

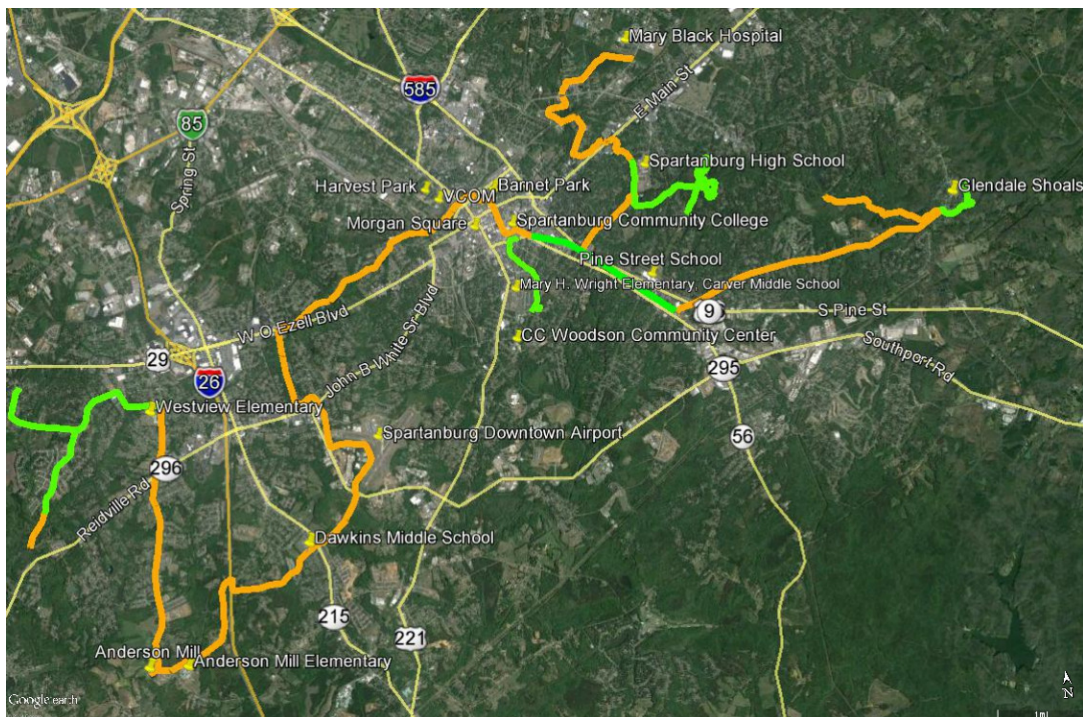
# Request for Proposal

## Spartanburg Community Trails System Branding and Marketing Strategy



All proposals & questions should be submitted to:  
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Deadline for submission: Friday, March 20, 2015  
Issued: Friday, February 27, 2015



(green lines are existing trails; orange lines are proposed trails)

# Request for Proposal

## Spartanburg Community Trails System Branding and Marketing Strategy

### **Introduction**

Partners for Active Living (PAL) is seeking proposals from qualified individuals or firms to assist PAL and our community partners with the creation of a branding and marketing strategy for a trails system in the urban area of Spartanburg County. The services provided will result in a trails system name, logo, signage examples, sponsor solicitation package and recognition, and property owner resources.

This process has been funded by Pacolet Milliken LLC, City of Spartanburg, and Spartanburg County Parks Department.

The funding from Spartanburg County Parks comes from hospitality taxes. Trails, as a component of outdoor recreation, are an ingredient in Spartanburg County's strategy for promoting community wellness and attracting visitors.

### **Background**

In 2012, Partners for Active Living, the City of Spartanburg, and Spartanburg County Parks Department funded and hired a consultant to create a vision for a unified and connected trails system within the urban area of Spartanburg County. This 25-year plan has been broken out into an initial 5-10 year strategy resulting in a 25-mile east-to-west connector. The 25-mile connector ties together four existing trails: Mary Black Foundation Rail Trail, the Cottonwood Trail, Wofford's trails at Glendale, and the Wadsworth Trail.

As the system is implemented, PAL expects to create a connected, easy-to-follow route for citizens of all ages to use for recreation and transportation. But the sell is difficult in its current form. Besides connecting otherwise disconnected trails, users will make their way across town and into neighborhoods via a variety of routes, taking advantage of extra wide roadways and existing creekside utility easements.

We need a name, we need a brand. We need something to call our system that speaks to residents of and visitors to Spartanburg, and logos to capture visually the message of our trails. It should be unique, and allude to Spartanburg's history to fit in with other community building efforts around the County.

*The dynamics are many:* different existing trails with different "owners" need to maintain their identities; new trails will take various routes requiring consistent signage and information

regarding directions and destinations; naming has to take into account history, culture and communities.

A named and branded system will simplify the marketing of our plan to funders and to the public, thereby playing a crucial role in the development of our trail system and in soliciting significant private investment.

