



Goodhue County

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

To: Board of Commissioners

From: Briggs Tople, Outreach and Communications Specialist

Goodhue County Communications Committee

Date: 5/2/23

Re: Branding RFP – Firm Selection

Following an extensive bidding process, the Goodhue County Communications Committee submits the following memo and recommendation for your information and consideration.

Section 1: Timeline

On February 7th, 2023, the Goodhue County Board of Commissioners approved staff to post a Request for Proposal (RFP) for new branding. The RFP was subsequently posted on February 18th, 2023 through the official legal publication of Goodhue County and on the website with all proposals due on March 1st, 2023. All proposals were then reviewed, graded, and a finalist recommendation as made by the Communications Committee on April 13th, 2023.

Section 2: Review Process

Having reviewed 10 bids, the Communications Committee had much deliberation ahead of it. All of the bidders' client references were contacted for reference checks and comments returned were compiled into a singular document. Utilizing the criteria listed within the RFP, each bid was graded with point allocation noted below:

- a. (15 points) Demonstrated knowledge, skills, validity, and experience in branding design for localities or governmental agencies
- b. (10 points) Understanding of usability, best practices, trends, and foresight
- c. (10 points) Ability to meet deadlines and operate within a budget
- d. (15 points) Overall cost of project
- e. (10 points) Recommendations from past clients
- f. (5 points) Explanation of why this project is of interest

GOODHUE COUNTY BOARD OF COMMISSIONERS

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Red Wing, MN 55066

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Goodhue, MN 55027

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5th District
30133 Lakeview Ave
Red Wing, MN 55066

- g. (15 points) Summary of branding experience – include examples that illustrate the process from research to package delivery
- h. (10 points) Proposed approach, work plan, and timeline describing how you will implement the design and development process for this project

Following the submission of committee member scores, a cumulative score was given for each bidder. Selecting the top four highest ranked bids, the Communications Committee began a secondary review of these applications with discussion and comparison as well. After a thorough discussion on all proposed bidding budgets, deliverables, and merits – the committee selected a finalist they feel excited about and eager to work with.

Section 3: Firm Finalist

The Communications Committee has selected and is recommending Trajectory Brands Inc. to work with us on our new branding.

While reviewing Trajectory Brand’s application, the committee was pleased with the deliverables offered such as providing a template for letterheads, PowerPoint, and business cards alongside providing social media favicons, backgrounds, and 2-3 print and digital ad templates. Lastly, they were the only applicant to directly acknowledge that their design process will compliment rather than change the County seal.

One recommendation we received for Trajectory truly convinced the committee. The recommendation informed the committee that Trajectory has previous experience with complex stakeholder projects such as with Hastings County in Canada. In Canada, county boards are not made up of elected commissioners but instead a County Council - made up of all top elected officials of the 14 municipalities within the County. Thus, Trajectory created a central brand which then had 14 distinctions for each municipality.

From all variables – the committee is excited to work with Trajectory towards creating new branding for the County that recognizes our past while ushering us into the future.

With an allocation of \$60,000 in the 2023 budget, this bid came in at a price of \$47,500.

Section 4: Recommendation

It is the recommendation of staff for the County Board to grant authority to staff to engage in the final service agreement contingent upon satisfactory final review by the County Attorney’s Office.

Best,

Briggs Tople
Outreach and Communications Specialist