

VILLAGE OF DOWNERS GROVE
REPORT FOR THE VILLAGE COUNCIL WORKSHOP
APRIL 7, 2008 AGENDA

SUBJECT:	TYPE:	SUBMITTED BY:
Integrated Branding and Marketing Initiative	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Motion <input type="checkbox"/> Discussion Only	Douglas Kozlowski Communications Director

SYNOPSIS

A resolution has been prepared authorizing the Village Manager to execute a professional services agreement with North Star, Nashville, Tennessee, for consultant services for a integrated branding and marketing initiative in the amount not to exceed \$95,400.

STRATEGIC PLAN ALIGNMENT

The Policy Agenda 2007-2008 identifies *Gateway/Entrance Sign: Design, Funding, and Implementation* as a Top priority. The Mission states that *We have an Eye on the Future*, which means *Investing Today for a Greater Return Tomorrow*.

FISCAL IMPACT

The FY08 General Fund Budget includes a one-time expenditure of \$100,000 for the development of a Village Brand.

RECOMMENDATION

Approval on the April 15, 2008, consent agenda.

BACKGROUND

During the FY08 budget process, the Village Council discussed developing a Village brand. As such, staff issued a Request for Qualifications (RFQ) in February 2008 to select a branding and marketing firm to develop and implement a Village brand. Five firms responded to the Village's RFQ; staff interviewed the three most responsive and qualified firms.

Firm	Proposed Price
David James Group, Oakbrook Terrace, Illinois	\$118,500
North Star Destination Strategies, Nashville, Tennessee	\$95,400
Robert Brandt & Associates, Burr Ridge, Illinois	\$48,750 plus a <i>to be negotiated fee</i> for second phase of deliverables

Following the interviews and review of prior municipal and private sector work, it is recommended the Village select North Star Destination Strategies. It is important to note that there will be significant focus on community-wide participation in this process as well as the inclusion of the branding process in the TCD III initiative. Based on this, staff has outlined the following objectives for the Village brand.

1. Brand identity
2. Unified community-wide perceptions of the Village
3. Driver for business, relocation and tourism

A complete copy of North Star's proposal is on file in the Village Manager's Office.

ATTACHMENTS

Excerpts from North Star Proposal

NORTH STAR

Downers Grove BrandPrint
March 4, 2008

Downers Grove BrandPrint

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Downers Grove BrandPrint

2.1. Understanding Of Project And Project Approach - Introduction

Branding moves communities from good to great

Selecting a branding partner is a big decision. You want to be a good steward of public funds. You want outcomes that grow your community. You want a process that results in consensus and teamwork.

Having provided more complete branding solutions to more communities than any other branding company, North Star Destination Strategies is *the* industry leader when it comes to helping communities identify the optimum brand that will move them from good to great.

Our success is based on an integrated process called Community BrandPrint, which combines research, strategy and creativity. We pull everyone together in the process to speak in one voice, ensuring that you will receive the greatest possible return for your communication investments.

But we do more than help your community find its unique brand voice, we provide direction and ideas for bringing a two-dimensional brand to life in your three-dimensional community. Ultimately our goal is to inspire a critical mass of public and private sector businesses and organizations to create things – laws, signage, art, products, entertainment, etc. – that support and promote your brand. That is when the real “buzz” about your community will start to be heard.

As you review this proposal keep in mind that no standard formula for creating a successful community brand exists. It must be a collaborative process that takes into account your current situation, your resources, your strengths and your goals. But North Star understands budget constraints and has streamlined and standardized aspects of our BrandPrint program to make it as cost effective as possible.

