



LEGAL NOTICE
Request for Proposals
for Branding, Placemaking & Marketing Plan
for the Village of Bratenahl, Ohio
2018

The Village of Bratenahl, Ohio, invites all interested communications, marketing and brand development firms to submit a proposal to conduct the Village's brand development plan. This proposal must also include a detailed budget.

The focus of this plan should be to gather input on Bratenahl's image from key stakeholders to update the community's brand. This comprehensive campaign should primarily consider the community's residential character, but also potential business desirability – promoting Bratenahl as a premier and diverse place to live and work. The focus of this proposal will be on rebranding the community and improving communication for our Village.

Proposals for these services are due to the Village of Bratenahl by email and/or Postal Service **by August 13, 2018 by 4:00 p.m.**

The Full Version of the RFP and additional information can be found at
www.bratenahl.org

Questions regarding this RFP should be directed to Councilman Keith Ari Benjamin at kbenjamin@bratenahl.org AND Mayor John Licastro at jlicastro@bratenahl.org by August 3, 2018. Answers to any questions will be shared with all prospective applicants that respond to this RFP with an intent to submit date.

Proposals may be sent as hardcopy or electronic submissions.

Electronic submissions of the proposals should be submitted in PDF format to: kbenjamin@bratenahl.org AND jlicastro@bratenahl.org with "Proposal for Brand & Marketing Development" in the subject line.

Hardcopy proposals should be mailed to:

Mayor John Licastro & Councilman Keith Benjamin
The Village of Bratenahl
411 Bratenahl Road
Bratenahl, Ohio 44108

About the Village of Bratenahl, Ohio

Bratenahl is a historic bedroom community occupying a 1.6 square mile area on the shores of Lake Erie. It is surrounded on the west, south and east by the city of Cleveland and Lake Erie to the north. The Village is just east of Downtown Cleveland and includes a small commercial/industrial located south of the Interstate 90 Shoreway. Bratenahl is an upscale village known for its large homes and unique architectural style. Incorporated in 1905, the Village has maintained its housing stock and exemplary services to its 700 households.

In the past, Bratenahl was known mostly for its stately mansions; however it now offers a wide variety of housing types including high-rise condominiums, single-family homes, cluster homes and a lakefront community.

The close proximity to Downtown Cleveland on I-90 allows a quick commute of just 10 to 15 minutes for most residents. Easy access to the University Circle, known for its museums, Severance Hall, the home of the Cleveland Orchestra, and world-renowned medical facilities, make living in Bratenahl a highly desirable community.

Bratenahl is dominated by Lake Shore Boulevard, a curving, tree-lined road flanked by elegant homes and estates with rolling lawns, elaborate landscapes and gardens, delineated with picturesque walls and fences.

Bratenahl, originally part of East Cleveland Township, was a fruit and vegetable farming area during the mid-19th century. It included the Charles Bratenahl family farm, located along the lakeshore at the road that today bears the family's name. By the early 1870's, Charles Coit had built a summer hotel on Eddy Road at the lakeshore, named Coit House. In 1889 this property became a membership-only country club and added a golf course in 1895. The club was frequented by a number of Cleveland's prominent families, who began to come to the lakeshore during the summertime in the second half of the 19th century. Living first in elaborately furnished tents and later in summer cottages, many of the families subsequently built large mansions on the lakefront.

At the turn of the 20th century, the current Bratenahl was part of the villages of Glenville and Collinwood. In 1903, when Glenville was annexed into Cleveland, a group of residents who opposed the merger formed the new Village of Bratenahl, encompassing land north of the Lake Shore & Michigan Southern Railroad line, extending from Gordon Park east to Coit Road. Later, in 1906, when the Village of Collinwood was annexed into Cleveland, a similar swath of land north of the railroad line from Coit Road east to East 140th Street were added to Bratenahl. The population in Bratenahl remained small during the early 20th century, rising from 690 (1910) to 1,000 (1920) to 1,308 (1930). (Source: Cuyahoga County Planning Commission, August 2007.)

General Background

The Village of Bratenahl operates under a Mayor-Council form of government with six elected Council members and an elected Mayor. The Mayor and all Council members are elected at large by a popular vote of residents for staggered terms of four years.

In 2013, Village residents undertook a Master Planning process that identified important priorities for improving the community and keeping Bratenahl vital in the future. One of the main priorities of the plan was addressing “Community Image”.

The 2013 Master Plan outlined the following “action items” related to marketing and branding:

“As communities in Northeast Ohio compete for new residents, Bratenahl should look to create a clear and well-crafted message describing its values and amenities; improving the visual character of the community; and creating a marketing plan for attracting new residents and businesses.”

Community Image Action Items:

- *Ensure that the community is safe, attractive, accessible, and appealing.*
- *Develop a strategy to attract empty nesters and young professionals to the community.*
- *Work closely with realtors, property owners, and homeowner associations to ensure that the community targets key multiplier groups (e.g. hospitals, universities, major corporations) in the region.*
- *Mobilize existing residents to help identify prospective future homebuyers.*
- *Prepare and issue a “Request for Proposals” to solicit a public relations firm that can create a residential marketing plan for the Village that will attract home buyers and potential business owners to the community.”*

The 2013 Master Plan can be viewed at www.bratenahl.org.

