf)

### Project Details

The Town of Pilot Mountain is looking for an agency with experience in developing a strategic brand for municipalities, specifically:

- Work with elected officials, town employees, and the community. (Some form of a community input session is required.)
- Researching of past and current branding/marketing efforts and experience with strengths, weaknesses creating a flexible and adaptable brand to meet the needs of a variety of departments and municipal functions.
- The consultant will develop creative elements that may include design concepts, logos, messages, taglines, and other products to support the overall brand initiative. A minimum of three distinct creative options must be represented, based on the results of the research. The selected logo/branding design will include guidelines for use and the capability of use in the following:
  - Print
  - Website design
  - Outdoor signage and brand recognition
- Develop an implementation strategy.
- Produce a targeted message and any secondary messages.
- Develop a new logo and marketing campaign
- Design and/or redesign the Town's website and include new logo and branding to include fillable forms for various events and office use. The Town currently uses Municode/CivicPlus.
- Create a plan for implementation of the brand and a marketing campaign.
- Develop an advertising campaign based on the Town's Comprehensive Plan strategies.
- Create a logo/branding guide, with detailed design elements, and develop an implementation plan for use by staff to incorporate into the uniforms, stationary, and forms, website, electronic templates used in various forms of e-communication, signage and displays, videos, brochures, vehicles, etc.

It is the intention of the Town to request proposals from firms with experience working with local government agencies.

### **Project Schedule**

RFP Advertised: Week of Jan 23 2023

RFP Response Deadline: February 17 2023 by 2:00 p.m.

Interviews (if necessary): Week February 27 2023

Consultant Selection: March 13 2023

Commence Project: Est. Week of March 20 2023

Project Completion: Based on project schedule in proposal.

Ideally by September 2023 - No later than November 2023.

### **Resources/ Capabilities**

Please demonstrate through a brochure or other document your business experience, staff, skills and expertise, projects of note, project management, methodology, ability to meet milestones. Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects. You should be able to document/demonstrate the full scope of the various services your firm provides.

Submissions to this RFP must include the following, in the order listed:

- History of Firm
- Corporate description, including basic contact information such as office address, phone (office and cell), fax, email as well as the primary and secondary points of contact. Also include information on the size of the firm and the various capabilities you offer and biographical information on the principals and personnel assigned to this account. Please specify who will be the assigned contact for this project.
- Please include list of at least three branding projects with samples of work, including references with names, addresses, websites, and phone numbers.
- General outline of how the firm approaches these projects.
- Estimated price breakdown for completed project. Please include cost breakout in the proposal, with options that may be reduced by support from downtown program staff (ie. Coordinating or facilitating meetings, survey design and distribution, etc). Please provide a comprehensive pricing and/or rate sheet for all potential services you may provide under this RFP agreement and any additional services that could be offered.

Please only send electronic copies of the RFP to [jkindy@pilotmountainnc.org](mailto:jkindy@pilotmountainnc.org).

### **Revisions**

~~Please include in your proposal a process and cost outlay for revisions and feedback.~~

### **Evaluation Metrics**

The RFP's will be reviewed, and finalists will be invited to give a formal presentation based on the information provided in the RFP.

### **Contact**

For questions, please contact Jenny Kindy, Main Street Coordinator, [jkindy@pilotmountainnc.org](mailto:jkindy@pilotmountainnc.org)  
336-312-3024