

RFP for Brand Assessment and Marketing Development

Downtown Fredericton Inc. (DFI) is seeking proposals from qualified consultants to undertake a comprehensive brand assessment and contribute recommendations to the development of a multi-year marketing strategy. This project is aligned with the implementation of DFI's new strategic plan, which will be completed by November 2024. The successful proponent will help DFI increase visibility, vibrancy, member and community engagement through enhanced branding and marketing efforts.

About the Project

DFI's objective is to assess its current brand and marketing tactics, identify opportunities for improvement, and develop forward-looking recommendations that support strategic priorities over the next three to five years. This includes conducting a landscape scan of comparable Business Improvement Areas (BIAs) and identifying best practices in urban branding and promotions.

About DFI

Downtown Fredericton Inc. (DFI) is a non-profit Business Improvement Area (BIA) organization committed to the growth and development of Fredericton's central business district. Established in 1982, DFI represents, promotes, and supports businesses and organizations owning or renting space zoned as non-residential within the BIA boundaries of downtown Fredericton.

Scope of Work

The successful consultant will be required to perform the following project components:

- **Brand Assessment:** Evaluate DFI's current brand and marketing assets, including digital presence, promotional materials, and public perception.
- **Comparative Analysis:** Conduct a landscape scan of similar BIAs and identify successful branding strategies that could be applicable to DFI.
- **Brand Development:** Propose brand elements, including visuals, messaging, and storytelling, that will resonate with key audiences and align with DFI's strategic goals.
- **Strategic Recommendations** Develop recommendations to be considered as part of the development of a marketing plan that includes considerations for digital, print, and event-based strategies to be implemented over a three to five year period.
- **Website and Digital Collateral:** Provide recommendations and considerations for design updates for DFI's website and other digital platforms.

- **Transition and Support:** Offer integrated support during the transition phase to ensure successful implementation of the new brand and marketing tactics.

Proposal Requirements

Proposals should include the following information:

- **Company Information:** Brief background on the consultant or firm, including relevant experience with similar projects.
- **Approach and Methodology:** Detailed explanation of how the consultant will approach the brand assessment and marketing plan development.
- **Timeline:** A proposed work schedule that aligns with the project timeline.
- **Project Team:** Names and roles of key personnel who will work on the project, including their relevant experience.
- **Detailed Budget:** A cost breakdown aligned with the project's subcomponent costs.
- **References:** At least three references from similar projects undertaken in the last five years.

As well as any other relevant information that may support the proposal.

Proposal Submission

Please submit proposals by email to adam@downtownfredericton.ca no later than **November 12th, 2024**.

Budget

The total project budget shall not exceed \$20,000 (CAD).

Timeline

- **RFP Issued:** October 25th, 2024
- **Deadline for Questions:** November 1st, 2024
- **Proposal Submission Deadline:** November 15th, 2024
- **Evaluation and Selection Period:** November 15th to November 29th, 2024
- **Contract Awarded:** November 29th, 2024
- **Project Completion:** February 28th, 2025

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in branding and marketing strategy development
- Understanding of DFI's goals and the downtown Fredericton context
- Quality and creativity of the proposed approach
- Capacity to meet the project timeline
- Cost-effectiveness of the proposal

Terms and Conditions

DFI reserves the right to:

- Accept or reject any or all proposals
- Request clarification or further information
- Negotiate with the selected consultant