

CITY OF MANOR

REQUEST FOR PROPOSALS

City Branding and Ongoing
Communications Services

Proposal Reference No. 2023-27

June 2, 2023



Submitted By:



CHICKENANGO
MARKETING SOLUTIONS

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Appendix B - Proposal

Submittal Checklist: (To determine validity of proposal)

- X Firm Experience and Qualifications
- X Project Team
- X Project Approach and Timeline
- X Project Cost/Fee Schedule
- X References -Appendix B, page 11
- X Additional Information -Appendix B, pages 11 and 12
- X Appendix C, page 16, Conflict of Interest Form

All proposals submitted to the City of Manor shall include this page with the submitted Proposal

RFP Number:	2023-27	
Project Title:	City Branding and Ongoing Communications Services	
Submittal Deadline:	10 a.m. (CST) Friday, June 2, 2023	
Submittal Location:	Manor City Hall Attn: City Secretary's Office 105 E. Eggleston St. Manor, Texas 78653	
Proposer Information:		
Proposer's Legal Name:	Chickenango Marketing Solutions, Inc.	
Address:	HQ and Contract Address: 3226 Snowberry Court	
City, State & Zip	Mead, Colorado	
Federal Employers Identification Number #	FIN-82-5476616	
Phone Number	720-235-2830	Fax Number N/A
E-Mail Address:	contact@chickenango.com	
<u>Proposer Authorization</u>		
I, the undersigned, have the authority to execute this Proposal in its entirety as submitted and enter into a contract on behalf of the Proposer.		
Printed Name and Position of Authorized Representative: <u>Jennifer McPherson</u>		
Signature of Authorized Representative: _____		
Signed this, <u>1st</u> (day) of <u>June</u> (month), <u>2023</u> (year)		



June 2, 2023

City of Manor

Attention: Scott Moore, City Manager

105 E. Eggleston St.
Manor, Texas 78653

Subject: Proposal for Branding and Ongoing Marketing and Communication Services

Dear Mr. Moore and the Selection Committee Name:

I am writing to you on behalf of Chickenango, a leading professional services consulting firm specializing in transportation and community development. It is with great enthusiasm and anticipation that we submit our proposal for the opportunity to provide Branding and On Call Public Relations services to the City of Manor.

At Chickenango, we take immense pride in the work we do and the positive impact we create within the communities we serve. We understand the vital role that branding and public relations play in shaping the perception and reputation of a municipality, especially one as esteemed as the City of Manor. It would be an absolute honor for Chickenango to be selected to contribute our expertise to further enhance your brand and communicate your vision effectively to the public.

Our comprehensive approach to branding and public relations encompasses a deep understanding of the unique challenges and opportunities faced by government entities like yours. We have a proven track record of delivering exceptional results, building strong relationships with stakeholders, and driving meaningful engagement within communities. Our team of experienced professionals brings a diverse range of skills and knowledge to the table, ensuring that we are well-equipped to tackle any branding or public relations objective you may have.

Chickenango is ready to partner with the City of Manor to create a strong, cohesive brand identity that reflects your values, aspirations, and achievements. We offer strategic guidance and creative solutions that will resonate with your target audience, strengthening your presence and leaving a lasting positive impression. Our expertise spans across various areas, including brand strategy, messaging, visual identity, content development, media relations, crisis communications, and community outreach.

We understand the importance of this selection process and the responsibility that comes with being entrusted with your branding and public relations efforts. If awarded the opportunity, Chickenango commits to delivering nothing short of excellence. We promise to meet and exceed your expectations, working closely with your team to ensure that our strategies and actions align seamlessly with your objectives and vision.

Our team at Chickenango is deeply passionate about our work and genuinely invested in the success of our clients. We firmly believe in the transformative power of effective branding and public relations, and we are committed to supporting the City of Manor in achieving its goals.

Thank you for considering Chickenango for the Branding and On Call Public Relations services. We eagerly await the opportunity to showcase our expertise and contribute to the growth and success of the City of Manor. Should you have any further questions or require additional information, please do not hesitate to reach out to us.

