

**REQUEST FOR PROPOSALS**  
**CHEYENNE DOWNTOWN DEVELOPMENT AUTHORITY/MAIN STREET**  
**REBRANDING AND WEBSITE DESIGN**



**DEADLINE FOR SUBMISSION:** Tuesday, May 1<sup>st</sup>, 2018 by 4:00 pm

**SUBMIT TO:** Electronic submissions are preferred and should be submitted to [desiree@downtowncheyenne.com](mailto:desiree@downtowncheyenne.com) with “Cheyenne DDA/Main Street Rebranding Project” as the subject line

**ORGANIZATION OVERVIEW**

The Cheyenne Downtown Development Authority /Main street was created by community vote in 1984. In Wyoming, Downtown Development Authorities, or DDA’s, are state-statute driven organizations with the advantage of purchasing, renovating, and selling property in a way that municipalities cannot. In addition to this governance, the Cheyenne DDA/Main Street is also driven by a City Ordinance and Board Bylaws.

The organization was designed as an entity that explicitly oversees downtown Cheyenne and the development therein. The district consists of 74 blocks, making it one of the largest downtown districts found. The 9-person Board is appointed by the Mayor and greater than 50% of the board must be a property owner, lessee, or resident of the downtown district. There are an additional two ex-officio Board positions that are held by a representative from the County commissioners and the City Planning Director.

The Executive Director (ED) is hired by the Board, and in turn, the ED hires all other staff. Current staff include a Program Director, a Marketing Coordinator, and an Office Coordinator. The organization operates all initiatives through the staff as well as a consistent group of roughly 25 volunteers on three committees: The Economic Vitality Committee, The Design Committee, The Promotions Committee. The organization also has strong partnerships with the Greater Cheyenne Chamber of Commerce, Cheyenne LEADS, and Visit Cheyenne.

**MISSION**

*To create the infrastructure, environment and activity levels necessary to promote revitalization of downtown Cheyenne, and to maintain it as a viable, thriving area of commerce and services.*

**GOALS**

- To boost commerce within the downtown district
- Draw new businesses and companies to the downtown district
- Remediate blighted and unproductive properties
- Create higher activity and pedestrian traffic throughout the district

**CHALLENGES AND OPPORTUNITIES**

Like most organizations, DDA/Main Street has had its ups and downs in community support, Board leadership, and staffing over its 34-year history. Currently, the organization has a strong working Board and four staff who oversee implementation of identified priorities. Recent strategic planning efforts have positioned the organization to be more capable to take on developmental projects typical of a

downtown economic development organization. And due to this increased level of capacity and vision, the Board and staff are interested in branding that reflects a strong, working, visionary organization. In addition, downtown's general identity is due for an update to help attract the coveted young professionals as well as a wider variety of constituents who look to downtown as an amenity to the Greater Cheyenne area.

Recent market data and ESRI results have shown that Cheyenne has a large proportion of residents and workers near and in the downtown daily, which is a somewhat untapped market. In addition, Downtown Cheyenne has not been immune to the trends of experiential retail taking shape through the nation and has a growing number of restaurants and drinking establishments. Arts and music entertainment are on steady upward growth, through efforts of the Cheyenne DDA/Main Street and other local entities. Finally, entrepreneurs and tech industries have become aware of Cheyenne and downtown as a desired location, and local partners are stepping up to explore new ways to capitalize on, and encourage, the growth of this sector.

### **PROJECT SCOPE**

Cheyenne DDA/Main Street seeks integrated services for a complete rebrand, including logo, potential name change, and other complementary components. A full list of project components follows. Cheyenne DDA/Main Street is looking for a brand that can be embraced by the broader community, but that can also communicate the 'cool' factor that exists in our downtown. Though the downtown maintains a strong historical integrity and connection to the west, this is only one part of our identity as a downtown and as a community. Downtown Cheyenne is on the rise with many innovative business and industrial initiatives and has the goal to be relevant and attractive a wide constituency that includes small business, industry, tourists and residents alike.

Cheyenne DDA/Main Street seeks a firm with experience in rebranding and website development for non-profit, municipalities, tourism, and/or quasi-governmental agencies. The firm will work closely with Cheyenne DDA/Main Street staff, volunteers and Board to rebrand the organization and deliver an executable brand package and website.