2.1. Understanding Of Project And Project Approach - Ownership and Offices

North Star Destination Strategies

Tennessee Office
(Main Office)
220 Disspayne Drive
Nashville, TN 37214
888.260.7827

Colorado Office
2119 Larimer Street
Denver, CO 80205
303.296.1150

Florida Office
11840 69th Way
Largo, FL 33773
727.373.2591

North Star Destination Strategies, Inc was established in 2000 and is owned by:

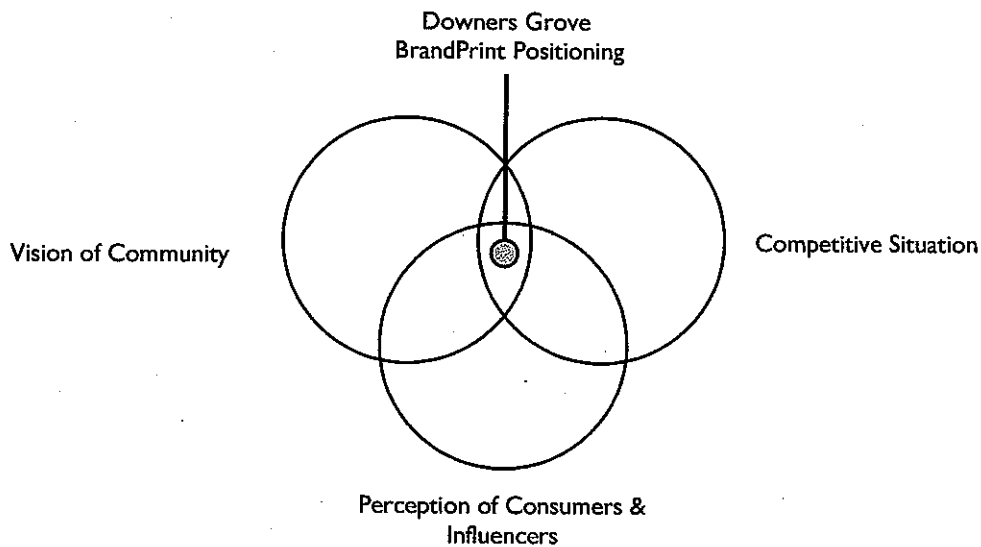
Don McEachern – CEO

We are over two dozen professionals committed to building strong community brands.

2.1. Understanding Of Project And Project Approach - Philosophy

We believe that through research, strategy and creativity, your brand can connect the soul of your community to the heart of your consumers.

Through the **Community BrandPrint** process, we determine Downers Grove's most distinct promise by triangulating your competitive situation, the vision of your stakeholders and the perceptions of your consumer. From that promise, we craft a brand strategy that positions Downers Grove in the minds of residents, visitors and economic development influencers. Then, we develop powerful brand-building ideas and effective communication, all of which reinforce the positioning and assure brand equity and growth.



2.1. Understanding Of Project And Project Approach – Scope of Work

I. Understanding

Where the Brand Has Been and Why

This stage addresses the current brand positioning of the community, how the brand is perceived by stakeholders, residents, businesses, hospitality community visitors and prospective consumers. We evaluate the environment, the competitive situation, community attitudes, current communications, and perceptions of target audiences and their influencers.

NOTE: North Star is open to the concept of coordinating public involvement with the Village and the comprehensive planning consultant. We have collaborated in the past on similar projects and understand the value in a cohesive, integrated plan.

▲ **COMMUNITY**

- ▲ **Situation Analysis:** Document prepared in collaboration with Downers Grove to understand your primary objectives, general history, political landscape, resources, competitors, etc.
- ▲ **Research and Planning Audit:** Comprehensive review of research and planning documents (last 24 months) To include but not limited to:
 - ▲ Downers Grove Strategic Plan
- ▲ **Communication and Media Audit:** Review of existing marketing materials and media plans
- ▲ **Familiarization Tour:** In-market tour of area attractions, commercial/industrial sites, business parks, housing developments, etc.
- ▲ **Key Stakeholder Interviews:** One-on-one interviews with key stakeholders to gather perceptions. To include but not limited to: elected officials, residents, business owners, board and commission members, other government agencies, service organizations and members of the health and medical community
- ▲ **Stakeholder Focus Group:** An in-depth group discussion with the individuals responsible for driving the branding initiative
- ▲ **Vision Survey:** An open-ended questionnaire distributed to the community leaders of Downers Grove
- ▲ **Online Community Survey:** A quantitative version of the Vision Survey posted online for community-wide participation
- ▲ **Undercover Interviews:** Informal discussions with residents, visitors, and local merchants

