

**Request for Proposals
Clermont Soil and Water Conservation District
Branding Campaign**

INTRODUCTION

The Clermont Soil and Water Conservation District (“SWCD”) is accepting competitive sealed proposals for a rebranding initiative that will include the development of new Clermont SWCD logos and doing business as names. The Clermont SWCD will select the offeror that submits a proposal that complies with the criteria set forth herein and that the Clermont SWCD determines to be most advantageous and in its best interest.

OVERVIEW

The purpose of Clermont SWCD is to improve and sustain soil and water quality in Clermont County, and our mission is to provide resources to meet the conservation needs of the counties. Collaborations are foundational to the services we offer. As a non-regulatory organization, we depend on our ability to influence and encourage rather than mandate and penalize. We see community members as collaborators in protecting soil and water. More information on Clermont SWCD can be found in our 2024-2030 Strategic Plan, available at www.clermontswcd.org/strategic-plan/.

The Clermont SWCD needs to refresh its brand and ensure its brand will have longevity in consistently identifying the unique services and resources of Clermont SWCD.

Logo applications include websites, social media channels, letterhead, business cards, apparel/uniforms, promotional materials such as brochures and flyers, promotional items such as water bottles and reusable bags, as well as advertisements, and outdoor and indoor signage. By responding to this RFP, all offerors agree that any work they perform on behalf of the Clermont SWCD is work for hire and that the Clermont SWCD will own all rights and title to any and all deliverables. The offeror that submits the proposal the Clermont SWCD ranks as the most advantageous and in its best interest will be required to enter into a professional services agreement with the Clermont SWCD that outlines the agreed upon scope of services and budget. If the highest ranked offeror and Clermont SWCD are unable to negotiate a professional services agreement, the Clermont SWCD reserves the right to terminate those negotiations without penalty or obligation and begin negotiations with the next highest ranked offeror.

BACKGROUND

The Clermont SWCD has been serving residents and landowners since our establishment in 1943. In the early years, the SWCD focused on working with the USDA Soil Conservation Service (now the Natural Resources Conservation Service) and farmers to control erosion, promote water quality, and enhance wildlife habitat on agricultural working lands. Over the decades, Clermont SWCD has become a multi-faceted agency that works with rural, suburban and urban landowners alike. The SWCD provides technical assistance, grants and cost share funding, educational programming and other resources to landowners to help them address a diverse range of local conservation issues. One of the SWCD’s priorities is to become more effective – to focus our efforts where we expect to have the greatest impact on soil and water conservation. Our goals to address this priority, as described in our 2024-2030 Strategic Plan, are as follows:

1. Increase the number of farmers who adopt good conservation practices
2. Increase the number of residential landowners who willingly protect watersheds from erosion, flooding and chemical runoff from their land.

3. Reduce the amount of litter found along local waterways
4. Increase the ways in which county and township officials use their authority to protect local soil and water
5. Pursue watershed-level projects with like-minded agencies and organizations.

More detail about the Clermont SWCD's recent programs and projects can be seen in our most recent Annual Report, available at

<https://www.clermontswcd.org/wpcontent/uploads/sites/23/2023/03/annualreport2022.pdf>

The SWCD's name is long and can be hard to remember. Our SWCD often gets confused with the county's water and sewer district. We are open to name alterations for DBA purposes along with a change to the logo. Our current logo has been in use for 20+ years.



PROJECT SCOPE

1. Conduct brand audit that provides an understanding of Clermont SWCD's role in county government and the local environmental/conservation community. There is not an expectation to conduct surveys or focus groups but to benchmark the brand based on audience and peer institutions.
2. Design and present at least three different prototypes of each logo and brand for Clermont SWCD.
3. Create marketing toolkit that provides an identity for Clermont SWCD that includes style guides, color palette, templates for published material, messaging, and media release templates.
4. Create branding guide for name and logo integrity as well as demonstrated application on print, web, social media, uniforms, signage, promotional materials, etc.
5. Provide final logos in vector format (AI or EPS), along with RGB and CMYK color codes and hex values. Logos shall include fonts and graphic elements.
6. Provide Recommendations for brand roll-out.

PROJECT SCHEDULE

Project timing: our goal is to have a marketing company hired in June 2024 with the expectation to have final deliverables in early 2025.

