



City of Avondale Estates Request for Proposals Brand Perception Research, Positioning and Identity Development

Overview

The City of Avondale Estates invites experienced branding agencies to submit proposals for a comprehensive branding initiative to enhance the city's identity, support economic development, foster civic pride and position the community as the ideal place to live, work and play in metro Atlanta.

The City of Avondale Estates is a progressive 1.2 square mile city in the Atlanta region incorporated in 1927 that celebrates its historic character and small-town atmosphere while facilitating smart growth and development. The city is committing its resources and providing development incentives to build a vibrant, sustainable model of a contemporary garden city. Avondale Estates is in DeKalb County, a few miles east of Atlanta city limits and within the I-285 Perimeter highway. The City is celebrated as one of the metro areas best places to live with the following unique features:

- On the National Registrar of Historic Places.
- The only documented example of an early 20th-century planned town in the Southeast.
- 40th year as Tree City USA with beautiful landscaping, lakes, parks and gardens.
- Main street entrepreneurship mindset including the home to the first Waffle House and its founders.
- New development that preserves and celebrates the city's arts and cultural heritage.
- +50 home-grown entrepreneurs and trail-blazing businesses at street level downtown.
- Voted #1 Craft Beer City by USA Today three years in a row.
- A new two-acre Town Green opened in 2022, creating a central community gathering place.
- Emerging downtown with unique food, beer and entertainment scene including three breweries and a Michelin Bib Gourmand recognized restaurant. Includes an Entertainment District, allowing patrons to walk freely downtown with open containers.
- Complete Street Project under construction which will convert the main street into a walkable, bike-able connected corridor.
- Walkable neighborhood with bike amenities under construction.
- Flanked by two MARTA Rail Stations connecting to Atlanta and an easy train ride to the "World's Busiest Airport."
- Accessible to more than 22 miles of regionally connected bike lanes.
- Ranked #15 nationally for two years in OpenDoor Family-friendly Cities list.
- Listed as a top city in Georgia for LGBT families by Movoto.

The City has not developed a comprehensive brand platform and has used a city seal as its primary logo. The city's brand will complement the Avondale Estates Downtown Development Authority's material, which is focused on promoting and driving traffic to the city's downtown district. As part of the research and discovery portion of this project, material from both entities will be available for review. The successful agency will create a cohesive and unique brand that resonates with residents, businesses, city staff and visitors.

The objective of this project is to develop a unified City brand that reflects the Avondale Estates' culture, values, future aspirations, and forward-thinking initiatives. It is important that the brand is authentic but is not exclusively designed around the Tudor Village architecture and includes the many other amenities and lifestyle opportunities available to residents that make living and working in the city appealing. This project includes brand strategy, design (logos, fonts, color scheme and style guide), messaging, and implementation guidance across various platforms (e.g., city signage, city branding, marketing materials and the city website).

The project will require the consultant to obtain community input from current residents and businesses, as well as conduct a survey (and/or other recommended market research) of any newly identified audiences to ensure the City brand is perceived appropriately.

The consultant should have experience in providing a strategic approach to placemaking and an expert understanding of how branding can affect the economic development efforts of a community.

PROJECT GOALS

- **Enhance City Identity** - Develop a brand that highlights the City's unique features—its people, natural attractions, and future goals in a tasteful, fresh and positive way.
- **Tourism and Economic Development** - Create a compelling narrative to attract visitors, investors, private development, and new residents.
- **Foster Community Pride** - Ensure the brand reflects the values of the City's residents and encourages civic engagement.
- **Consistency Across Platforms** - Develop a brand that can be consistently implemented across print, digital and physical platforms.

MINIMUM ELIGIBILITY REQUIREMENTS

The agency should specialize in project management, research, marketing and creative design for developing a complete community brand. A minimum of three (3) years of experience is required to respond to this RFP. Priority may be given to those firms that have experience with local governments.

SCOPE OF WORK

The specifications included herein shall establish the minimum responsibilities of the selected agency for the work to be performed.

Communication and Coordination

- At a minimum, provide biweekly update reports outlining the current phase of the project, discussions, actions, and “what’s next” toward meeting the execution of the project. The City will determine if these reports will be in-person, through live electronic platforms (Teams, Zoom, etc.) or via written communication.
- At the City’s request, additional meetings and scheduled communications may be required.
- The agency is expected to complete all work within six months from the date of the award.

Brand Research

- Conduct stakeholder engagement sessions and surveys (providing both quantitative and qualitative data), including elected officials, Downtown Development Authority board members, business leaders, residents and city staff. The agency will be responsible for conducting community input sessions and be expected to employ creative means of public engagement to ensure all areas of the community are aware of, involved in, and invited to participate in the project.
- Create and execute brand perception surveys amongst targeted audiences.
- Understand the plans for revitalization within the City (e.g. where we came from, where we're going.)
- Analyze the City's strengths, weaknesses, opportunities, and threats (SWOT analysis) in relation to branding.

Brand Strategy Development

- Develop a unique plan and strategy for the City that showcases what Avondale Estates offers, separate and distinct from other area cities and towns in the metro Atlanta region.
- Incorporate the City's core values, positioning, and target audiences.