*The process:* The existing Trails Collaborative will oversee the naming/ branding process and come to consensus. The Collaborative includes the following partners:

- City of Spartanburg, Clifton Trail Alliance, Hatcher Garden, Mary Black Foundation, Pacolet Milliken (Drayton Mills Trail), Palmetto Conservation Foundation, Spartanburg Area Conservancy (SPACE), Spartanburg Area Transportation Study (SPATS), Spartanburg County Parks Department, Spartanburg School District 7 (River Birch Trail), Trees Coalition, Tyger River Foundation, Upstate Forever, Westside Neighborhood Association

*Resources:*

Spartanburg County Trails Master Plan: <http://spartanburgparks.org/trailsgreenways/>

5-10 year trails implementation strategy: <http://www.active-living.org/greenways-and-trail-plans>

2011 Spartanburg County Tourism Action Plan, which outlines the community's overall thinking about tourism including recreation. This plan was endorsed by Spartanburg County Council:

<http://www.spartanburgcounty.org/govt/depts/pln/docs/SpartanburgTourismActionPlan.pdf>

### **Qualifications and Experience**

Proposals will be accepted from individuals, organizations (for profit or nonprofit), or other collaborative arrangements that:

- Are qualified to conduct business in the State of South Carolina,
- Are in a corporation or a limited liability corporation (LLC) that is in good standing with the Secretary of State.

Proposers shall have substantial experience with the following:

- Developing, implementing and coordinating marketing campaigns and community branding efforts that involve many community partners,
- Providing professional, effective communication services,
- Producing quality graphic design,
- Developing creative and successful community branding materials when the implementation budget is very limited.

### **Project Funding**

Funds available for the project through Partners for Active Living are limited to \$10,000 from both public and private funds dedicated to this process. Proposals should stay within the outlined budget.

### **Format Requirements**

To be considered, a completed proposal must be submitted on time, and must respond to each of the following items listed in this section. The proposal shall be limited to 10 pages. Work samples, resumes, and professional references accompanying proposals as attached appendices will not be counted as part of the maximum 10-page limit.

At minimum, the proposal should have the following sections and information:

1. Cover letter
2. Staffing
3. Work plan and approach
4. Experience and work samples, including past work in Spartanburg County
5. Proposal price, split into paid services and in-kind services
6. Proof of insurance
7. Subconsultants

### **Scope of Work**

Goals and objectives to be achieved through the process include:

1. Trails system brand
  - Creation of a name for the proposed trails system that ties together the community's history with current community trends and branding/marketing efforts
  - Creation of a logo with or without a tagline
  - Outline logo and brand guidelines
  - Design trails system signage showing current and future connectivity; it will be critical to recognize owners for specific sections, a system presenting sponsor and sponsors for the various pieces. In addition, sign colors should complement new Spartanburg County Parks signs and colors and the Spartanburg County Tourism Action Plan.
2. Partnership buy-in
  - Build consensus among the 15 public, private, and nonprofit partners engaged in the trails system development
  - Create sponsorship package for naming opportunities
  - Create marketing materials for private property owners to allow for a trail to be built on their property; outline the benefits and counter myths
3. Community buy-in/ use
  - Develop a social media strategy, as well as one using traditional media partners
  - Propose a low cost public roll-out for the branded system

- Suggest best options for media buying

### **Schedule**

The schedule for the selection of a project consultant team is as follows:

RFP advertised: February 27, 2015

RFP response deadline: Friday, March 20, 2015

Interviews (if necessary): Week of March 30

Consultant selection: Week of April 6

Commence project: Week of April 20

Project completion: No later than July 31, 2015

### **Selection Process**

Partners for Active Living will conduct a fair and impartial process for the selection of a contractor for this project. A selection committee assembled by Partners for Active Living will review the proposals and develop a short list based on the team proposals and the extent to which they satisfy the selection criteria stated below. Depending on the evaluation of the proposals, the selection committee may choose a single team finalist and immediately begin contract negotiations.

If necessary, the selection committee will interview representatives from the consultant teams on the short list. The selection committee shall recommend the finalists to the PAL executive director, who will make final determination. PAL reserves the right to request additional information following a review of the initial submission.

### **Evaluation Criteria**

1. Specialized work experience: 20 points  
Specialized experience in the type of work to be performed, specifically including numerous community partners and sponsors.
2. Staff qualifications and experience: 20 points  
Qualifications and experience of the staff assigned by the proposer to perform these services.
3. Approach: 25 points  
The consultant team demonstrated an approach which has an effective and clear decision-making process, links all aspects of the scope of work, successfully integrates technical and public involvement activities, completes the project on schedule, offers creative and unique community partner involvement approaches and tools, and offers cost-efficiencies.

4. Budget: 20 points

The funds available for the project are limited to \$10,000. As the funding available for this project is limited, favorable consideration will be given to firms that contribute services to the project.

5. Quality of work samples: 15 points

Work samples submitted with the proposal are professional in appearance, clear, easily understood, and exhibit an effective use of graphics and visual display skills.

The selection committee will review all proposal materials and may confer with professional references identified by proposing consultant teams.

**Other**

PAL reserves the right to modify the selection process or other aspects of this RFP at its sole discretion. All firms that have requested the RFP will be notified of modifications, as applicable. PAL reserves the right to accept a proposal even if it does not contain all the information in response to this Request for Proposal. PAL also reserves the right to reject without cause all proposals in response to this RFP. PAL reserves the right to reject, or request replacement of, individual team members or firms comprising a consultant team. Upon selection of a consultant team for the project, negotiations will be undertaken regarding final project scope of work and fees. PAL reserves the right to terminate such negotiations and begin negotiations with the next ranked consultant team.