



**Old Town Bay St. Louis Merchants Association  
Request For Proposal (RFP)  
Logo Redevelopment**

**April 26, 2017**

## 1. SUMMARY

The Bay St. Louis Old Town Merchants Association (OTMA), located on the Mississippi Gulf Coast, is seeking an experienced company to redevelop the current logo of the OTMA on a project fee basis.

## 2. ORGANIZATIONAL PURPOSE

The Bay St. Louis Old Town Merchants Association's purpose is to promote and market the businesses that are located within certain boundaries as set by the membership. The boundaries are located from Beach Boulevard to St. Francis Street; Washington Street to Ulman Avenue.

OTMA is managed by a Board of Directors elected annually by the membership. Current officers are as follows:

- President, Ann Hager
- Vice-President, Janice Guido
- Secretary, Nikki Moon
- Treasurer, Sandy Robert

**Website:** [www.baystlouisoldtown.com](http://www.baystlouisoldtown.com) **Facebook:** Old Town Bay St Louis

As current goals for the redeveloped logo, the OTMA desires to:

- Refresh the logo to better inform visitors, stakeholders, citizens, business owners, and new/current residents about its shopping, dining, lodging, arts, antiques, services, history, and events.
- Position itself as a beachfront destination on the Mississippi Gulf Coast.
- Increase the marketing capacity of its properties, amenities and services to residents, visitors, the community, and business prospects.

The OTMA works in partnership with numerous agencies and organizations across a spectrum of interests and activities and regards an effective logo as the primary, essential, foundational requirement for success. Agencies and organizations include:

- The Mississippi Gulf Coast Regional Convention & Visitors Bureau
- The Hancock County Tourism Bureau
- The Hancock Chamber of Commerce
- The Arts, Hancock County
- The Hancock County Port and Harbor Commission
- The Hancock County Board of Supervisors
- Cities of Bay St. Louis, Waveland, and Diamondhead
- Kiln Business Council of the Hancock Chamber of Commerce
- State of Mississippi

## 3. OVERVIEW OF PROJECT

The selected firm will have extensive experience in creating tourism sector marketing logos and brands similar to those listed below. The selected firm will research, strategize, create, design, develop, and provide all required services to complete the following:

## LOGO & BRAND IDENTITY

- It is important that any logo strategy for OTMA starts by in-depth discussions about refreshing the current logo to keep the brand equity that has been built over the years.
- The logo should be redeveloped to capture the qualities, capabilities, amenities, and beachfront location of OTMA.
- The logo and brand should be regionally recognized and meaningful to targeted markets.
- To gather input and feedback from target stakeholders, visitors, businesses and residents to best identify strengths and weaknesses of the current logo, a survey was conducted late last year. **Results are available upon request from the point of contact listed below.**
- As industry standard, certain logo formats will be required:
  - Color Horizontal and Vertical
  - Black & White Horizontal and Vertical
  - Above in Ai, PDF, EPS, JPEG, PNG

## 4. QUALIFICATIONS

The selected firm will have produced projects similar to those described above. Specifically, the firm will leverage research and knowledge of best practices in relevant areas that align with the overall marketing strategy of the Bay St. Louis Old Town Merchants Association. Qualifications include:

- Minimum of five years of experience in the design and production of similar campaigns or projects.
- Demonstrated ability to identify cost-effective, creative means to complete the project.
- Ability to present best practice case studies with a specific focus on outreach to the strategy targets mentioned above.
- Must be able to assess the landscape in a given market.
- Must have successful, proven track record in creative logo design. .
- Ability to work with a diverse team of stakeholders.

## 5. EXPECTED DURATION OF PROJECT

The duration of the project from contract award to completion is expected to be three-four months.

## 6. SUBMITTAL REQUIREMENTS

In order to qualify for the award of a contract, the following information should be submitted to the point of contact by the submittal deadline listed below.

- Complete and submit the all-inclusive project price quote page attached to this RFP document.
- Submit written documentation addressing the ability to meet the Preferred Qualifications mentioned above.

- Submit five logos that best reflect your work and relevancy to this project.
- List reference information for three current clients.
- Provide a brief company profile and length of time in business.
- Submittal must contain the signature of a duly authorized officer or agent of the company responding to this RFP

## **7. SUBMITTAL DEADLINE AND POINT OF CONTACT**

One (1) electronic copy of the Submittal Requirements response is due **no later 10am central time on Friday, May 19th**. Responses should be emailed to Linda McCarthy, Hancock Chamber of Commerce, via email address: [linda@hancockchamber.org](mailto:linda@hancockchamber.org)

Hard copies, (not required), may also be mailed or delivered to Linda McCarthy, Hancock Chamber of Commerce, 100 South Beach Blvd., Suite A, Bay St. Louis, MS 39520.

## **8. CONDITIONS AND LIMITATIONS**

Responses that meet the qualifications may be required to meet in person with OTMA officers prior to the final vendor selection.

A submittal does not guarantee that any vendor will be contracted to perform any services but only serves notice to the OTMA that the vendor desires to be considered.

This RFP does not represent a commitment or offer on behalf of the OTMA to enter into any contract with a vendor or to pay any costs incurred in preparation of a proposed response to this request.

The submittal may become part of OTMA files without any obligation on its part to return them to the original vendor.

This RFP and the selected company's submissions may, by reference, become part of the agreement with the vendor.

OTMA, at its sole discretion, may cancel any part or all of this RFP at any time.

## **9. QUESTIONS**

Questions or requests for any clarification of this RFP can be directed to Linda McCarthy, Assistant Director, Hancock Chamber of Commerce, [linda@hancockchamber.org](mailto:linda@hancockchamber.org) or 228-467-9048.

**Project price quote page follows on next page**

**LOGO REDEVELOPMENT – PROJECT PRICE QUOTES**  
**REQUESTED BY THE OLD TOWN MERCHANTS ASSOCIATION**

I \_\_\_\_\_ (name of authorized officer) of \_\_\_\_\_  
(company) have read and fully understand the requirements outlined in the attached  
Request for Proposal and do hereby submit the following all-inclusive project price  
quotes:

**Logo, Brand Identity,**

All inclusive project price not to exceed \$ \_\_\_\_\_

*As industry standard, certain logo formats will be required as follow:*

*Color Horizontal and Vertical*

*Black & White Horizontal and Vertical*

*Above in Ai, PDF, EPS JPEG, PNG*

**Additional Comments, if needed.**

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**Authorized Officer:**

**Print Name** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_