

**Request for Proposal (RFP)**  
**Marketing Communications Consultant/Agency for**  
**Northside ALIVE (Northside 2027 Initiative)**  
**A program of City of Bethlehem and Community Action Development**  
**Corp. of Bethlehem (CADCB)**  
**RFP Issued: November 11, 2021**

**Respondents must submit their proposal in a PDF format,**  
**adhering to all submission requirements, to Yadira Colon-Lopez,**  
**Director of CADCB, at [ycolonlopez@caclv.org](mailto:ycolonlopez@caclv.org).**

**Proposals must be received no later than 5 p.m. EDT on November 23, 2021.**

## Introduction

The City of Bethlehem and CADCB are seeking a marketing consultant/agency to assist in developing its ability to effectively communicate its neighborhood improvement efforts through Northside Alive, a neighborhood brand identity. Northside Alive was created through a naming contest with community input and was chosen to represent all activities associated with the implementation of the Northside 2027 Neighborhood Plan.

Northside Alive is a partnership between the City of Bethlehem and Community Action Development Corporation Bethlehem resulting from the Northside 2027 Neighborhood Plan. Northside Alive focus areas include:

- Community Development and Neighborhood Branding
- Economic Vitality
- Housing
- Safe and Vibrant

The vision of Northside 2027 Neighborhood Plan is a walkable, affordable, family-friendly neighborhood where community members are united to foster a culture of support and where families put down roots, grow, and thrive.

The Northside 2027 target neighborhood in Bethlehem is a community of just over 5,500 residents (2012-2016 ACS estimate) located directly north of the city's historic downtown district. A mere .4 square miles in area, it is a characteristically urban neighborhood in that it is located and walkable with short, dense blocks. It is separated from neighborhoods to its west by Monocacy Creek, which runs southward towards the Lehigh River, and the four-lane roadway that runs adjacent and parallel to the creek. Adding to the sense of physical separation is a dramatic grade change caused by Monocacy Creek and a lack of continuous street grid where the neighborhood meets the creek. The Northside is home to a number of assets including two elementary community schools, Liberty High School, Friendship Park, and nearby Moravian University.



## Overview

This is a request for a marketing and communications consultant/agency proposal for Northside Alive.

The proposal should incorporate the development of a strategic marketing communications plan to include all or an appropriate mix of the following: tactical plan (audience targeting, community engagement, budgets, schedule), plan execution (message development, copywriting, graphic design, press materials, videos, direct mail, web copy, social media posts, etc.) and metrics for measuring success.

The winning consultant/agency will demonstrate the ability to achieve the following objectives on time and on budget:

1. Perform a marketing audit (or assessment) of Northside Alive:
  - a. Review Northside 2027 Neighborhood Plan for branding elements, and vision statement, and provide recommendations for brand refinement of Northside Alive, neighborhood brand identity.
  - b. Review all existing marketing collateral and website ([www.Northside2027.org](http://www.Northside2027.org)).
2. Strategize neighborhood-wide marketing and communications plan
  - a. Procedures, schedules/calendars, and metrics/measurements for success
  - b. Develop a much stronger and more ubiquitous digital presence
3. Align development goals with marketing goals

## Scope of Work

The objective and ultimate goal for this project is to create a collective image for the Northside Alive initiative. This branding initiative will showcase the community, resulting in a more unified neighborhood image, the ability to market Northside Alive, and to attract visitors from surrounding areas.

