

REQUEST FOR PROPOSALS
GRAPHIC DESIGN AND BRAND STRATEGY SERVICES
Nonprofit Community Housing Development Organization
Mammoth Lakes, California



Contact: Patricia Robertson
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Background

Mammoth Lakes Housing, Inc. (MLH) is an independent nonprofit 501(c)3 organization created in 2002 to create and support the development of workforce housing in the Eastern Sierra region of California. The organization has two full-time and two part-time employees and serves a large rural region including the counties of Inyo, Mono, and Alpine with affordable housing programs and services. These three counties represent more than 33,000 people covering 14,000 square miles. This region faces unique challenges including geographical isolation, infrastructure constraints, predominantly tourism- and recreation-based economies, and small full-time populations. Resort areas within the counties push housing prices higher than would otherwise be expected as second home purchasers and nightly rental owners limit the available housing stock.

As a local leader in affordable housing, our vision is that communities in the Eastern Sierra thrive because everyone has access to safe, affordable, quality housing. To achieve this vision, our mission is to support community housing for a viable economy and a sustainable community. Mammoth Lakes Housing, Inc. has been administering homeownership assistance programs, income qualifying households in compliance with state and federal requirements, providing community education, and developing rental and homeownership housing units since 2003.

Although MLH uses a wide variety of communications channels with an emphasis on electronic communication, program users still rely heavily on paper applications and pamphlets. The project detailed in this RFP is to provide MLH with a rebranding strategy that will provide consolidation in the design and messaging of our materials in an effort to enhance fundraising initiatives, spread our message to potential clients, and attract partners. This may include different communication strategies for our different audiences. To be included in this project is the development and adoption of an overall design for marketing materials, a tagline and a standards manual, and outreach schedule that will assist MLH staff in carrying forth a cohesive marketing approach. In the near future, we hope to utilize these tools to create a fund development plan to enhance our efforts.

The Challenge

Throughout our 20-year history, MLH has grown tremendously along with our community. Having once offered only a handful of programs, over the years, the organization has continued to add programs serving the wide range of community members. MLH has a range of audiences including clients, government agencies/partners, funders, and the general public. A cohesive strategy will help staff to communicate effectively across diverse audiences. Additionally, one of MLH's main goals is to expand the diversity of revenue in order to grow programs in our large, diverse service area. Traditionally, MLH has relied on contracts for services to local government jurisdictions and State grants. In an effort to expand our ability to create affordable housing developments and communicate effectively our mission and service area, the organization needs a rebranding and comprehensive marketing strategy. The goal of the rebranding is to build cohesion around our program offerings and service area and to design a marketing message that illustrates a strong direction for the organization while conveying to residents the true need for a local housing organization of our kind while improving fundraising outcomes.

Like many nonprofits, MLH struggles with limited staff capacity as well as limited administration fees that come with government contracts and grants. We want to utilize a cohesive marketing strategy to increase revenue, clarify our message, and grow staff capacity to more effectively deliver needed services and housing units to the residents in our region.

Timeline

Mammoth Lakes Housing will celebrate our 20th anniversary on July 15, 2022. The organization would like to begin the roll out of the rebranding and marketing strategy by this date.

Project Scope and Specific Tasks

- Research/Community Outreach
- Logo and name change (ensure URLs are available)
- Explore tagline options
- Branding: color palette
- Image deliverables:
 - Logo
 - Icon (eg: social media)
 - Specific images/icons for different services/programs (e.g. Home Buyer Programs, Housing Development Projects, etc.)
- Print template deliverables:
 - Posters
 - Program Trifold
 - Annual Report
- Strategic Messaging Strategy to include multiple audiences:
 - Jurisdictions/Government Partners
 - Housing Development Community
 - Funders/Donors
 - Clients (English and Spanish speaking clientele)
- Functional website:
 - Template for pages / uniform presentation of information
 - “Salesforce” application compatibility
 - Online applications for services
 - Donate button
 - Pay rent online
 - Website maintenance and ongoing design serves
- Promotional video
 - General MLH overview, and promotion of new branding
- Social media:
 - Set up and streamlining of accounts
 - Scheduling communications
 - Stock photos
 - Other, etc.
- Board meetings:

- Present at three Committee/Board of Directors meetings
- Other Services, TBD

Submittal Requirements

Proposals must include the following:

1. Completed Acknowledgement of Terms of the RFP process
2. A firm profile, length of time in business, and a description of the firm's core competencies.
3. Description of the firm's design philosophy and methodology.
4. Portfolio of similar work completed for previous clients including a comprehensive package illustrating rebranding through tagline development and design elements and colors carried through a variety of promotional pieces.
5. Description of the firm's availability to begin the project in accordance with the schedule (see below). Provide a proposed timeline for implementation and delivery.
6. List service fees for the completion of the elements as requested and present the total estimated cost to complete the project, the hourly fees (with number of hours estimated) or flat rates per task to complete the Scope of Work noted above.
7. Biographies for key individual(s) assigned to the project including tenure with the firm. Please note: if your firm is selected as a finalist, you will be asked to bring to the interview those key individuals who will be working on the account.
8. Three references including the type of work done for each and the date of completion.
9. A summary explaining why your firm is most qualified and how your firm can improve the visibility of our organization.

Proposals must be submitted in a .pdf format to Patricia Robertson at patricia@mammothlakeshousing.org.

Request for Additional Information

MLH reserves the right to request any additional documentation that it deems necessary to assist with the review and contract award process.

Selection Process

The following details the two-step process that MLH will use to determine the interest, qualifications and selection of a final partner for the project:

1. *Submission of qualifications: Pre-qualification*
The ad-hoc Marketing Committee will determine which firms are best qualified to complete the project based on the information requested in the RFP.
2. *Finalists:*
The ad-hoc Marketing Committee will ask the finalists to make an interview presentation proposing concepts and suggestions for desired outcomes. The selection committee

reserves the right to determine the number of finalists, but it is expected that 2-3 firms will be selected for further consideration.

3. *Final Decision:*

The ad-hoc Marketing Committee will make a final recommendation to the full Board of Directors who will make the final decision.

Schedule for Selection Process

Issue RPF	Friday, February 19, 2021
Responses Due	Friday, March 19, 2021
Award of contract	TBD - likely May 3, 2021 Board meeting
Anticipated Commencement of Project	Immediately After Board Approval
Anticipated Completion of Project	July 15, 2022 Ongoing - possibility for continued support with website, etc.

Ownership of Final Product/Intellectual Property

As part of the RFP response, firms will need to provide a brief statement regarding the ownership of the produced materials or provide the firm’s policy regarding intellectual property issues. Please include in the proposal what will be required for Mammoth Lakes Housing to own the final work produced.

Assumptions and Agreements

MLH reserves the right to dismiss any proposal for any reason. Entering a contract is subject to the approval of the full Board of Directors. While MLH intends to award all tasks included in this request for proposals to one firm, MLH also reserves the right to phase out work as necessary or contract any task or portion of this work separately.

Cancellation of Request for Letters of Interest

MLH reserves the right to cancel this request for professional services at any time, to elect not to award the work listed, to reject any or all of the responses, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the respective responses received.

Acknowledgement of Terms of the RFP process

I have read and understand the requirements for professional services to the Naperville Park District and will abide by them. Project: Organizational Rebranding/Design, Tagline Development and Standards Manual

FIRM NAME:

MAIN FIRM CONTACT:

SIGNED: _____

DATE: _____

This signed document must be included in the RFP response.