Goals of Brand Development

- Gather input from residents, non-residents, businesses and key stakeholders.
- Redefine and focus city brand to forge a distinct sense of place and identity for the community.
- Create a brand that is desirable to current and prospective residents and businesses.
- Create a brand that is a cohesive and consistent visual identity for the city, which can be used by all departments in printed and digital formats.

Scope of Work

The Bratenahl Village Council and Mayor will collaborate with the successful vendor to oversee and consult on the Scope of Work. The successful partner will have a proven track record in creative excellence in community and neighborhood brand research, design, development, and implementation.

The partnering agency will conduct research, develop several branding options, and establish an implementation schedule, with Village Council assistance and input. Expected services include conducting quantitative and qualitative research, analyzing results, creative development, and identifying a strong, unique, complementary, and differentiated brand that captures both a forward-thinking feel and historic nature of Bratenahl. The Scope should include:

- Conduct formal, quantitative research and informal, qualitative research with a representative sample of Bratenahl to determine future branding and implementation. The audience for the survey may be a random sample of Bratenahl residents. The goal of the research is to get useful feedback on how the Village should be marketing Bratenahl, and should include the potential of interviewing prospective residents, real estate professionals, etc. Consider diversity when conducting this research.
- Conduct input gathering sessions (focus groups/design charrettes) on the research with community organizations and business partners.
- Using feedback and insights from the survey and the input gathering sessions, develop several (at least 3) options for a comprehensive brand including visual and verbal essences (featuring images, colors, textures, fonts, key words and phrases), considering primarily residential, but also potential business desirability. Expect to include the rationale to support each strategic direction. The generation of a tagline should be included with the brand options for consideration.
- Based on feedback, create the brand standards (i.e. brand standard phrases, taglines, and narratives) and identity guidelines (color palette) including the logo design, brand identity system and image standards, and templates. Templates should include brochures, Power Point Presentation templates, business cards, stationary, ID cards, and newsletter, website and calendar design templates, and other similar collateral. The brand options should also take into consideration items such as building signs, vehicle signs and wayfinding signs.
- Propose a new design that is unique and meaningful to Bratenahl and can be used for potential merchandising, resulting in increased community pride and exposure of the community's new brand and image.
- Assist with the implementation of the brand into the design of a potential print and social media platforms to ensure a consistent message and image is being utilized.
- Develop a plan for the "Gateways" into the community. This signage design should be unique to the community and reflective of the progressive and historic nature of the Bratenahl. Gateways can be designed to include the creative use of landscaping, signage and/or public art.

Proposal

The proposal should contain the following requirements.

- Provide company name, mailing address, phone number, and main contact's email address and direct phone number.
- A brief description of the company's structure and capabilities.
- List of services provided in-house and services provided by outside consultants.
- Provide a brief description of these outside consultants, their roles and capabilities.
- Describe your approach and process for brand development.
- Provide three to four case studies of similar services your firm provided to an organization this size. Please include a brief description of the services provided and a discussion of the outcome.
- Submit a proposed timeline for implementation phases.
- Propose how to include local stakeholders in the process.
- Provide a detailed fee proposal or budget, outlining the specific activities that will be performed.
- Detail the system that will be utilized to transfer information and material.
- Supply at least three references that have used your professional services for a similar project. Please include a contact name, mailing address, phone number and email address.

Submitted responses and any agreement or documents related to this project are subject to review under the Ohio Public Records Law and applicable Village policies. The documents are also subject to review and copying by any person making an appropriate request for public records.

Anticipated Schedule

RFP issued	July 15, 2018
Questions due	August 3, 2018 by 4 pm.
Proposals due	August 13, 2018 by 4 pm.

Evaluation

Proposals are due to the Village of Bratenahl on August 13, 2018, no later than 4:00 p.m. Electronic or hard copy proposals are acceptable. Proposals will be evaluated based upon the following:

- Responsiveness to work scope and project needs (40%)
- Demonstrated experience and expertise in similar projects with similar organizations (40%)
- Cost effectiveness (20%)

The Village of Bratenahl will negotiate terms with the most qualified bidder. If unsuccessful, the Village of Bratenahl intends to negotiate with the next most qualified bidder. The Village reserves the right to reject any or all proposals received in response to this request and to negotiate with any of the vendors or other firms in any manner deemed to be in the lawful and best interest of the Village of Bratenahl.

Contract Terms

The proposed contract period for services provided will be through a mutually agreed upon timeline, with frequency of payments made as agreed upon in terms of contract. Invoices must be submitted for services rendered.

All material produced, data collected, and reports generated by the vendor and subcontractors on behalf of the Village of Bratenahl are public records and become the property of the Village of Bratenahl. The contractor may not share program materials, customer data or program participant contact information, etc. unless explicitly authorized by the Village of Bratenahl.

This RFP does not commit the Village of Bratenahl to pay any costs incurred in the preparation of a proposal or to procure or contract for services. The Village of Bratenahl reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders, and to cancel the RFP, in part or in its entirety at its sole discretion.

Contact Information

Questions regarding this RFP should be submitted to Village Councilman Keith Benjamin at email: kbenjamin@bratenahl.org (phone: 216.288.6378) AND Mayor John Licastro at jlicastro@bratenahl.org (phone: 216.681.4266). Responses will be shared with all vendors who voluntarily share an "intent to submit" email.