



Request for Proposal (RFP)

For

DESTINATION BRAND STRATEGY

RFP Issue Date: **August 25, 2020**

Bid Proposal Due Date: **September 15, 2020**

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About Destination Bryan

Destination Bryan is a new 501(c)(6) organization established to consolidate efforts to promote all of Bryan's tourism destinations in a cohesive manner. The organization is tasked with telling Bryan's story as a community that is proud of its heritage, celebrates its diversity, and offers unique experiences to its visitors. It will also be responsible for coordinating with local entities to attract large-scale events and groups that collectively fill Bryan's hotels, use facilities, and power economic growth.

Bryan, Texas is the county seat of Brazos County and is located in the heart of the Brazos Valley. The most recent estimated population of the city is approximately 86,000. It is located in the middle of triangle made up of Houston (100 miles SE), San Antonio (175 miles SW), and Dallas/Fort Worth (175 miles N). In addition, Austin is only 100 miles SW from Bryan. This places Bryan within a 3 hour drive of approximately 85% of Texas' population.

Bryan is home to several primary attractions and events, including Historic Downtown Bryan, Messina Hof Winery and Resort, Lake Walk Town Center, Texas Reds Steak and Grape Festival, and several museums and attractions. Additionally, Blinn College is one of the largest community colleges in Texas and has a campus in the city.

Neighboring Bryan is the city of College Station, which is home to the main campus of Texas A&M University and the largest student body in the United States. In addition, College Station has approximately 125,000 residents. Several primary attractions and events are hosted in College Station and on the campus of Texas A&M University, including the George HW Bush Presidential Library and Museum, Santa's Wonderland, SEC football games, the Northgate Entertainment District, and several other events and attractions.

Purpose

The newly established destination marketing organization, Destination Bryan, seeks an agency to help research, develop, and create a strategically driven destination brand and brand strategy that represents Bryan, TX. The brand should incorporate storytelling as well as market Bryan as a tourism destination promoting the community. This process should establish a unique, distinctive destination brand resonating with both stakeholders and visitors.

The successful organization must embrace a collaborative approach to strategic development, have a proven branding philosophy and process, and demonstrate success in the following:

- Guiding Destination Bryan through the destination brand identity and strategy process.
- Conducting a thorough assessment of the destination offerings, amenities, and strategies.

- Creating a destination brand strategy with specific implementation strategies and actions.

Primary Objectives:

- Establish a destination brand supported by stakeholder and visitor research.
- Identify and profile target market audiences with whom the destination brand resonates.
- Develop a brand strategy with action steps for implementation and execution of the destination brand promise.

Specific Deliverables within the Scope:

- Completion of a Destination Bryan brand strategy and promise, including:
 - Comprehensive understanding of the brand
 - Core elements/pillars that unite and are meaningful to key audiences
 - Unique selling proposition for the community.
- Implementation plan for the above brand strategy that communicates the brand consistently and effectively, and includes a plan on forming strategic relationships with key stakeholders.
- Brand Standards and Guidelines Manual
- A template for how a community organization or stakeholder could use Destination Bryan’s branding in support of their own marketing and communication efforts (branding standards, best practices, tips, resources, etc.).

Budget

While budget is an important consideration, it will not be the primary deciding factor in awarding this project.

Timeline

The proposal submission and evaluation process will follow the schedule outlined below with tentative deadlines:

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| • August 25, 2020 | Distribution of proposals |
| • September 1, 2020 | Questions Submitted via Email |
| • September 7, 2020 | Response to Questions Provided to All RFP Recipients |
| • September 15, 2020 | Written proposals due by 5:00 PM |
| • September 16-24, 2020 | Review of proposals |
| • September 25, 2020 | RFP to be awarded |

Selection Process

Destination Bryan staff and branding committee will review, evaluate, and rank the responses. The organization may elect to conduct interviews or request presentations before making a final decision. Evaluation factors include the firm's experience and qualifications, evidence of success with previous branding projects, overall presentation and creativity of the proposal, the branding philosophy and process, individuals used to complete the process, and references. Depending on responses, Destination Bryan may choose multiple agencies to lead the brand research/development and brand design deliverables, respectively.

Proposal Submission

Please address the following within the proposal:

- Agency introduction and background
- Brief point of view on any current challenges, opportunities, and perceptions
- Process and methodology for brand development and consumer research
- Proposed timeline of milestones, deliverables, and project completion
- Agency's detailed fee structure and schedule
- Up to five examples or case studies of previous work (minimum of three in a relevant category)
- Bios of the staff that would work directly on this project and a description of the role each would have
- List of three references with points of contact and contact information for each

Please provide an electronic copy of the proposal submission by 5:00 PM (CST) on September 15, 2020 to:

John Friebele, Executive Director
Destination Bryan
john@destinationbryan.com

**Questions should be directed to John Friebele, Executive Director, at
john@destinationbryan.com**