Sincerely,

AJ West

Chief Operating Officer / Project Manager

P: 719-235-2830

aj@chickenango.com

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A

**Firm Experience and
Qualifications**



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About Chickenango Marketing Solutions, Inc.

Who We Are

Celebrating our fifth year in business, our value-added services, positive attitude, and client-focused approach has allowed us to grow with sustainability and be fiscally responsible.

We focus on branding and design and public relations for municipal revitalization efforts, and planning/environmental studies, and infrastructure working with private entities, government, and local agencies at the city, county, state, and federal levels.

Our staff of six leads has almost a century of combined experience working in the public sector with a specific focus on their unique design needs. We understand the importance of having a qualified partner who adds value to the overall project. Our local team is located in Dallas, Fort Worth, Plano, and San Antonio.



www.chickenango.com

Contact Information:

AJ West, Project Manager/COO (Main Contact)

4324 Mapleshade Lane, Plano, TX 75093

P: 719-235-2830 | E: aj@chickenango.com

Contact Information:

Jennifer McPherson, CEO (Signing Authority)

HQ: 3226 Snowberry Court, Mead, CO 80542

P: 720-648-0352 | E: jennifer@chickenango.com

Our Full Services

Public Outreach and Engagement

- Stakeholder Engagement
- Environmental Justice for Under served Populations
- Public Relations/Social Media
- Content Strategy & Development
- Virtual and Innovative In-Person Events
- Owner Representation
- Project Team Facilitation
- Award-Winning Design Materials
- Branding & Websites for Projects

Branding/Design

- Brand Identity & Guideline Development
- Brand Strategy (Rebrand/Refresh)
- Print Design
- Direct Mail Design
- Template Design for Reports
- Individual Project and Program Branding
- Print Design and Production
- Custom Hand-Drawn Illustrations
- Infographics
- Signage and Trade Show Display Design

Chickenango University

- Marketing/Proposal Coordinator 101
- Business Development 101
- Discover Your Competitive Edge
- Understanding a Request for Proposal
- Advanced Strategies to Win
- Pursuit Tracking, Proposal Preparation, Interview Presentation & Coaching
- Discover How to Set Up a Proposals Process
- Advanced Business Development
- CRM & Asset Management Systems

Website and Digital Communications

- Website Design (Custom & Template)
- UI/UX Design (User-Centered Design)
- Video/Audio Editing/Animation
- Accessibility in Digital Design and Digital Communications
- Virtual Meetings and Events
- Presentation Design
- Video/Audio Editing and Creation
- Social Media Campaigns/Media Buys/Ads
- Custom Analytic and Data Reporting
- SEO Optimization

A. FIRM EXPERIENCE AND QUALIFICATIONS



Current Workload and Prioritizing City of Manor

Currently, our team at Chickenango is diligently handling a diverse range of projects that showcase our expertise in transportation and community development. However, we want to emphasize that if the City of Manor awards us this contract, starting in July, we are fully prepared to allocate the necessary resources, time, and attention to make it our top priority. We understand the significance of these services in elevating the City of Manor's brand to new heights, and we are committed to delivering exceptional results that exceed expectations. Rest assured, with our capacity and dedication, we are ready to embark on this exciting journey alongside the City of Manor to create a powerful and impactful brand presence. We have listed our team's availability in our team section.

Our Recent Experience by the Numbers

13 CUSTOM WEBSITE DESIGNS in the last year

87% OF OUR BUSINESS comes from government clients

We have successfully **REBRANDED, REFRESHED AND CREATED 12 NEW BRAND IDENTITIES** in the last two years.

Our Project Manager has **DESIGNED AND CREATED OVER 45 BRANDS** over the life of her career.



