

Request for Proposal

Downtown Knoxville Brand Update

Deadline for Proposals: Friday, July 20, 2018

Downtown Knoxville CBID
17 Market Square, #201
Knoxville, TN 37902

downtown
knoxville
Central Business Improvement District

Information and Background

The Downtown Knoxville Central Business Improvement District (CBID) is a 501(c)(3) organization created in 1993. The core mission is to bring more people to the district to work, live, shop, and play by enhancing the experience of downtown business owners, employees, property owners, residents, local and out-of-town visitors.

The organization is funded by a special property tax paid by commercial and residential property owners within the district. The special assessment district covers approximately 0.67 square miles within the core of downtown. The boundaries, as defined in 1993, include the middle of the river to the south (including Volunteer Landing), Southern Railway tracks just north of Jackson Avenue to the north (including much of the Old City), 11th Street to the west (including World's Fair Park and the Museum of Art), and Hall of Fame Drive to the west (including Knoxville Civic Auditorium and Coliseum, Basketball Hall of Fame, Hotel Knoxville, and several residential developments along the riverfront). A map of the district's footprint is included on Page 8.

The legal name of the organization is Knoxville CBID Management Corporation. Over the past 25 years the organization has been known as Knoxville Central Business Improvement District, Downtown Knoxville CBID, Downtown Knoxville, CBID, and in some cases C-bid (see-bid).

The central business district has experienced strong growth in recent years by many measures including number of new businesses, sales growth, increased residential population and residential development, hotel development, increase in visitors, and general enthusiasm about the vibrancy of the downtown core.

The general downtown area has also seen recent growth with additional business and residential developments in all directions adjacent to the central business district - north of the downtown core, along the south riverfront, east in the warehouse district, and significant growth and investment in the UT campus area to the west.

Current Challenges

Current Logo. The current logo, or some version of the current logo, was developed more than 10 years ago. It has been used by the CBID organization and also as the logo for Downtown Knoxville. In recent years, it has been used less due to the dated design, challenges of the horizontal format, small type, and redundancy when used with the web address.

Defining the Geography of Downtown Knoxville. When the Knoxville CBID Management Corporation was formed 25 years ago, the purpose was to support the revitalization of the downtown area. With the success and development of the core of downtown, growth is now expanding to adjacent areas. The CBID is funded by property owners within a specifically defined geography. It has become more important that our initiatives be associated with this clearly defined geography rather than the concept of downtown Knoxville in general.

Defining Downtown Knoxville as a Destination. In the majority of cases, we are marketing the central business district as a destination for dining, shopping, events, entertainment, housing, employment, etc. This is done primarily through print, media, social media and website. [Website: downtownknoxville.org and downtownknox.org, Facebook: Downtown Knoxville, Twitter: @downtownknox, Instagram: @downtownknox] Messages are targeted to audiences including residents, potential residents, employees, students, business owners, prospective businesses, local and out-of-town visitors.

Defining Downtown Knoxville CBID as an Organization. In some cases, we promote the actual CBID organization. This is most often done through written shareholder communication, merchant communication, newsletters, and media. The organization supports a variety of special events and the logo is provided for sponsorship banners, posters, etc. The organization also funds a variety of ongoing and special projects within the district including increased security, plantings, art and alley projects, merchant and residential events, etc.

It is important that there is a clear connection between what we do in marketing the specific district as a destination and what we do as an organization to support the growth and success of the central business district.

Project Objectives

The objectives are as follows:

- Create a clear branding strategy for the specific geography of the central business district as shown on Page 8 versus the general area of downtown Knoxville. [Address the current challenge of distinguishing the CBID footprint from the perceived ‘downtown’ area. As areas adjacent to the central business district continue to grow, it will become more important to differentiate the defined area.] We are open to the consideration of naming/renaming the district to more clearly define the core of downtown.
- Create a clear branding strategy for the district as a destination versus the actual organization. [Address the current challenge of both promoting Downtown Knoxville and communicating as the Downtown Knoxville CBID organization.] We are open to the consideration of a single naming/logo strategy, a strategy that includes variations to a logo to address this challenge, or other solutions.
- Develop a new logo that is current in look and feel that articulates the vibrancy of the district.
- Develop a brand voice and personality for the district to influence future messaging.
- Develop a design elements package including guidelines for consistent and effective implementation.