Northside Alive is seeking a marketing consultant to provide professional services in the following two areas:

1. **Brand development for Northside Alive:** The selected consultant will create Northside Alive logo, branding, and mission statement, and offer recommendations for updating/refining Northside Alive's brand. Brand refinement to include:
  - a. Review of existing website ([www.northside2027.org](http://www.northside2027.org)) for Northside Alive and provide recommendations;
  - b. Gather public input to better understand the perception of Northside Alive target neighborhood and build an understanding of the community:
    - i. External community input to include resident and key stakeholders of the target neighborhood.
    - ii. Internal community input to include Northside Alive committee members.
  - c. Develop Northside Alive creative brand elements
    - i. Should include: Logo, typography, colors, social media assets, and style guide

- ii. Implementation materials (i.e. banners, signage).
- d. Design printed media and collateral materials for Northside Alive and its committees;
- e. Develop Northside Alive tagline

**2. Media & Publicity:** The selected consultant will perform the following tasks:

- a. Identify and review current technology for creating and administrating marketing efforts and provide recommendations for improving capabilities
- b. Develop social media plan for Northside Alive and provide recommendations for establishing social media footprint
- c. Identify opportunities for social media engagement
- d. Draft social media posts layouts
- e. Develop outreach campaign support materials to use to promote Northside Alive, including a repository for “best ideas” or “best practices” to enable sharing among Northside Alive initiatives, groups and individuals.
- f. Develop content for Northside Alive websites.
- g. Recommend next steps to continue marketing efforts (hire staff at Northside Alive level, outsource advertising agency for certain projects, etc.)

**3. Budget Requirements**

For estimating purposes, **\$20,000** should be taken as the ceiling cost for design consulting services as detailed in the Project Scope of Work and for all other reimbursable expenses of this project. Evidence of good value and cost reasonableness will be important considerations. Interested consultants shall submit a detailed project budget that includes specific tasks, cost for completion of each task, and the number of hours allocated to each task. The budget should also include costs for the following categories: 1.) materials and supplies, 2.) travel, and 3.) any other anticipated expense.

**Evaluation of Proposals**

Proposals will be evaluated by the Northside Alive Community Development and Branding committee. Proposals will be analyzed based on effective use of budget, experience, qualifications, recommended approach and staffing capacity.

**Proposal Format**

The following is a list of information that the company/consultant should include in their proposal submission:

1. Table of Contents
2. Introduction/Executive Summary
3. Company or Agency Profile
4. Project Understanding
5. Proposed Scope of Work (How will you meet the stated objectives of the RFP?)

6. Proposed Schedule and Milestones
7. Staffing and Organization (if applicable)
8. Examples of Related Experiences and Outcomes
9. Cost Proposal- Budget

**Proposal Selection Criteria**

All proposals, provided they are submitted by the deadline, will be reviewed and evaluated by the Northside Alive Community Development and Neighborhood Branding Committee based upon information provided in the submitted proposal as well as the overall cost. Furthermore, the following criteria will be considered in the proposal selection process:

1. Proposal received by the deadline must be in the correct format with complete information provided.
2. Company’s alleged performance effectiveness of their proposal’s solution regarding the project objective and project scope and specifications.
3. Company’s performance history and alleged ability to deliver proposed services on time.
4. Company’s ability to provide and deliver qualified personnel having the knowledge and skills required to effectively and efficiently execute proposed services.
5. Priority will be given to companies located locally, specifically in Bethlehem, PA.
6. Overall cost effectiveness of the proposal.

**Schedule**

The following timeline has been established to ensure that our project objective is achieved; however, the following project timeline shall be subject to change when deemed necessary by the Northside Alive Community Development and Neighborhood Branding Committee, Community Action Development Bethlehem, and the City of Bethlehem.

RFP distributed	11/9/2021
RFP submissions due	11/23/2021
Review of RFP submissions	11/24/2021 – 11/30/2021
Notification of RFP approval	12/3/2021
1 <sup>st</sup> Deliverables: Brand Development	1/01/2022 - 3/01/2022
2 <sup>nd</sup> Deliverables: Media & Publicity	3/1/2022 - 6/1/2022

**Questions Relating to the RFP**

If you are interested in scheduling a tour of the neighborhood and/or have questions, please email us no later than noon on 11/19/2021. All questions concerning this RFP must be submitted in writing via email to Yadira Colon-Lopez, Director of CADCB, at [ycolonlopez@cacdv.org](mailto:ycolonlopez@cacdv.org).