

Request for Proposal (RFP) - Michigan Street Corridor Improvement Authority (MSCIA)

Project Overview

The Michigan Street Corridor Improvement Authority (MSCIA) is seeking proposals from qualified public relations and branding firms for a transformative project aimed at redefining our presence, engagement, and identity. As a dedicated entity committed to fostering sustainable growth and community development, we recognize the importance of evolving and enhancing our outreach strategies. We are in search of a strategic partner to help us connect with local businesses and residents, while crafting a compelling narrative that underscores the benefits of engaging with our board and committees. Our commitment to revitalizing the Michigan Street Corridor requires a fresh perspective, and we are enthusiastic about collaborating with a firm that shares our passion and vision for positive change.

Deliverables, Hours, and Budget

Total Budget Estimate: \$10,000 - \$20,000

1) Project Management & Discovery

- Research and project communications
- Gathering information for content, messaging, statistics, charts
- Development of 20-25 Call to Action elements
- Business owner networking event for discovery, which applicant will be expected to coordinate but not pay for out of this budget

2) Brand & Theme Development

- Development of 3 unique rebrand names for Michigan Street Corridor Improvement Authority
- Creation of 3 unique logos based on the final name
- Presentation and revision based on leadership feedback

3) Brand Standards Manual

- Drafting of Brand Standards manual aligned with selected name, logo, and identity
- Inclusion of typefaces, colors, style guide, and usage guidelines
- Copywriting support for messaging language and tone

4) Marketing Campaign Kit

- Development of adaptable concept materials for presentations, introductions, and "leave-behind" content
- Creation of easily reproducible items to fit within a First-Class mailing package, including a folder, fact sheet, infographics, visual backgrounds, and calls to action

5) Auxiliary Collateral Designs

- Design of additional collateral items based on the primary Brand identity, naming convention, brand standards, and campaign kit
- Items include a booklet, trifold, folder design, PowerPoint template, note card, and postcard

6) Materials Design

- Ongoing outreach and correspondence design, including up to two rounds of revisions per design (Print and mailing costs not included)

Process

Discovery (4-6 weeks)

- Collection of Discovery Data through the facilitation of two surveys: Internal and External Questionnaires
- Questionnaire responses will identify the "why" behind the brand and guide the project in the right direction
- Attend 1-2 Design Committee, Michigan Street CIA Board Meeting, and Midtown Neighborhood Association Meetings
- Business Owner Meet & Greet event and survey collection to fully immerse and gain insight from the business community within the rebrand.

Rebranding (4-6 weeks)

- Exploration of current branding, including an exploratory session
- Perception Report and Rebrand Goals outline
- Market Analysis, Brand Audit, and Audience/Messaging Strategy
- Messaging Audit Report
- Core Messaging development in line with the Michigan Street branding voice, tone, and personality, including mission, vision, brand promise, and program area descriptions

Build Rebrand Visuals (6-8 weeks)

- Development of visual elements, including name, logo, typeface, colors, and tone, in line with core messaging
- Presentation and feedback sessions for logo/visual development
- Finalization of the logo/visuals

Branding Guide (6-8 weeks)

- Creation of a brand standards document to ensure consistent implementation of the new MSBC brand across all marketing/communications materials, including Visual Standards, Brand/Tone, and Core Messaging

Brand Elements (6-8 weeks)

- Design and development of marketing materials to communicate the new branding story, including pitch decks, proposal templates, brochures, one-sheet fliers, and more.

Proposal Submission

Interested firms are invited to submit their proposals by **October 6th**. Please provide a detailed proposal addressing the project scope, qualifications, relevant experience, timeline, and a cost estimate within the specified budget range. The goal for full project completion is May 2024,

however if your timeline is different please indicate that in your proposal. Timelines for listed deliverables above may overlap or be changed based on submitted proposals.

Submit proposals to mistreet.org/proposals.

We look forward to receiving your proposals and partnering with the chosen firm to elevate the Michigan Street Corridor brand. If you have any questions or need clarification, please contact [**info@mistreet.org**](mailto:info@mistreet.org).