North Houston Association
40th Branding



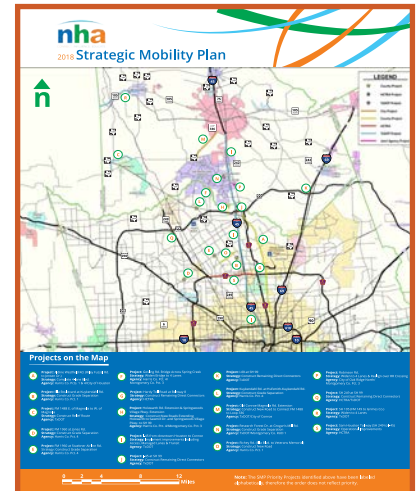
North Houston Association
Golf Branding



North Houston Association
5-Year Transportation Brochure



North Houston Association
General Branding



A. FIRM EXPERIENCE AND QUALIFICATIONS



Project Experience for Branding

Talented Project Manager with Award-Winning Brand and Digital Design Experience

We will demonstrate in the forthcoming pages that our Project Manager has the ability, skill, and capacity to focus solely on the City's needs and goals for this brand identity refresh for your digital platforms. Chickenango is a Client-first boutique design agency. We strive to offer high-end work that stands the test of time. We work with clients of all shapes, sizes, and colors and will provide the City with a cost that is lower than your typical big city agency.

A Reputation for Quality Work

Our reliable and consistent quality of work speaks for itself and so does the repeat business we get from government clients just like Manor. We have worked for DOTs (TxDOT, ODOT, CDOT) and municipalities across Texas, Colorado, Oklahoma, and California.



► City of Arvada Refreshed Brand Identity and Guidelines Creation, CO

The team worked with the city teams including branding workshops with City Council, communications teams, and other departments as necessary. The team created two refreshed brand identity concepts after extensive research that included engagement efforts internally and externally. The refreshed brand brought together the history of Arvada (the first gold town in Colorado and the Celery Capital of the World back in the 1800's). Arvada was a rural farming town and just outside Denver. When Denver's population started to explode, Arvada started to grow. The refreshed identity reflects the growing City and economic vitality that Arvada is now today but honors the humble roots of the City. A complete set of guidelines that included tone, typography, colors, logo, accessibility standards for print and digital platforms. This is part of a multi-phase process for the City to refresh their identity.

Service Highlights:

- Refreshed Visual Identity Design
- Branding & Guideline Creation
- Phased Branding
- Saved the Client \$3K of original planned budget

Reference:

Rachael Kuroiwa, Chief Comms. Officer
P: 720-989-7607
E: rkuroiwa@arvada.org

A. FIRM EXPERIENCE AND QUALIFICATIONS



▶ ACEC Texas, Statewide Roadmap to Engagement Campaign & Roadshow

The team worked with the state executive board and local chapters to help implement a custom look, educational content, and campaign collateral for an in-person roadshow series starting in the Spring of 2022. The executive board representatives traveled to the regions where the seven chapters are currently representing to showcase the ways firms and individuals can participate in the organization and get the most out of their membership. www.acectxengage.com

▶ ACEC Texas, Statewide Chapter Websites (Central TX, Dallas, Tarrant County, & Corpus Christi)

Chickenango provided a brand refresh and website services for chapters needing a new website or creating ones for those that did not have any web presence. Working with local chapters and the state executive director, the team provided a look that could be applied to several chapter websites working toward a common goal of refreshing all the sites to create a consistent look and template for their web presences. www.aceccentraltx.org, www.acecdallas.org, www.aceccorpuschristi.org, www.acectarrantcounty.org

Service Highlights:

- ▶ Website Design and Content
- ▶ Branding & Guideline Creation
- ▶ Members Connection Program Design
- ▶ Four New Chapter Website Designs

Reference:

Peyton McKnight
P: 512-474-1474
E: Peyton@ACECTX.org



▶ Civil Innovations Brand Identity Creation, Guidelines Creation, and Website Refresh

Chickenango was responsible for refreshing the Civil Innovations brand and website. The client had previously hired two other firms to provide these services and was unhappy with the results. The refresh included a complete identity redesign, collateral template creation, website design, and guidelines creation. The client went through three agencies before coming to Chickenango to get their final brand they love.

Service Highlights:

- ▶ Brand Identity Refresh
- ▶ Style Guide Creation
- ▶ Collateral Design
- ▶ Graphic & Template Design
- ▶ Website Redesign

Reference:

Michelle Martin
P: 970-631-2692
E: michelle.martin@civilinnovations.com

A. FIRM EXPERIENCE AND QUALIFICATIONS



▶ **EB Media Solutions, Inc. Brand Identity and Guidelines Creation, Colorado Springs, Colorado**

Project Manager/Lead Brand Designer. Chickenango created a new brand and website for this multi-media company specializing in architectural, engineering, and construction visuals. A brand identity guide was established as well as several collateral templates and social media and announcement templates.