Brand Design

- Develop brand guidelines that include a brand positioning statement, brand messaging pillars, and visual identity, including a refreshed logo, color palette, typography, and design guidelines.
- Provide digital assets for use in both online and offline channels.
- Provide a design that can be flexible and incorporated in many different ways across channels. This design should not quickly age; rather, it should be adaptable to meet the needs of various departments and evolve along with the changes to the City.
- Must be authentic and resonate with City staff, residents, businesses, visitors, and community groups to create the broadest possible support and adaptation.
- Provide multiple design concepts for review by the City's branding team to review.
- Modifications of brand positioning and visual concepts based on feedback.

Messaging and Storytelling

- Create a brand narrative and key messaging points or brand pillars that communicate the City's essence and vision in a positive and refreshing way.

Implementation and Rollout Plan

- Suggest strategies for community engagement and public involvement during the rollout process.
- Provide guidelines for applying the brand across City departments, promotional campaigns, public spaces, and online.
- Develop brand identity maintenance and application plan.
- Outline clear guidelines on when creating a new logo for a program or initiative is merited.
- Estimate implementation costs to the City and recommend the City budget.
- Include digital files of all logo and brand design elements in vector, png, jpg and gif formats.
- Develop a detailed action plan for implementation, including timelines for development of creative elements and applications of brand.

- Provide final report on items listed above and remain available for consultation for a period of at least three (3) months beyond the work completion date.

SUBMISSION REQUIREMENTS

Proposals should be organized in the following manner:

- **Agency Overview** – Include a brief company history, outlining the agency’s mission and core competencies, and evidence of proven success in city or large-scale branding initiatives. Provide at least three (3) references from recent projects, including current contact information (municipal projects preferred). The City reserves the right to contact other references in addition to those provided.
- **Approach and Work Plan** – Describe the agency’s approach to achieving the goals outlined in this RFP. Provide a detailed timeline of deliverables and project phases.
- **Portfolio of Relevant Work** – Describe relevant experience with similar large-scale projects that highlight the agency’s ability to present fresh and forward-thinking ideas that are unique from other branding work. Include examples of branding projects, particularly for municipalities and/or public sector clients. Do NOT include preliminary sketches or design work related to this specific project.
- **Project Team** – Provide brief resumes of each team member who will work on this project, their role, and how much time they will spend on the project. (limit to 1 page per team member)
- **Price** – Provide a detailed pricing breakdown for each phase of the project identified in the proposed timeline. Include any additional services or expenses not addressed in the initial scope of work. All price information must be in a separate and submitted as part of the larger proposal package

Agency must submit proposals online at

<https://avondaleestates.org/FormCenter/Submissions-for-Communications-9/Request-for-Proposal-Submission-City-Bra-147>.

All proposals are due by 5:00 p.m. (EST) on February 3, 2025. Late proposals will not be accepted. Any bid submitted in any other format (email, paper, fax, mail, etc.) will not be accepted.

Attachments may be made to the proposal; however, supplemental information should be kept to a minimum. The City does not expressly state or imply any obligation to reimburse responding agencies for any expenses incurred in preparing submissions in response to this request.

QUESTIONS

Questions regarding this RFP must be submitted online at

<https://avondaleestates.org/FormCenter/Submissions-for-Communications-9/Submit-Questions-Regarding-the-City-of-A-148>.

All questions received by the deadline of 5:00 p.m. EST on January 17, 2025, will be answered via addendum.

AWARD CRITERIA

All responsive proposals will be reviewed by an evaluation team. The City will award the responsible agency whose offer will be most advantageous to the City; price and other factors will be considered. The following items in each proposal shall be used to evaluate offers:

- Agency Overview – 5%
- Approach and Work Plan – 40%
- Portfolio of Relevant Work – 20%
- Project Team – 15%
- Price – 20%

The City will conduct a direct comparison of one proposal with another to determine which proposal best provides what the City needs, as identified in this solicitation. After ranking is completed, interviews and/or presentations may be conducted at the discretion of the City. The City reserves the right to select a proposal that exceeds the minimum but is not required to do so. Proposals may exceed the requirements, but the City is not requesting or accepting alternate proposals. Each proposal must respond to the solicitation requirements. Award will be made to the agency with the highest rated point total whose proposal meets all requirements of this solicitation.

The City of Avondale Estates reserves the right to accept or reject any or all proposals and award in the best interest of the City.

PROPOSED SCHEDULE RFP	
Optional Pre-bid Meeting	Date: January 7, 2025 via Teams Meeting
Questions Due by 5:00 p.m. EST:	Date: January 17, 2025
Questions Answered (posted as addendum)	Date: January 24, 2025
Proposal Due by 5:00 p.m. EST	Date: February 3, 2025
Finalists Interviews	Week of February 17, 2025
Contract Presented to Board of Mayor and Commissioners	March 12, 2025
	March 26, 2025

Contract up for approval with Board of Mayor and Commissioners	
Project Work Begins	Week of March 31, 2025