PROPOSAL REQUIREMENTS

- Introduction of the company and its history, citing relevant experience. Online portfolio if available.
- Three examples of recent projects, preferably of a similar size and scope.
- Three references from recent/ongoing clients including client, client contact name, phone number, and email; the nature of the project and when it was completed.
- Identify the company's point of contact, including name, title, phone, and email address.
- Qualifications of employees who will be working on this project.
- Proposed budget for the project. The proposed budget should include a recommended work plan and a breakdown of fees for professional services and administrative services.
- Proposed schedule for the project, including project stages, milestones and payments.
- If a marketing company considers any or all part of their proposal to be proprietary and/or trade secret, they must indicate specifically what information and/or parts of their proposal they consider to be proprietary and/or trade secret.

In addition, please answer these questions:

- What is your branding/rebranding process?
- Why do you think you are the best branding company for the project?
- What makes you different from your competitors?

EVALUATION AND AWARD OF CONTRACT:

All proposals will be reviewed, evaluated, and rated using the criteria below.

- Competence to perform the required professional design services *indicated by the technical training, education, and experience of the firm's personnel*, especially those who would be assigned to perform the services. (Weighted 15%)
- Competence to perform the required professional design services *indicated by past projects* described in the proposal. (Weighted 15%)
- *Budget*: Adequate detail is provided; costs are reasonable and overall budget meets the needs of Clermont SCWD. (Weighted 25%)
- *Responsiveness of Proposal*: Proposal provides all information asked for by Clermont SWCD in the requested in the Request for Proposals. (Weighted 10%)
- *Approach*: Approach is clearly defined, addresses all aspects of the project scope as detailed in the Request for Proposals, and demonstrates an understanding of Clermont SWCD and its needs. (Weighted 30%)

- Any other relevant factors as determined by Clermont County including general impressions, current contracts, MBE/DBE/FBE/SBE, etc. (Weighted 5%)

10 points will be given to the "best" consultant for each criteria, 0 to 10 points will be given for the others relative to the "best", a score of 5 is for the minimum acceptable or considered neutral.

Clermont SWCD may request additional information from the company at any time during the review. Such information requests and the company's responses must always be in writing. Information may be requested from sources other than the written proposal to evaluate the company.

The proposal the Clermont SWCD ranks the highest under the scoring matrix will be the proposal the SWCD determines to be most advantageous and in its best interests. The Clermont SWCD reserves the right to negotiate a professional service agreement with the second highest ranked offeror if it is unable to reach an agreement with the highest ranked offeror. If negotiations with the second ranked offeror fail, the Clermont SWCD may negotiate with the next highest ranked offeror.

ACCEPTANCE AND REJECTION OF PROPOSALS

Clermont SWCD reserves the right to:

- Award a proposal received on the basis of individual terms, or on the entire list of items
- Award or not award any portion of this contract
- Award to multiple companies
- Reject any or all proposals, or any part thereof
- Waive any informality in the proposals
- Eliminate conditions or terms that are not in the best interest of the Clermont SWCD and its customers

That Clermont SWCD reserves the right to reject any proposal in which the offeror takes exception to the terms and conditions of the request for proposals; fails to meet the terms and conditions of the request for proposals, including but not limited to, the standards, specifications, and requirements specified in the request for proposals; or submits prices that the contracting authority considers to be excessive, compared to existing market conditions, or determines exceed the available funds of the Clermont SWCD.

The Clermont SWCD reserves the right to reject, in whole or in part, any proposal that the Clermont SWCD has determined, using the factors and criteria set forth herein, would not be in the best interest of the Clermont SWCD.

The Clermont SWCD may conduct discussions with offerors who submit proposals for the purpose of clarifications or corrections regarding a proposal to ensure full understanding of, and responsiveness to, the requirements specified in the request for proposals.

OWNERSHIP OF BRANDING PROJECT

Clermont SWCD will retain 100% ownership of final branding project, its deliverables, and assets.

QUESTIONS

Any questions about this project should be directed via email to John McManus, Director, Clermont SWCD, jmcmamus@clermontcountyohio.gov no later than 4 p.m. on Monday, April 8, 2024. All companies

working on proposals will then receive a copy of the questions and answers by 4 p.m. on Wednesday, April 10, 2024.

PROPOSAL SUBMISSION

Separate sealed proposals must be received by the Clermont Soil and Water Conservation District, PO Box 549, 1000 Locust Street, Owensville, Ohio 45160, by 2:00 P.M. Local Time on Tuesday, April 16, 2024 at which time all proposals shall be opened and acknowledged publicly. Each proposer must submit one (1) original copy of their proposal and one (1) searchable PDF copy on a USB Drive. It is the sole responsibility of marketing agencies to ensure their proposals are delivered by the due date.

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). Clermont SWCD reserves the right to request follow-up information or clarification from vendors in consideration.

Clermont SWCD reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which will best serve the interests of Clermont SWCD.

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against Clermont SWCD for reimbursement will be accepted.