4 CONSUMERS

- 4 Inquiry Mapping: Origin information from existing databases
- 4 Qualitative Perception Study: Telephone interviews to gather insights from
 - *Economic Development Prospects/Site Selectors/Relocation Executives*
 - *Meeting Planners/Group Tour Leaders/ Travel Agents*
 - *Realtors/Developers*
 - *Regional and State-Level Tourism and Economic Development Executives*
- 4 Quantitative Consumer Awareness and Perception (CAP) Study:
Survey conducted using a random sampling of consumers from Downers Grove's key visitation markets. Specifically, the survey measures:
 - Overall awareness and perceptions of Downers Grove
 - Overall awareness and perceptions of the competition
 - Whether consumers have visited Downers Grove
 - Attitudes regarding Downers Grove's strengths and weaknesses
 - What consumers would add or take away
 - Whether consumer perceptions changed after visiting
 - Measurements of Downers Grove's delivery of hospitality and quality of life indicators

4 COMPETITION

- 4 Competitive Positioning Review: A brand message assessment to evaluate Downers Grove's position relative to the competition
- 4 Competitive Opportunity Analysis: An in-depth analysis of Downers Grove's top five economic development competitors, uncovering strengths and weaknesses in the current business landscape according to national standard industry classifications

2. Insights

Where the Brand Should Be

The goals for Downers Grove may involve a number of elements: cohesive community identity and consistent marketing efforts, increase internal community pride, business and resident recruitment/retention, gross receipts, overnight guests and bed-tax collected.

Branding influences these goals by influencing expectations and affecting attitudes, thus affecting behavior and usage. The most successful brands establish an emotional – not simply an intellectual – connection. Our insights come from asking a number of thought-provoking questions. What emotional attachments can the brand hold? How does the brand fit into his or her lifestyle? It is from these insights that we determine the overall positioning of the brand.

- ✦ **Situation Brief:** review of all research findings
- ✦ **Blue Sky Meeting:** internal session for developing insights
- ✦ **“Understanding and Insights” presentation:** review of all relevant research and recommended strategic direction
 - ✦ Insights that affect the development of your brand identity
 - ✦ *Brand Essence (reason for being)*
 - ✦ *Brand Truths (the undeniable truths about who you are)*
 - ✦ *Brand Promise (what can you provide better than anyone)*
 - ✦ *Brand Benefits (the emotional and rational reasons for consumer appeal)*
 - ✦ *Brand Personality (tonality that reflects your character)*
 - ✦ **Brand Platform Statement: the guiding statement for the management and development of your brand**

NOTE: Here, we conduct a meeting to present all of the research findings as well as our recommended brand positioning based on those findings and request approval before proceeding.

3. Imagination

What Will Get Us There

In this stage, all the data and high-level strategies are transformed into tangible creative products that embody your brand. Strap lines and logos are created. Foundation creative is developed. Custom brand-building ideas are generated. These creative communications and strategic initiatives combine in a powerful one-two punch that makes a two-dimensional brand come to life in a three-dimensional community.

- ▲ **Brand Concepts:** three different written creative concepts for communicating your brand
- ▲ **Brand Identity Guide:** two distinct options for bringing the approved brand concept to life. Each creative expression will contain the following:
 - ▲ Logo creation or adaptation to finished art
 - ▲ Strap line development
 - ▲ Color palette
 - ▲ Environmental applications – to include but not limited to:
 - ▲ Stationary, business cards and collateral design
 - ▲ Sample marketing messages for internal and external audiences
 - ▲ Website design application

NOTE: North Star understands that different communities have different needs, resources and capabilities when it comes to implementing their new brand identity. For that reason, we offer two options for bringing the brand to life in your community.

Our standard BrandPrint program is suited for those communities with the confidence, structure and resources to implement their new brand on their own. As part of your BrandPrint, we provide a Brand Action plan including a selection of standard and customized ideas for brand implementation. For those communities that want a step-by-step guide to bringing their brand to life, we offer an optional BrandMAP plan. Our BrandMAP is an in-depth two year strategic plan for brand implementation including local, regional and national trends that might impact your brand; extensive customized brand action ideas; identification of support and funding for the brand and much more.

