



VILLAGE OF HOMER GLEN, ILLINOIS

REQUEST FOR QUALIFICATIONS

BRANDING PLAN

ISSUED

Thursday, November 21, 2019

DUE

Friday, December 20, 2019
4:30 P.M.

PROJECT OVERVIEW

Project Purpose

The Village of Homer Glen is seeking Statements of Qualifications (SOQ) for the development of a branding plan based on the existing brand logo shown below to unify community branding and marketing, including economic development marketing.



The Village desires to establish a strategic community identification program that creates the umbrella of an overall Village branding to more effectively promote awareness about the Village's unique story and opportunities.

The Village will use the branding plan to guide the following initiatives the Village will separately undertake after the completion of this consultant-assisted project:

- Rebrand economic development marketing initiatives and collateral to unify with the community's brand identity;
- Design and implement a wayfinding system of signage in Homer Glen; and,
- Other community communications and marketing applications.

The candidate consulting firm or team must have proven expertise in branding, marketing strategy and wayfinding. Emphasis will be given to firms that can demonstrate actual implementation and results of plans completed.

Community Overview

Homer Glen, Illinois, is an upscale suburban gem located in northeastern Will County approximately 25 miles southwest of downtown Chicago. The 2018 population estimate was 24,582 with a median family income of \$97,254. Homer Glen is strategically located with two interchanges onto I-355 along its western border providing easy access to I-55 and I-80. The

Village is a home-rule community governed by a Mayor and six Trustees assisted by a staff of local government professionals.

The Village of Homer Glen is unique in a number of respects from other communities.

- The Village of Homer Glen is one of Illinois' newest municipalities, incorporated in 2001 for the purpose of bringing local control to various issues impacting the quality of life, property values, and the local tax base. The Village officially adopted a Comprehensive Plan in early 2005.
- Homer Glen is home to a unique blend of open space, residential developments and vibrant commercial corridors. The Village is one of the largest municipalities by land area in Will County encompassing over 22 square miles with the opportunity to grow to 25 square miles.
- The Village is unique in that it has taken the approach of contracting with public and private entities to provide many municipal services. Police services are provided through a contract with the Will County Sheriff's Department. Limited public works functions are provided to Homer Glen residents through a contract with the Homer Township Road District. Fire and Emergency Services are provided by four existing Fire Protection Districts. Finally, water and sanitary sewer services are provided by a private company.
- Homer Glen is home to many local and national businesses, many of which are located on three primary commercial corridors: The east-west commercial corridors of 143rd Street and 159th Street; and, the north-south corridor of Bell Road. The Village's commercial areas generate a significant amount of sales tax revenue. The existence of sales tax revenue currently helps the Village operate without levying either municipal property taxes or utility taxes for general operations.
- The community historically has taken a strong stance that recognizes the importance of sensible growth and development to minimize impacts on the environment and the natural areas that distinctly define Homer Glen. This perspective is reflected in the Village's slogan: "*Community and Nature in Harmony.*" It is also represented by the actions of the Homer Glen community, from its commitment to advancing Dark Sky principles and environmentally-conscious Conservation Design in residential development to its recognition as a Tree City USA community. The Village's slogan is more than a tagline; it has been a conscious approach to community planning.
- Given Homer Glen's strategic location, Will County and the State of Illinois will invest over \$100 million in roadway improvements to widen all three commercial corridors to four lanes over the next decade. IDOT is approaching substantial completion of improvements to the five-mile 159th Street corridor through Homer Glen this fall as part of this investment.

Currently, the Village is in a process to update the 2005 Comprehensive Plan to guide its future land use pattern and growth. This timing is coupled with the opening of the 100-acre Heritage Park with its Active Core, completion of water and sanitary sewer main extensions to the western border and the substantial completion of the IDOT 159th Street improvement

project. A branding plan that unifies Homer Glen's brand identity is perfectly timed with the roll out of these foundational initiatives for the community as it prepares for the future.

PROJECT GOALS AND OBJECTIVES

The Consultant's plan shall accomplish the following:

- Assist the Village of Homer Glen to transform its current branding efforts into a unified strategy that consistently and effectively communicates and accentuates the Village's authentic story.
- Establish uniform design standards for the Village's brand logo.
- Build community identity and awareness while meeting the needs of residents and visitors.
- Update the Village's economic development logo design to unify with the community's brand identity and effectively communicate the Village's unique character and opportunity to developers, real estate professionals and business recruitment prospects.
- Create an implementable gateway signage design plan that will project the unique character of Homer Glen.
- Recommend implementation strategies to maximize the effectiveness of the unifying branding effort.

