



Goodhue County

509 W. Fifth St.
Red Wing, MN 55066
Office (651) 385.3001

To: Board of Commissioners

From: Scott O. Arneson, County Administrator

Briggs Tople, Outreach and Communications Specialist

Date: 2/7/23

Re: Request for Proposal (RFP) – County Branding

In 2018 a committee involving members from varying County departments met to discuss the idea of a new logo for the County. The committee ultimately disbanded having not agreed upon a new logo due to an excess of view points and beliefs of how the County should be branded.

In 2022 Goodhue County established an Outreach and Communications Specialist position. After having met with all County department heads and/or recommended personnel, the new position created a set of recommendations to further bolster communication efforts. During these meetings, many department heads mentioned and requested new branding be established. Thus, the first recommendation was to establish new branding for Goodhue County. The second was to create a Communications Committee for the purpose of creating dialogue between staff whose key functions involve communications.

After having researched similar public entity rebranding's the administration team allocated \$60,000 in the 2023 Budget towards rebranding efforts. This sum could be used to settle a contract for design services but also utilized towards implementation of the logo on County property.

A Request for Proposal was then written by the Outreach and Communications Specialist. A key function of this RFP is to involve the Communications Committee in the review/selection of a designer/design firm and to provide input and feedback to the finalist throughout the design process but leaving the ultimate decision of establishing a County logo to the County Board. Following reviews and edits by Administration staff, Lisa Hanni (County Surveyor), and Brian Anderson (County Finance Director), the RFP was brought to the 2023 Commissioner Goals workshop. Here Commissioners were able to review the RFP ahead of formal presentation for a vote and ask any clarifying questions.

GOODHUE COUNTY BOARD OF COMMISSIONERS

LINDA FLANDERS
1st District
1121 W 4th St.
Red Wing, MN 55066

BRAD ANDERSON
2nd District
10679 375TH St. Way
Cannon Falls, MN 55009

TODD GRESETH
3rd District
46804 Hwy 57 Blvd
Wanamingo, MN 55992

JASON MAJERUS
4th District
39111 Co. 2 Blvd
Goodhue, MN 55027

SUSAN BETCHER
5th District
30133 Lakeview Ave
Red Wing, MN 55066

An Equal Opportunity Employer



509 W. Fifth St.
Red Wing, MN 55066
Office (651) 385.3001

To: Board of Commissioners
From: Scott O. Arneson, County Administrator
Briggs Tople, Outreach and Communications Specialist
Date: 02/07/2023
Re: Request for Proposal – Rebranding for Goodhue County

Section 1: Introduction

In 1990 the County Board held a contest to create a logo for the County. The Board selected and merged two of the presented designs together and this design has been utilized ever since. While the seal has been utilized across multiple platforms throughout the ages and has served the County well – it has become overused and does not align with the branding of multiple external communication efforts. A new and formal logo is needed to effectively represent the County’s desired image while leaving the seal to be utilized for more formal occasions and for constitutional officers alongside the motto, “To effectively promote the safety, health, and well-being of our residents.”

In addition, the County lacks a visual identity, brand standards, and a brand manual. This leaves County representatives to make their own decisions about formatting, font selection, and logo usage. All of these independent decisions have resulted in inefficiencies and inconsistencies, which are not beneficial for County staff or the community.

The County desires a more relevant and impactful branding that is unique to Goodhue County. Defining the County’s brand will ensure County representatives have the tools they need to create effective and strategic communications. This will be done by building a stronger awareness to promote Goodhue County within the community and beyond County limits.

As a result, Goodhue County is seeking a creative, qualified graphic designer, design firm, or agency to create a logo, tagline, and a brand manual. This project's guidelines and key messages will serve as the foundation for all marketing, communications, and engagement projects going forward.

GOODHUE COUNTY BOARD OF COMMISSIONERS

LINDA FLANDERS
1st District
1121 W 4th St.
Red Wing, MN 55066

BRAD ANDERSON
2nd District
10679 375TH St. Way
Cannon Falls, MN 55009

TODD GRESETH
3rd District
46804 Hwy 57 Blvd
Wanamingo, MN 55992

JASON MAJERUS
4th District
39111 Co. 2 Blvd
Goodhue, MN 55027

SUSAN BETCHER
5th District
30133 Lakeview Ave
Red Wing, MN 55066

An Equal Opportunity Employer

Section 2: Goodhue County, Minnesota Background Information

Goodhue County has a vibrant community which is friendly and welcoming. Our community is rich in heritage, connection, and well-known for its natural beauty. Even with our county seat being located in Red Wing, MN, we share a strong connection to all of our cities, townships, and the tribal nation. We pride ourselves on being interconnected as we believe every community affects one another and when one jurisdiction succeeds, we all succeed.

There are approximately 47,500 residents who call Goodhue County home. These residents can enjoy a high quality of life, a thriving business community, protected neighborhoods, excellent schools, parks system that includes community and state parks, and well-maintained road networks; all while enjoying a community feel with direct access to the Twin Cities and Rochester areas. Goodhue County is continuing to grow and expand both in terms of demographics and government organization. With an increasing presence within our communities' residents are becoming more and more aware of the workings of County government.

Additionally, Goodhue County continues to see growth in economic development. Having large corporations, medium sized firms, and small main street businesses our County is familiar with strong businesses and aims to promote a strong business climate. Of our four pillars, commerce, industry, manufacturing, and agriculture, all directly correlate to the success of businesses both large and small. With this is an increased need for an updated and relevant logo to bring Goodhue County into the modern era to demonstrate we are moving forward alongside our private partners.