4. BrandMAP

Implementation of the Brand

So you've got a distinct and relevant brand, now what? Strategic implementation of the new brand is the most critical, and sometimes the most challenging, aspect of community branding. Just as North Star's BrandPrint process provided a clear roadmap to the best brand for Downers Grove, our Brand Management Action Plan (BrandMAP) provides a roadmap for how to put that brand to work in the community – from launch to longevity.

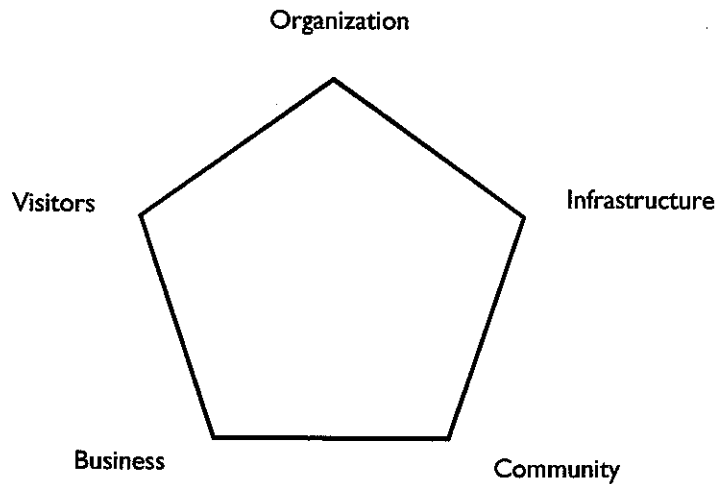
This plan spans a 24-month period. The main goal of this time period is to convert your community and stakeholders into brand ambassadors through education and information sharing. While numerous other brand marketing and communication initiatives can take place concurrently, this incubation period is primarily devoted to strategies that reinforce and demonstrate the value of a strong brand.

Once everyone is on board the brand team, there is no end to the powerful things you can do with your brand. We have seen it happen in other communities across the country and we would love to see it happen in Downers Grove.

The Downers Grove two-year strategic plan will help to:

- Determine the “who, what, when and how” of on-going brand implementation
 - Organization: Identifying leadership and individual responsibilities for action
 - Collaboration: Building strong partnerships within the community
 - Funding: Identifying potential funding resources
 - Tactics: Prioritization of action and steps/timing to accomplish
- Focus the efforts and resources of Downers Grove on the most effective and important initial strategies for launching your brand, as well as eliminating false steps that could delay success.
- Build local commitment to the brand by involving organizations and individuals whose support is essential for success.

The strategies and related tactics associated with this 24-month BrandMAP generally fall into five distinct categories (below). Strategies and tactics in each category take into account your situation and are designed to make the best use of available resources as well as identify additional funding sources.



▲ **Organization**

Brands cannot grow and thrive if no one takes responsibility for them. Successful implementation of the Downers Grove brand will require accountability, passion, understanding and respect for the branding effort. It will also require cooperation and partnership with other organizations, individuals and with Downers Grove. Taking into account your unique situation, tactics address the creation and funding of brand support positions as well as the development of public and private entity organizations for marketing your community in the context of the brand.

▲ **Infrastructure**

This strategy is designed to address the unique opportunity communities have to use their Village-owned infrastructure as a three-dimensional medium to showcase their brand. Specific tactics address signage, architecture, structural enhancements, parks, public art, public vehicles, guerilla marketing, lighting and more. Ideas will also be presented for identifying opportunities to partner with businesses, hospitals, libraries, schools, firehouses, etc. to add branded elements to their physical presence in your community.

▲ **Community**

Community brands are not created; they are discovered within the spirit of a place – from the history, the culture, the geography and the society. Brands uncovered in this manner are endorsed and absorbed by their communities due to their fundamental truth. However, it is not enough for a brand to just be “of the people,” strategies must be developed for taking the brand into the community with programs and initiatives that have meaning for the citizens. Such tactics include neighborhood revitalization, education, health, environmental efforts, policy, volunteerism, recognition programs, recreation, community events and more.