SCOPE OF SERVICES

This is a draft project scope and, upon selection of a Consultant, may be revised in order to best meet the project goals and objectives. The precise scope of work and approach will be determined in collaboration with the selected firm.

The selected firm will work primarily with the Village's Economic Development Department Director but also with a Steering Committee consisting of representatives of the Village Board, interdepartmental Village staff and advisory committee members. In general, the project will include the following tasks:

Task 1: Kick-Off Meeting with Village Staff

- Review objectives
- Review and finalize scope of work

Task 2: Consultant Review/Analysis of Existing Village Branding Efforts

Task 3: Project Charrette with Steering Committee

- Review Consultant Analysis
- Brainstorm brand unification ideas

Task 4: Design Options Development by Consultant

- Minimum of 3 options for unifying brand design with examples of potential uses (such as signage; events; community marketing campaigns; economic development marketing; stationary; website; digital media, etc.)
 - Open flexibility is given to create one (1) new design option
 - Base the other two (2) design options on an update/refresh of the existing brand logo

Task 5: Design Options Review Meeting with Community and Economic Development (CED) Committee

- CED Committee feedback and recommendation of preferred option

Task 6: Design Options Review Meeting with Steering Committee

- Steering Committee feedback and selection of preferred option

Task 7: Gateway Sign Design Options Review Meeting with Steering Committee

- Refined design for preferred brand logo
- Design options for Gateway signs in three (3) formats, including cost estimates:
 - Western Monument Gateway Sign
 - Horizontal Format Gateway Sign
 - Vertical Format Gateway Sign

Task 8: Preliminary Plan Meeting with Steering Committee

- Draft standards for uniform use of brand logo
- Draft implementation strategies for brand unification
- Design drawings for implementation of selected gateway signs in three (3) formats

Task 9: Plan Refinement based on direction from Steering Committee

Task 10: Steering Committee Presentation

Task 11: Final Revisions

Task 12: Board of Trustees Presentation and Adoption

Task 13: Final Report

PROJECT DELIVERABLES

The project deliverables shall be a document in final report style with a plan that utilizes visual aids to clarify suggestions and recommendations and includes at a minimum the following components:

1. Summary of Analysis including any text and images.
2. Recommendations and Design Standards for brand unification based on the Village's need to communicate and market for diverse community purposes through the full range of media venues.
3. Gateway signage design (complete sign design development and estimated costs for three (3) sign formats):
 - a. Western Gateway Monument Sign on 159th Street
 - b. Horizontal Format Gateway Sign (smaller two-post or monument style)
 - c. Vertical Format Gateway Sign (one-post)
4. Implementation strategies to maximize the effectiveness of the unifying branding effort.
5. Final branding art work must be delivered as vector, JPG and PNG files.

The firm shall regularly share drafts and progress reports to key Village staff. All information, data, documents, photos, computer records and other materials acquired or developed by the consultant pursuant to this project shall be the property of the Village of Homer Glen. All drafts must be provided both as a paper hardcopy and as a PDF electronic copy.

The firm shall provide the Village with a minimum of fifteen (15) copies of the final report.

RFQ SUBMITTAL REQUIREMENTS

Firms must submit **eight (8)** complete and bound copies of the submittal labeled “**Village of Homer Glen – Branding Plan RFQ**” and addressed to:

Village of Homer Glen
Village Clerk’s Office
14240 W. 151st Street
Homer Glen, Illinois 60491

Firms are instructed to respond to this RFQ with information as outlined below. At a minimum, all submittals shall include the following:

Statement of Qualifications

Provide a one (1) to two (2) page summary of the firm’s background, capabilities, experience and qualifications related to this project.

Examples of Similar Work

Include a synopsis of similar assignments and recent projects completed by the firm. Provide at least three (3) examples of similar work.

Firm’s Team

Identify key team members, providing resumes, proposed roles and hourly rates.

References

The firm must have experience with branding, marketing and wayfinding signage and provide at least three (3) municipal references which include the municipality name, address, phone number and contact person.

Project Approach

Price Proposal

Provide a price proposal which outlines all pricing and applicable costs to complete the project described in this RFQ.

Statement of Understanding

Write a one (1) to two (2) page statement of your interpretation of the Scope of Services and your proposed approach. Images of the Village’s existing signage and branding are included with this RFQ.

Estimated Time Frame

Provide the estimated amount of time required from your firm to complete this project.