The selected firm will produce the following project deliverables:

1. Conduct any necessary research, including existing brand audit, user personas, and potential for discovery phase with Cheyenne DDA/Main Street and community at large
2. Potential new organization name and logo
3. Detailed brand package including fonts, brand assets, graphic elements, color palettes, banner design and program logos (Façade Improvement Program, Capital Improvement Grant, Microloan, Re-Ride)
4. Branding package standards and usage guide
5. Website development features and enhancements to include:
  - a. Develop a cost-effective, easy to use, interactive and architecturally sound website that will remain viable for a minimum of five years
  - b. The site must be visually appealing utilizing an attractive mix of photos, videos, graphics, and text
  - c. For ease of use, the website must provide consistent orientation and navigational aids
  - d. Allow for interactivity to include lead creation, surveys, feedback forums, secure online payments, fillable/downloadable forms and documents, access to calendars and embedded interactive maps
  - e. Must be easily updated for and/or with Cheyenne DDA/Main Street Staff

- f. Optimized for mobile-use
- 6. Assistance in the launch of the rebrand; including a transition plan and timeline

The Cheyenne DDA/Main Street website information should be directed towards downtown and Cheyenne community stakeholders, residents, business and property owners; visitors and tourists; elected officials, government, and civic agencies; and anyone who would seek to learn more about the organization and downtown.

**ANTICIPATED PROCESS AND TIMELINE**

Request for Proposal (RFP) issued to public:	Monday, April 2 <sup>nd</sup> , 2018
Questions due to Cheyenne DDA/Main Street by:	Friday, April 20 <sup>th</sup> , 2018 by 4:00 pm
Answers to questions emailed by:	Wednesday, April 25 <sup>th</sup> , 2018 by 4:00 pm
RFP submissions due electronically by:	Tuesday, May 1 <sup>st</sup> , 2018 by 4:00 pm
Invitation to present issued by DDA/Main Street by:	Monday, May 7 <sup>th</sup> , 2018 by 4:00 pm
Finalist Presentations on:	Tuesday, May 15 <sup>th</sup> , 2018, 8:00 am
Decision by Cheyenne DDA/Main Street Board:	Thursday, May 17 <sup>th</sup> , 2018
Notification to presenting firms:	Friday, May 18 <sup>th</sup> , 2018
First meeting:	Week of May 28 <sup>th</sup>
Reveal of full Rebrand:	Monday, October 1 <sup>st</sup> , 2018

It is expected that the branding and web project will be completed within three to six months of contracting with Cheyenne DDA/Main Street.

**PROPOSAL GUIDELINES AND REQUIREMENTS**

Proposals must include the following:

- Firm profile, mission, design philosophy and methodology
- Staff profiles as they pertain to this project
- Detailed description of firm’s approach and process for brand and website development
  - Include any relevant examples
  - How the firm anticipates working with board, staff, and community members
  - Explanation of ideal relationship with a client
  - Other relevant detail the firm feels necessary
- Any previous experience with a similar entity (non-profit, municipality, tourist agency, etc.)
- Description of firm’s availability to begin the project in accordance with the schedule
- Detailed fee proposal outlining the specific activities for each part of the process
  - Please also note if any subcontractors are used and include their fees within the fee proposal
- Three references including the type of work done, date of completion, and reference contact information
- A summary explaining why your firm is most qualified to lead this project

## **EVALUATION AND SELECTION CRITERIA**

All proposals will be reviewed by the Cheyenne DDA/Main Street Board and staff upon receipt of electronic materials on Tuesday, May 1<sup>st</sup>, 2018. The Board and staff will evaluate and advance firms for presentation based on criteria below:

- Responsiveness to work scope and program needs—35%
- Demonstrated experience and expertise in similar projects—35%
- Cost and time effectiveness—20%
- General qualification of the firm and selected personnel assigned—10%

Once the firm(s) have been selected and notified, staff will coordinate with the firm(s) to present their RFP in person at a Cheyenne DDA/Main Street Board work session, to be held on May 15<sup>th</sup>, 2018. From there, final selection of the desired firm will be decided and presenting firms will be notified of the final decision by May 18<sup>th</sup>, 2018.

## **CONTRACT TERMS**

This RFP does not commit Cheyenne DDA/Main Street to award a contract or to pay any costs incurred in preparations or submissions of proposals. Cheyenne DDA/Main Street reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any firms in any manner deemed to be in the best interest of Cheyenne DDA/Main Street.

The proposed contract period for services is through the completion of the project. All material produced, data collected, and reports generated by firm on behalf of the Cheyenne DDA/Main Street are confidential and become the exclusive property of Cheyenne DDA/Main Street. The firm may not share program materials, customer data, industry or program participant contact information etc. unless authorized by Cheyenne DDA/Main Street to do so.

## **CONTACT INFORMATION**

Please direct all questions regarding this RFP to: Desirée Brothe, Program Director at [desiree@downtowncheyenne.com](mailto:desiree@downtowncheyenne.com) or at 433.9730.