

**TOWN OF APPOMATTOX, VIRGINIA
REQUEST FOR PROPOSALS
DESIGN OF BRANDING AND MARKETING MATERIALS
FOR THE TOWN OF APPOMATTOX**

The Town of Appomattox is accepting proposals for the development of branding materials and a marketing campaign to include Downtown Appomattox, the Town of Appomattox, and its entrance corridors. Proposals must be submitted to Gary Shanaberger, Town Manager, P.O. Box 705, 210 Linden Street, Appomattox, VA. 24522, no later than 2:00 pm, April 13, 2021.

Interested parties may download a copy of the RFP from the Town's website at <https://townofappomattox.com/> or request a copy from the Town Manager at gshanaberger@appomattoxva.gov. Questions can be directed to Mr. Shanaberger at the email address above or by phone, 434-352-8268. The Town of Appomattox is an Equal Opportunity Employer.

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REQUEST FOR PROPOSALS
DESIGN OF BRANDING AND MARKETING MATERIALS
FOR THE TOWN OF APPOMATTOX

I. Purpose

The Town of Appomattox is requesting proposals from qualified developers of marketing materials to arrive at a contract through competitive negotiations to cover the design of a branding package and marketing campaign. The project will include development of a comprehensive marketing package to include, but not limited to, branding and logo design, promotional material, and a guide for implementation.

II. Background

The Town of Appomattox is located in Appomattox County at the intersection of U.S. 460 and State Route 24 and 26. Appomattox is best known for the surrender of Confederate forces that brought an end to the Civil War, occurring the Old Appomattox Courthouse just northeast of Town. The Town is now also the home of the American Civil War Museum at Appomattox.

The Town is the county seat and has a population of just over 1,700 residents. The Town is much more than its Civil War history with a small, but vibrant downtown centered around its historic train depot. A must stop for a meal in the downtown area, Granny Bee's, serves up delicious southern cooking at a price everybody can afford and draws in people far and wide. Each fall its Appomattox Railroad Festival draws thousands of people to the downtown area. The Town has a number of quaint and historic Victorian neighborhoods, once of which is home to the Babcock House bed & breakfast.

The Town has faced a challenge since the U.S. 460 Bypass was constructed along the northern edge of town. Many people today drive-by on the Bypass, not realizing at all what this quaint town has to offer. Even people who go to see the Surrender Grounds at the Old Appomattox Courthouse can approach the sight from the Bypass and never come into the Town proper or its downtown. This branding and marketing effort is intended to help overcome this challenge and accompanies a Downtown Revitalization Project that is currently underway.

III. Scope of Services

The Town of Appomattox is requesting proposals from qualified marketing firms with expertise in building a coherent marketing message, brand, and initial set of marketing materials for the Town of Appomattox and its encompassing districts.

The focus should be to create a brand that enhances the identity of the community as seen by its citizens, businesses, and particularly visitors to the area. This will be accomplished by discovering what sets Appomattox apart from other localities and tourism assets in the region and establishes the Town as place to visit in its own right.

Interested firms should have the ability to:

- Concept, create and develop brand-building campaign.
- Provide graphic design, copywriting, and editing services for the creation of image building and marketing promotion for the Town.
 - Finalization of design or marketing materials with all copyrights belonging to the Town.
 - First run printing of materials to be provided by selected firm if agreed to by Town and firm.
- Presentations of design and marketing materials to community groups and Town Council as required.
 - Develop a marketing campaign to promote the new identity to potential user groups.
 - Provide all designs to the Town at the end of the project for ongoing marketing efforts.

IV. Submission Requirements

To be considered for selection, contractors must submit a complete response to the RFP for each application. Failure to submit all information requested may result in the rejection of the incomplete proposal.

One (1) original and four (4) hard copies of the proposal shall be submitted in a sealed envelope or package clearly marked “Town of Appomattox Branding and Marketing Services” by 2:00 pm April 13, 2021. Proposals should be delivered to:

Gary Shanaberger, Town Manager
Town of Appomattox
P.O. Box 705, 210 Linden Street
Appomattox, VA. 24522

In addition to the hard copy proposals, one (1) color, digital copy in .pdf format should be submitted by the application deadline to gshanaberger@appomattoxva.gov.

Questions regarding the RFP may be directed to Mr. Shanaberger at the email address above or by phone at (434) 352-8268. Questions will be answered until April 1, 2021 and all answered questions will be detailed and shared with all known potential applicants and

posted on the Town's website by April 5, 2021.

The following information is required to be submitted for consideration. Any other information the Offerer considers important or essential to their qualifications may also be included in the submission.

- Provide an overview of your company or firm including location, number of staff, and describe all services your company provides.
- Identify key staff that would be assigned to this type of project and their qualifications.
- Identify what work, if any, and under what circumstances would be done by a separate contractor.
- Provide information regarding the company's or firm's relevant experience and qualifications related to the services requested and required criteria.
- Include examples and images of previous work completed by your company including timelines, deliverables, and costs for each example.
- List the names, addresses, and telephone numbers for four recent references that are familiar with the work your company has completed.
- Submit lead and project length to completion times.

V. Selection Process

Submissions will be reviewed by a committee consisting of Town of Appomattox staff and citizens. The committee may, at its discretion invite finalists for a brief presentation prior to making its final decision. The Town reserves the right to modify the selection process.

VI. Award

Selection shall be made of two or more Offerors deemed to be fully qualified and best suited among those submitted proposals. Price shall be considered, but need not be the sole determining factor. After the selection, interviews shall be conducted with Offerors selected. Negotiations will commence with the Offeror selected as best suited from the presentations as determined by the Town. If an agreement cannot be reached the next Offeror will be contacted. Should the Town determine in writing and in its sole discretion that only one Offeror is fully qualified, or that one Offeror is clearly more highly qualified and suitable than the others under consideration, a contract may be negotiated and awarded to that Offeror.

The Town of Appomattox reserves the right to accept or reject any or all proposals, to waive any informalities or irregularities, and to accept a proposal which is deemed to be in its best interest.

VII. Evaluation

These criteria will be utilized in the evaluation of qualifications for development of the short list of those Offerors to be considered for interviews and or potential negotiations:

- The perceived ability of the Company to best meet the Town's needs based upon the understanding of the project demonstrated in the Company's response.
- The current workload of the Company and the available staff the Company can dedicate to the project.
- Qualifications and experience of the company and of the individuals who will perform the work.
- Levels of fees. The Town is fee sensitive and strives to keep fees low.
- However, the evaluation of fees may entail an evaluation of best value vs. cost, or consideration of other factors such as Company's proposed level of service, professionalism, etc.
- Location of Company in relation to Appomattox, VA and familiarity with its citizens and Town dynamics.
- Creative display in response.
- The proposed method of work.
- References for similar projects.
- Lead time required to commence work and time required to complete the project.