4 Visitors

Your community's relationship with its visitors (be they tourists, business people or visiting family) occurs at three distinct points on the time continuum – before, during and after the visit. Communities that desire to grow their visitation market using their new brand need a distinct set of strategies and tactics for attracting and educating potential visitors, for impressing and entertaining current visitors and for influencing past visitors (who are spreading their impressions to others). Tactics address website strategies, reunion planning, internet marketing, promotions, events, signage, visitor's centers, transportation, lodging, retail, conventions, meeting planners and more.

4 Business

The fiscal health of your community is directly tied to the relationship it has with the businesses that call it home. Using a distinct and relevant brand to pursue growth can provide a route to economic development that is more relevant and productive in the global marketplace than the traditional supply-based approach. BrandMAP strategies and tactics in this section are two-pronged. Some address the need to reach out to economic development prospects with branded messages. Others work to involve existing businesses in the growth of the brand. Specific tactics address communications, events, promotions, merchandise, messaging, policy, public relations and more.

5. Evaluation

How the Brand is Performing

Evaluation yields new information which may lead to the beginning of a new planning cycle. Information may be gathered from concept pre-testing, campaign impact in the marketplace and tracking studies to measure a brand's performance over time.

Ideally, two basic questions will be answered: have responses to the brand among target audiences changed in the way the Community BrandPrint™ intended? And have these changes resulted in action that will achieve the desired objectives of the brand? Turnkey or do-it-yourself programs are recommended depending on the needs of the community.

- ▲ Recommended Measures of Accountability
- ▲ Geo-demography consumer profiling: *Who, What, and Where reports (three- year update)*

2.1: Understanding Of Project And Project Approach - Proposed Timeline

In-market visit (fam tour, focus groups, interviews)	Week 1
Consumer record collection	Weeks 1 – 5
Competitive economic development data	Weeks 2 – 6
Vision Survey sent, received and entered	Weeks 2 – 7
Inquiry Origin data sent and report mapped	Weeks 4 - 6
*Data compiled and mapped	Weeks 5 - 8
*Geo-demography who, what and where reports	Weeks 5- 8
*Perception Study (Qualitative)	Weeks 6 – 10
CAP Study	Weeks 8 - 11
*Understanding and Insights development	Weeks 11 - 12
*Blue Sky - Strategy Meeting	Weeks 12 - 13
Understanding and Insights presentation	Weeks 13 - 14
Imagination and Evaluation development	Weeks 15 – 28
Creative Brief (<i>internal</i>)	Week 15
Brand Concept development	Weeks 15 - 17
**Approval of brand concept	Week 18
Brand Identity Guide development	Weeks 19 – 25
BrandMAP development	Weeks 1 – 29
Final report development	Weeks 26 – 29

Proposed Timeline

Weeks 26-29

* = Time dependent upon how quickly records are received
 ** = Dependent upon how quickly approval from client is received

2.2. Relevant Project Qualifications And Experience As A Firm - Client List

Please see the list below as well as the enclosed case studies as examples of similar projects completed.

Abilene, Texas
Alliance, Nebraska
Anchorage, Alaska
Arlington, Texas
Augusta, Georgia
Bay City, Michigan
Beaumont, Texas
Boyer County, Michigan
Calhoun County, Alabama
Cape Girardeau, Missouri
Chandler, Arizona
Charlottesville, Virginia
Cloverdale, California
Coachella Valley, California
Columbus, Georgia
Columbus, Indiana
Concord, North Carolina
Conyers, Georgia
Corinth, Mississippi
Dayton, Ohio
Dothan, Alabama
Douglasville, Georgia
Dublin, Ohio
Enumclaw, Washington
Fairbanks, Alaska
Farmington, Michigan
Fort Collins, Colorado
Frisco, Texas
Gainesville, Florida
Galveston Island, Texas
Georgetown, Kentucky
Glasgow, Kentucky
Glendale, Arizona
Grand Rapids, Minnesota
Grand Rivers, Kentucky
Grapevine, Texas
Greeley, Colorado
Hattiesburg, Mississippi
Henry County, Georgia
Hibbing, Minnesota
Hopkinsville, Kentucky
Jackson, Mississippi
Kenai Peninsula, Alaska
Killeen, Texas
Lancaster, California
Lansing, Michigan
Lawrence County, Tennessee
Lowndes County, Georgia
Madison, Alabama
McKinney, Texas
Meridian, Mississippi
Mesquite, Texas
Missouri City, Texas
Mobile, Alabama
Overland Park, Kansas
Peoria, Arizona
Plano, Texas
Port Arthur, Texas
Providence, Rhode Island
Reading and Berks County, Pennsylvania
River Parishes, Louisiana
Rome, Georgia
Saint Paul, Minnesota
Santa Rosa, California
Sebastopol, California
Seward, Alaska
Shawnee, Kansas
Shenandoah, Texas
Shreveport-Bossier City, Louisiana
Spartanburg, South Carolina
Springfield, Massachusetts
Sumner County, Tennessee
Susquehanna Valley, Pennsylvania
Texarkana, Texas
Tulare County, California
Uvalde, Texas
Warrensburg, Missouri
Williamsburg, Virginia
Williamson County, Tennessee
Yarmouth, Massachusetts