RFQ Summary Sheet

Include a completed RFQ Summary Sheet (see page 10 of this RFQ).

Submittals must include all information and documents as requested in the RFQ Submittal Requirements. No oral or electronic proposals, including those sent by facsimile or via email, will be accepted or considered. All proposals received after the submittal time will be rejected and returned unopened. Failure to follow these instructions may result in rejection of the proposal.

THE VILLAGE RESERVES THE RIGHT TO REJECT ANY AND ALL SUBMITTALS AND TO WAIVE ANY IRREGULARITIES.

SUBMITTAL DEADLINE AND TENTATIVE SCHEDULE

The submittal deadline is Friday, December 20, 2019, no later than 4:30 p.m. CST.

Thursday, November 21, 2019	RFQ Issued
Friday, December 6, 2019	RFQ Question Deadline
Friday, December 20, 2019	RFQ Submittals Due
January 13-17, 2020	Interviews with Selected Finalists
Friday, January 24, 2020	Selection Committee makes recommendation
Wednesday, February 5, 2020	Village Board authorizes contract

Questions regarding this RFQ shall be directed in writing only (email preferred) to:

Janie Patch
Village of Homer Glen
14240 W. 151st Street
Homer Glen, Illinois 60491
jpatch@homerglenil.org

by 4:30 p.m. CST on Friday, December 6, 2019. No oral comments will be made to any firm as to the meaning of the RFQ or other contract documents. Answers will be provided in writing to potential firms. Firms will not be relieved of obligations due to failure to examine or receive documents, visit the site or become familiar with conditions or facts of which the firm should have been aware and the Village will reject all claims related thereto.

Information (other than in the form of a written Addendum issued by the Village) from any officer, agent, or employee of the Village or any other person shall not affect the risks or obligations assumed by the firm or relieve him/her from fulfilling any of the conditions and obligations set forth in the RFQ and other contract documents. Before the submittals are opened, all modification or additions to the RFQ documents will be made in the form of a written Addendum issued by the Village. The Village will send copies of any such Addendum to those persons who have received RFQ packages and provided sufficient contact information. In the event of conflict with the original contract documents, addenda shall govern all other contract documents to the extent specified. Subsequent addenda shall govern over prior addenda only to the extent specified.

The firm shall be required to acknowledge receipt of the formal Addendum by signing the Addendum and including it with their submittal. Failure of a firm to include a signed formal Addendum with its submittal may deem its submittal non-responsive; provided, however, that the Village may waive this requirement if in its best interest.

Submittals will be opened and evaluated in private and submittal information will be kept confidential until an award is made.

INTERVIEW AND SELECTION PROCESS

Submittals will be evaluated by a Selection Committee. The committee may include staff, elected officials or committee members of the Village. Submittals will be reviewed and respondents will be evaluated according to the following criteria:

- Experience of key staff on similar projects, including implementation results;
- Demonstrated commitment of key staff to the project;
- Candidate firm's ability to accomplish proposed work in a timely manner;
- Project approach, organization and management; and,
- Client recommendations and references.

CONTRACT

The selected firm will be required to enter into a professional services contract with the Village of Homer Glen and to submit all necessary insurance certificates within ten (10) business days of receiving notice that it has been awarded the contract (hereinafter referred to as the "Contract"). The contract will incorporate the terms of this RFQ and any pertinent documents included with the selected consultant's accepted and approved proposal. The Village reserves the right to terminate the relationship with the selected firm if the required documents are not submitted to and approved by the Village within ten (10) business days of receiving notice of the award of the contract.

CONFIDENTIALITY

After award of the contract, all responses, documents, and materials submitted by the firm pertaining to this RFQ will be considered public information and will be made available for inspection, unless otherwise determined by the Village Manager. Based upon the public nature of these RFQ's, a firm must inform the Village, in writing, of the exact materials in the offer which it claims are exempt from disclosure pursuant to the Illinois Freedom of Information Act.

All data, documentation and innovations developed as a result of these contractual services shall become the property of the Village of Homer Glen.

RFQ SUMMARY SHEET
Branding Plan

Please make this the first page of your submittal.

Firm Name: _____

Street Address: _____

City, State, Zip: _____

Contact Name: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

I certify that any and all information contained in this submittal is true. I agree to abide by all terms and conditions of the RFQ, and certify that I am authorized to sign on behalf of the firm. This submittal is valid for sixty (60) calendar days from the date of submittal.

Name: _____

Signature: _____

Title: _____

Date: _____