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Schedule:

January 05, 2022 – RFP available to interested parties
February 15, 2022 – All proposals are due by 4:00 p.m.
March 15, 2022 – Evaluation of proposals and review of references (City may interview candidates)
Tentative March 21 – Council direction to negotiate a contract with a vendor – Council Meeting
TBD – Refer to Council

PURPOSE OF RFP

The City of Fort Thomas desires to establish a new visual identity and a comprehensive brand marketing campaign to connect our city and business districts in a cohesive manner, drive business attraction and retention, and enhance general perception. The City of Fort Thomas is seeking a qualified design firm that can utilize a collaborative process with integrated community engagement.

BACKGROUND

Fort Thomas is a home rule class city in Campbell County, Kentucky, United States, on the southern bank of the Ohio River and the site of an 1890 US Army post. The population was 17,438 at the 2020 Census, making it the largest city in Campbell County and it is officially part of the Cincinnati – Northern Kentucky metropolitan area. The City of Fort Thomas was named in honor of Civil War General George Henry Thomas, who ranks among the top Union Generals of the War.

The City of Fort Thomas is comprised of 5 business districts; Midway Entertainment District, Cultural Arts District, Inverness, Fort Thomas Plaza and Highland Plaza. DORA (Designated Outdoor Refreshment Area) will be implemented into the Midway District February 2022, The Post Brewery will open in summer 2022. In the Cultural Arts District, One Highland and the City Building construction will conclude in April 2022.

There are 17 Fort Thomas city parks including Highland Hills Park and Tower Park at more than 80 acres each. The Parks house playground structures, basketball courts, ballfield, dog parks, the Fort Thomas Farmers Market. Fort Thomas Independent Schools was recognized as the #1 ranked school district in the Commonwealth of Kentucky, and ranked in the top ten for Best Places to Teach, Safest District and Best District for Athletes according to an analysis published on Niche.com.

SPECIFICATIONS OF RFP

A. PURPOSE

1. The City of Fort Thomas is making efforts to be inclusive and elevate all businesses in each district; Midway District, Cultural Arts District, Inverness, Highland Plaza and Fort Thomas

Plaza. The ideal proposals would include a new visual identity for the City of Fort Thomas, wayfinding signage complementary to our streetscapes and elevating our businesses.

2. The primary goals/objectives to be achieved by the branding initiative include, but are not limited to: uniformity, community identity/pride, community and economic development promotion, and flexibility of the new visual identity.

SCOPE OF WORK

A. Develop a brand theme and new visual identity for the City of Fort Thomas

The scope of the project will extend from concept to completion and shall include:

1. Lead for various focus groups comprised of residents and business owners to determine existing attitudes, perceptions, opportunities and challenges to enhancing the City's image.

3. Facilitator during the research process and/or testing of the new brand - Include descriptions of community engagement efforts that will take place during this process. The City has a very involved and engaged community. The consultant will be expected to employ creative means of public involvement to ensure that multiple segments of the community are aware of and involved in the project.

4. Research – Research will be the basis for the development of a brand concept, creative elements, messaging/positioning and the overall brand initiative. The consultant will create and implement a brand research plan, which will include qualitative and quantitative research with key publics to identify the following:

5. Strategic Plan – The consultant will develop strategic objectives that will include implementation, management and ongoing promotion of the brand.

6. Creative/Development of Brand – The consultant will develop a new Identity for the City of Fort Thomas including, but not limited to: City Logo, vision/mission statement, messaging strategy, district signage/wayfinding, brand guidelines and toolbox including colors, fonts, photography direction, website, social assets, digital brochure example, street banner, and business cards.

7. Implementation Plan – The consultant will develop an action plan for implementation of the brand in sufficient detail to allow Steering Committee to understand the approach and work plan.

8. Evaluation Plan - The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the Steering Committee, key stakeholders and the public.

EVALUATION CRITERIA

Respondents are required to submit the following items for a complete proposal:

1. A summary of professional qualifications, description of the firm's capabilities and experience conducting similar plans. Include a work sample.

2. Proposed fees and timeline.