REQUEST FOR QUALIFICATIONS & PROPOSALS

PROFESSIONAL SERVICES

INTEGRATED BRANDING AND MARKETING INITIATIVE



The Village of Downers Grove

801 Burlington Avenue
Downers Grove, IL 60515

Responses due March 7, 2008 (3:00 PM)

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Village of Downers Grove**REQUEST FOR QUALIFICATIONS AND PROPOSALS****Branding and Marketing Initiative****I. PROJECT DESCRIPTION AND SCOPE OF WORK****1.0 REQUEST**

The Village of Downers Grove (“Village”) is seeking qualifications and proposals for professional services from highly qualified public relations, marketing or related professional services firms to assist in the development and implementation of an integrated, community-wide branding and marketing initiative.

1.1 GENERAL QUALIFICATIONS

The Village seeks a consulting firm (“Consultant”) with experience in corporate or municipal identity branding based on solid market research and resident/key stakeholder input. Qualified Consultants will have extensive experience in developing brands which cultivate lasting impressions by capitalizing on the assets and attributes of their clients.

1.2 VILLAGE OF DOWNERS GROVE

Downers Grove is located 22 miles west of downtown Chicago in DuPage County, Illinois. The Village enjoys a prime location in close proximity to several major expressways, providing easy access to the entire Chicago metropolitan area. Commuters can reach Chicago in just 30 minutes on the Metra Rail System. With a residential population of 50,000 and a daytime population estimated to be over 100,000, Downers Grove is a community of neighborhoods but also serves as a major regional employment center and retail destination.

A number of major corporations are headquartered in Downers Grove, including the Sara Lee Corporation, FTD Floral and the HUB Group. Many businesses have been fixtures in the community for many years, such as the Main Street Pharmacy (97 years), Flexible Steel (96 years) and the historic Tivoli Theater (75 years). In addition, several national retailers have chosen to establish their first Chicago area presence in the Village, including Fry’s Electronics, Trader Joe’s and See’s Candies.

Generations of residents value the high quality of life and convenient big city amenities that are available in Downers Grove’s hometown atmosphere. They also enjoy the diverse housing stock (including a large collection of historic Sears Homes), favorable property values, safe neighborhoods and low taxes. Downers Grove’s 600 acres of parks offer an abundance of recreational activities.

The Village has a proud tradition of hosting some of the most widely recognized events and festivals in Chicago’s western suburbs. Events like the USPRO National Championships, where the best cyclists compete for national titles, and the Ice Sculpture Festival featuring the National Ice Carving Championship Competition attract participants and spectators from around the world.

Downers Grove schools have developed a national reputation for academic excellence. The public library is well utilized and boasts the highest circulation of all 86 libraries within the local Suburban

Library System. Good Samaritan Hospital is a Level 1 Trauma Center and has outstanding Neonatal, Cardiac, Cancer and Wellness Departments.

1.3 VILLAGE ORGANIZATION AND TOTAL COMMUNITY DEVELOPMENT PROCESS

Downers Grove operates under the Council-Manager form of government. The Mayor and six Commissioners are elected at large. A professional Village Manager oversees the day-to-day operations of the Village.