Section 3: Scope of Work

The scope of work will extend from concept to completion. Goodhue County will retain all rights to any images, logos, taglines, style guides, and brand manuals created by the designer or firm.

1. Project Management. The consultant will lead aspects of the County's branding initiative, including facilitating various meetings with the County Communication Committee to determine existing attitudes, perceptions, opportunities, and challenges to enhancing the County's image.
2. Research. The research will be the basis of the development of a brand concept, creative elements, messaging, and the overall brand initiative.
3. Creative/Development of Brand. The consultant will develop creative elements that include:
 - a. New Goodhue County logos
 - b. New tagline
 - c. Typeface

- d. Color palette
 - e. Other deliverables to support the overall brand initiative.
 - f. A minimum of three distinct logo options must be represented based on the results of the research with a primary logo, secondary logo, and sub mark.
 - g. The selected logo design will be delivered, with the final option delivered with a style manual and guidelines for use in the following:
 - i. Print and electronic advertising
 - ii. Media Placement
 - iii. Public relations
 - iv. Events
 - v. Collateral (letterhead, business cards, memos, email signature, etc.)
 - vi. Signage (building, street, welcome, vehicles, etc.)
4. Goals/Objectives. The primary goals/objectives to be achieved by the branding initiative include but are not limited to:
- a. *Consistency.* The brand should convey a consistent message and image to the audience both within and outside Goodhue County reflective of the community.
 - b. *Community Identity.* Identify and promote what makes Goodhue County distinct and appealing to investors, businesses, retailers, visitors, and residents
 - c. *Community and Economic Development Promotion.* Promote a healthy economy, attract private investment, new residents, young professionals, and retain key businesses and creative talent.
 - d. *Endorsement.* The brand must be authentic, original, and resonate with representatives of Goodhue County

Section 4: Review Process and Selection Criteria

Proposals will be reviewed and evaluated by the Goodhue County Communication Committee where each member will recommend their top three choices. The RFP with the highest ranking will be chosen. Criteria for evaluation will include, but are not limited to:

- a) Demonstrated knowledge, skills, validity, and experience in branding design for localities or governmental agencies
- b) Understanding of usability, best practices, trends, and foresight
- c) Ability to meet deadlines and operate within a budget
- d) Requested allocation

- e) Recommendations from past clients
- f) Explanation of why this project is of interest
- g) Summary of branding experience – include examples that illustrate the process from research to package delivery
- h) Proposed approach, work plan, and timeline describing how you will implement the design and development process for this project

Section 5: Questions and Submittal Requirements

Proposals should include the following:

- a) Name, title, and contact details
- b) List of personnel who will work on this project including their education, experience, and qualifications
- c) Line-item budget for the stages of development in which you will provide work described within this RFP
- d) An hourly rate (if applicable) for subsequent work that may be required or deemed necessary
- e) A portfolio showcasing your current work with an emphasis on branding or rebranding
- f) Three references from clients who have used your services for branding or rebranding
- g) Proposals shall be valid for not less than 90 days from the date of required submittal.

Section 6: Timeline

February 2023: RFP Posted

March 1st, 2023: Proposals Due

April 17th, 2023: Applications processed/selected firms interviewed

May 2nd, 2023: Firm Selected

June 1st, 2023: Project Begins

September 1st, 2023: Branding Design Complete

October, 2023: Present to County Board

October, 2023: Implement Branding Adoption and Roll Out Plan

Section 7: Submittal Date and Information

All proposals should be received by Wednesday , March 1st, 2023. Final logo development and brand identity should be completed within three to four months after the contract is signed.

Submit your proposal:

Email (.pdf format):

Briggs Tople, Outreach and Communications Specialist
Briggs.Tople@co.goodhue.mn.us

Hard copy by mail:

Briggs Tople
Goodhue County Administration
509 W 5th Street
Red Wing, MN 55066

Goodhue County will conduct follow-up interviews with a minimum of three finalists. Those interviewed may be required to furnish additional information as deemed necessary.

Section 8: General Provisions

Budget

Proposals requesting less allocations toward the project will be reviewed favorably.

Contract Negotiations & Insurance

The County reserves the right to enter into a contract with the selected vendor that the County deems to offer the best overall qualifications and experience. The County intends that after the successful vendor has been selected, the County and the selected vendor will enter into contract negotiations containing all terms and conditions of the proposed service. Any acceptance of a proposal is contingent upon the execution of a written contract and the County shall not be contractually bound to any bidder before the execution of such written contractual agreement.

Costs of Proposal

The County will not be liable for any costs incurred by the vendor in preparation of a proposal submitted in response to this RFP, in conducting a presentation, or in any other activities related to responding to this RFP.

No Obligation

This RFP does not obligate the County to award a contract for services specified herein.

In addition, the County reserves the right to cancel this RFP, reject any proposals, waive any informalities and/or irregularities, or re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of the County.

Modification or Withdrawal of Proposal

Before the scheduled closing time for receiving proposals, any vendor may withdraw their proposal. Only written requests for the modification or correction of a previously submitted proposal received by the County before the RFP due date and time will be accepted. Oral, telephone, or fax modifications or corrections will not be recognized or considered. No proposal may be withdrawn after the scheduled closing date and time for receiving proposals.

Proposal Submission Certification

By submitting a proposal, the vendor certifies that he or she has carefully examined all the documents, thoroughly reviewed this RFP, and understands the nature and scope of the work to be done and the terms and conditions thereof.

Section 9: Additional Information or Clarification

Contact:

Briggs Tople, Outreach and Communications Specialist

Briggs.Tople@co.goodhue.mn.us

651-385-3249

Goodhue County Administration

509 W 5th Street

Red Wing, MN 55066