Deliverables

Brand Solution to address the central business district as a destination as well as the Knoxville CBID Management Corporation as an organization.

Logo (or logos depending on solution above) with versions for various applications (vertical/horizontal/square) in a full suite of formats (.eps, .jpg, .tiff, .ai, etc. and color, black, white).

Positioning Statements to influence future messaging. This may or may not be in the form of an official tagline. We are open to either.

Brand Style Guide for print and online use including color suite and specifications, typography, photography, and messaging.

Stationery and Communication Package including design of letterhead, envelopes, notecards, business cards, e-newsletter templates (public and downtown constituents), e-mail signature, and social media assets. Print costs to be excluded.

Website Graphic Package and Guidelines. This does not include a website redesign but the use and guidelines of new graphics/colors/typography to update the existing site to reflect the new brand.

Brand Architecture and/or brand elements to drive development of future initiatives and events, i.e. Downtown Knox ArtWalk, Holiday Peppermint Trail, Waldo Scavenger Hunt.

Focus Group Studies to inform new branding as needed.

Implementation Strategies. This does not include production or media costs but a general outline of recommendations for effectively launching and building awareness of the new brand.

Proposal to Include

The following should be included in the submitted proposal. Additional information is welcome.

- Brief company overview including branding experience and samples of other branding projects.
- Methodology and approach to be used to accomplish project objectives as outlined on Page 4 including proposed project phases with estimated timeframes.
- Project team members roles, responsibilities, and biographies including individual or organizational partnerships assigned to the project if applicable.
- Detailed pricing structure and quote for deliverables identified on Page 5, including pricing for any elements deemed appropriate for the project that are not outlined in this document.
- References.

Selection Criteria

A committee of community representatives, independent of the CBID Marketing Committee, has been formed to evaluate proposals, identify agencies for presentations, and recommend a final agency for the project to the CBID Marketing Committee. The final recommendation will be approved by the CBID Board of Directors. Many aspects of the proposal will be evaluated and the cost of the project will not be the sole determining factor for selection. Below are areas of selection criteria:

Suitability of Proposal. The proposed creative approach meets the needs and criteria set forth in the RFP.

Expertise in Branding. Prior work demonstrates a creative and thorough approach to branding as evidenced by the proposal, references, and/or prior work.

Staff. The candidate has appropriate staff and/or partnerships to execute the project in the time frame needed.

Proposed Budget. Price is commensurate with the value offered and reflective of expertise.

Passion for Downtown. Proposal demonstrates a genuine enthusiasm and knowledge of Downtown Knoxville. Our intent is to select a local firm that has an understanding and passion for the downtown community.

Timeline

Proposals will be reviewed by the committee the week of July 23. All firms submitting proposals will be notified by July 30 if they have been selected for presentations to the committee. One-hour presentations from finalists will be scheduled the week of August 6-10. It is our goal to have the final agency selected by August 20, 2018. Once selected, agency will be responsible for the development of a detailed project plan and a specific project timeline based on mutually agreed upon dates and project process. Fully executed new branding to be in place no later than February 15, 2019.

Submissions

Prospective agencies will submit their proposal no later than Friday, July 20, 2018. Preferred receipt is via email to rthomas@downtownknoxville.org. All proposals will be acknowledged upon receipt.

Questions? Please don't hesitate to contact us about submission or clarifications.

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Terms and Conditions

Participating agencies agree to the following terms and conditions:

- Costs involved in the creation of the proposal will be the responsibility of the prospective vendor and will not be reimbursed.
- The RFP process may be stopped at any time.
- All branding elements/assets will be owned by the Knoxville CBID Management Corporation and the Knoxville CBID Management Corporation retains all rights to their use.

Attachment

Map of geographic boundary of the central business district.

Downtown Knoxville