In 2006 the Village Council adopted a Strategic Plan, emphasizing a mission, vision, goals and the specific actions needed to become an exceptional municipal organization. The plan was developed over a series of sessions involving the Village's elected leadership in 2006 and was updated in 2007. The most recent update to the Plan included a Citizen Summit, which gave over 70 citizens the chance to provide input to the Village Council on goals and priorities.

The Village's Strategic Plan contains the Mission and Vision Statements that will serve as the foundation from which the Consultant will work toward developing an integrated branding and marketing initiative. A copy of the Strategic Plan is available on line at www.downers.us.

The integrated branding and marketing initiative will represent one component of a broader community engagement and planning process known as Total Community Development III (TCD III). TCD III will be an umbrella under which the branding and marketing initiative as well as a comprehensive plan will be completed. A productive working relationship between the Consultant and the firm selected to conduct the comprehensive planning effort will be a necessary component of this contract for professional services. This Request for Qualifications and Proposals is for an integrated branding and marketing initiative only.

As public input will be an integral component of the Consultant's process, the Consultant must be open to the concept of coordinating public involvement with the Village and the comprehensive planning consultant in order to facilitate an overall cohesiveness for the TCD III process.

1.4 SCOPE OF SERVICES AND DELIVERABLES

The Village is seeking professional services for the development, implementation and performance tracking of an integrated community-wide branding and marketing initiative that includes the following tasks:

- Conduct the research needed to garner a thorough understanding of existing attitudes, perceptions, opportunities and challenges to enhance the Village's image.
- Be able to engage in a working relationship with the Village's other hired consultants for the comprehensive plan process as well as the Village Manager, Community Development Director and other Department Directors.
- Recommend additional information, if needed, and augment research as necessary.
- Facilitate surveys of community stakeholders.
- Conduct interviews and focus groups with community groups and agencies including elected officials residents, business owners, board and commission members, other government agencies, service organizations and members of the health and medical community.
- Create positioning and messaging statements based on qualitative research analysis of quantitative data.

- Develop marketing plan and strategies for brand implementation including performance benchmarks.
- Recommend specific elements to deliver the message, i.e. logo design and print material.
- Participate in the delivery of research results and brand testing activities.
- Work within specified time constraints and budget.

DELIVERABLES

- Minimum monthly reports outlining significant meetings, discussions, actions and results.
- Qualitative and quantitative analyses of current image and positioning.
- Qualitative and quantitative analyses of the proposed image and positioning products.
- Report identifying recommended implementation plans for brand identity applications and brand identity maintenance plan.
- Detailed implementation schedule.
- Presentation of the proposed brand identity including the elements listed above.
- Final written report outlining the elements listed above (Presentation of final report to Village Council must occur no later than October 2008).

II. RFQ SUBMITTAL REQUIREMENTS

2.0. QUANTITY AND FORMAT:

Six (6) paper copies and one (1) compact disk of Consultant's statement of qualifications shall be submitted and organized generally as listed below. Proposals should be kept relevant and succinct.

- Cover letter
- Understanding of project and project approach
- Relevant project qualifications and experience as a firm
- Key staff/sub-consultant qualifications and relevant experience
- List of key project phases and a calendar for the execution and completion of each phase
- List of the cost of each key phase
- Summary of hourly rates by key staff and proposed method of billing for the project
- Estimated total of hours needed to complete all services and deliverables
- Summary statement

-
- The submittal items must be placed in a sealed container bearing the Consultant's name and the words "Statement of Qualifications & Proposal for Professional Services for Branding and Marketing Initiative."

The Village assumes no responsibility for non-receipt of submittal packages for any reason, including, but not limited to, carrier delay. It is the Consultant's responsibility to meet the deadline stated above. Submittals which do not contain the required number of copies and all information requested in this RFQP may be considered non-responsive and rejected without evaluation. Submittals received after the deadline or at the wrong location will be considered non-responsive and rejected without evaluation. Faxed and emailed copies will not be accepted.

2.1. UNDERSTANDING OF PROJECT AND PROJECT APPROACH

This section shall summarize the Consultant's understanding of the scope of service requirements and allows the Consultant to add any additional information, which may help the Village in determining that the Consultant fully understands the project and the needs of the Village.

