



Branding Request for Proposal for Visit Vancouver USA

Purpose of this RFP

The purpose of this RFP is to solicit and hire a firm to develop a new/refreshed brand for Visit Vancouver USA, the regional tourism office marketing Vancouver and Clark County to visitors.

Background

The current “Discover the Original” branding was launched in 2010. Visit Vancouver USA replaced Southwest Washington Convention and Visitors Bureau as our organizational name, following an industry trend to move away from the use of convention and visitors bureau. While the visual look and feel has evolved since the inception of this brand, the core elements remain the same in 2019.

The destination has evolved significantly in the past 10 years, culminating in the opening of our new Waterfront Development in 2018. As our visitor assets and offerings continue to grow and expand, we need a brand that reflects the modern and evolving state of our destination.

Reference documents

[Current design standards](#)

[Current communications plan](#)

About Visit Vancouver USA

Visit Vancouver USA is the official destination marketing organization for Vancouver USA and the surrounding areas, responsible for increasing tourism to the region. The organization also markets the region as a venue for sports events through the Vancouver USA Sports brand. Visit Vancouver USA's mission is to increase visitor spending in Vancouver and Clark County through competitively marketing the area as a destination for meetings, conventions, sporting events, group tours and leisure travelers.

What is the problem we're trying to solve?

Vancouver needs a modern, clear and consistent identity – one we can use to market ourselves to visitors regionally, and that can expand to national and international marketing.

Vancouver USA has an identity challenge. We're located in close proximity to the much larger and well-known Vancouver, B.C. Other identifiers also have competitors (Clark County Washington and Nevada, Washington state and D.C.). That identity challenge extends to our location on the Columbia River, 10 minutes north of Portland, Oregon. Many local businesses market themselves as “Portland area” locations. This existence between states, in limbo between city and suburb, unsure of how we define ourselves or how we want to be defined, has left Vancouver struggling for clear and consistent identity.

We need to define a consistent brand that will carry us through the next ten years of growth and expansion for Vancouver, resonate with our visitors, and holds true to the destination that locals know and love.

Project scope:

Phase 1:

- Conduct research (such as interviews, focus groups, surveys)
- Audit existing brand and marketing materials
- Define audience personas
- Provide a recommendation on organizational name and external brand presence

Phase 2:

- Create brand guidelines that address all expected applications of the brand, including print, website digital and social, video, advertising, etc.
- Design brand suite including logo, color palette, preferred fonts, business cards, letterhead, PPT templates, etc.
 - Provide assets for sports specific needs including logo for Sports Commission
- Provide brand platform standards including tone of voice, brand pillars and key differentiators

Timeline:

Release	Week of September 9, 2019
Questions due	September 30
Responses posted	October 7
Proposals due	October 21
Interview top submitters	Week of October 28
Firm selected and notified	By November 4
Branding package Delivered	By June 30, 2020

Response requirements

In no more than 10 pages, please address the following:

- Description of your organization, capabilities and staff that would be assigned to this project
- Relevant experience
- Portfolio samples of branding work
- Demonstrated knowledge of Vancouver, Washington
- Understanding of our organizational mission
- Knowledge about destination marketing
- Agency fees and anticipated hours

Include answers to the following questions:

- How would you approach this project? Please outline your process, timeline, etc. to the best of your ability based on what you have understood from this RFP.
- What do you consider to be the values of Vancouver USA?



- What do you think the strongest reason to visit Vancouver USA is?
- What is one thing you think our current brand or marketing does well?
- What is one thing you would change or improve about our current brand or marketing?
- What makes you the best agency for this branding project?

Scoring weights

Demonstrated experience – 20%

Based on how well the experience outlined in your proposal showcases your agency's ability to complete a successful rebranding project, experience working with destinations or organizations with similar budgets, experience completing work in travel/tourism or related sectors, and experience of staff members assigned.

Approach and methodology – 30%

Based on assessed quality of the approach presented in your proposal, thoroughness of plan and approach to background research and development of new assets, and demonstrated understanding of the needs of the rebrand for Visit Vancouver USA.

Creativity – 30%

Based on demonstrated creativity in the proposal response, portfolio work shown and answers to questions in the RFP.

Budget and value– 20%

Based on ability to complete the project within the defined budget scope, clarity of costs and billing, and any added value provided.

Budget:

Phase 1 – completed by end of 2019: \$35,000

Background, research and analysis, naming recommendation

Phase 2 – completed by May 2020: \$35,000

Total: \$70,000

Design, review, delivery of assets

Contact and Submission Process

Please submit your response to this request as a PDF of no more than 10 pages via email to:

Michelle McKenzie

mmckenzie@visitvancouverusa.com

360-750-1553 ext. 519

Visit Vancouver USA Business Office

1220 Main Street

Vancouver, WA 98660



Please submit all questions via email to: mmckenzie@visitvancouverusa.com. Questions and answers will be posted collectively for all potential applicants to view by October 21, 2019.

Disclaimer

This RFP does not form or constitute a contractual document. Visit Vancouver USA shall not be liable for any loss, expense, damage or claim arising out of response to the RFP, nor for any expenses which may be incurred in the preparation of a response to the RFP.

Proposal Rejection and Reservation

Visit Vancouver USA reserves the right to reject the lowest cost proposal, or any, or all proposals. Prospective consultants shall be responsible for all costs of preparing and presenting the proposal. Proposals shall be binding for 60 days from the RFP closing date and time. Proposals may be withdrawn or modified via written request prior to the RFP closing date and time. Prospective consultants may not change the proposal after the closing of the RFP unless requested by Visit Vancouver USA and agreed to be the prospective consultant.

Ownership of work

The work completed by the selected contractor shall be fully owned and retained by Visit Vancouver USA.