2.2. RELEVANT PROJECT QUALIFICATIONS AND EXPERIENCE AS A FIRM

The Consultant's relevant experience shall be provided as part of the response. The Consultant shall provide adequate information to show that the firm has particular expertise in assisting municipalities with brand development and implementation.

The Consultant is encouraged to provide a short project synopsis and samples of relevant work. The client/reference contact information for the relevant projects should be provided in this section of the response for each similar project.

Descriptions of the Consultant's management principles are encouraged. Consultants should provide information as to how a cooperative relationship with the Village will occur and describe how they will perform and successfully complete all tasks assigned in the interest of the community.

2.3. KEY STAFF/SUB-CONSULTANT QUALIFICATIONS AND RELEVANT EXPERIENCE

The Consultant shall include the qualifications/credentials for key staff positions and sub-consultants.

2.4. SUMMARY OF HOURLY RATES FOR KEY PERSONNEL AND METHOD OF BILLING

The Consultant is to provide a summary of the key positions that will be assigned to the Project and should provide the proposed hourly rates for each of the key billing categories. The Consultant is also requested to provide a summary of the proposed method of billing for the project (lump sum, cost plus with not-to-exceed limit, hourly, etc).

2.5. INSURANCE QUALIFICATIONS

A statement of the Consultant's current insurance coverage signed by a company official shall be submitted in the packet. The Village requires a minimum of Two Million Dollars (\$2,000,000) Professional Liability Insurance, One Million Dollars (\$1,000,000) Automobile Liability Insurance, Two Million Dollars (\$2,000,000) General Liability Insurance, and Five Hundred Thousand Dollars (\$500,000) Worker's Compensation Insurance. If the current coverage does not meet the Village's minimum requirements, a statement of the Consultant's ability and intent to obtain the required coverage must be included. A certificate of insurance shall not be submitted in lieu of this statement.

2.6. PROPOSAL SUMMARY

A summary statement is optional but can be included to help the Village select the best overall qualified Consultant.

2.7. DEADLINE AND PROPOSAL DISPOSITION

Completed Requests for Qualifications & Proposals shall be due **NO LATER than 3:00 PM on Monday, March 7, 2008.**

All submittals shall become the property of the Village of Downers Grove. The Village will maintain confidentiality of all the proposals and not share information provided by prospective consultants with any other prospective consultant nor with the selected consultant. Proposals shall be submitted to:

Douglas Kozlowski, Communications Director
Village of Downers Grove
801 Burlington Avenue
Downers Grove, Illinois 60515

Any questions during the period of development of Consultant's response should also be directed to Douglas Kozlowski, Communications Director, in writing and be faxed to 630-434-5571 or emailed to dkozlowski@downers.us.

2.8 SOLICITATION CAVEAT

The Consultant understands and agrees that the Village of Downers Grove shall have no financial responsibility for any costs incurred by the Consultant and its subcontractors in responding to the Request for Qualifications and Proposals. Furthermore, the Village shall not be liable for any Consultant or its subcontractors' costs attributed to their own study and investigation of the community in response to this RFQP until the Consultant has executed a contract with the Village of Downers Grove and has been authorized in writing to proceed. The Village of Downers Grove reserves the right to terminate this Request for Qualifications & Proposals after three (3) days notice to all prospective Consultants.

III. SELECTION PROCESS**3.0 THREE STEP SELECTION PROCESS**

The selection process to determine the successful consultant will consist of the following three steps:

Step One: Submittals will be distributed to members of a selection committee for review. The committee will evaluate the submittals based on the following factors:

- Overall content and responsiveness to this Request for Qualifications & Proposals.
- Qualifications and relevant experience of the Consultant.
- Qualifications and relevant experience of the personnel assigned to the project.
- Demonstrated ability to work with municipal agencies.

- Demonstrated performance on past projects.
- Review of hourly rates for all services and deliverables for the project.
- Demonstrated understanding of the Village's Strategic Plan.

Step Two: The committee will conduct interviews with one or more of the selected Consultants as determined from Step One to obtain a more comprehensive view of their qualifications.

Step Three: After the interview process in Step Two, the Village will negotiate and prepare a proposed contract for Village Council consideration. The Village may negotiate with one or more of the top qualified Consultants, as determined from Step Two.