Service Highlights:

- ▶ New Brand Identity
- ▶ Style Guide Creation
- ▶ Collateral Design
- ▶ Animation Logo Design
- ▶ Graphic & Template Design
- ▶ Website Design
- ▶ Social Media

Reference:

Jason Walton
P: 719-373-7680
E: jwalton@ebmediacolorado.com

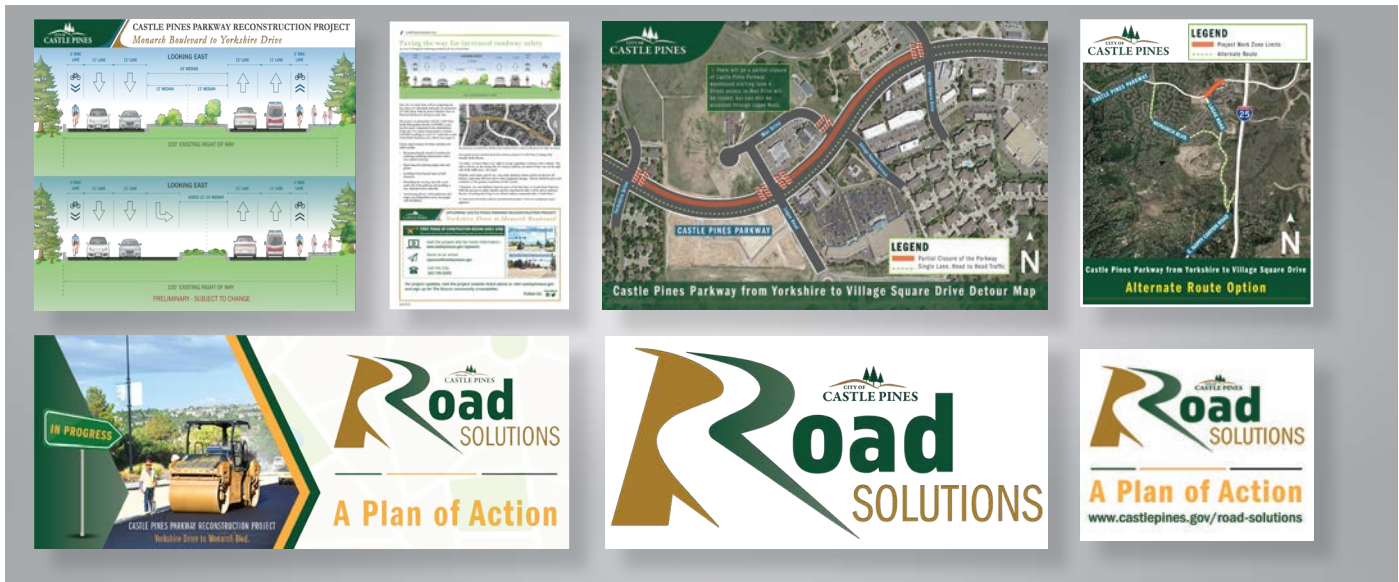


Project Experience for Municipal Public Relations

Our team has made significant strides in advancing infrastructure projects that encompass construction work zones, bike and pedestrian safety, transit gaps, design alternatives, context-sensitive solutions, mobility challenges, environmental justice requirements and various other industry-related campaigns. We specialize in inclusive virtual solutions for events, open houses, pop up events, and public meetings.

When you choose Chickenango, you're not just choosing a typical public relations firm. You're choosing a dedicated partner that is committed to making your community safer, more accessible and inclusive, and more connected.

Chickenango has provided public relations for municipalities for 80+ design, construction, and general communications projects in the last five years.



► **City of Castle Pines, Road Solutions Campaign Strategy, Communications, Outreach, and Branding Design Agency of Record**

Public engagement and information services are being performed for the City of Castle Pines that included engagement and branding for a 5-year Transportation Infrastructure Bond Campaign called Road Solutions, engagement for all design and construction projects for the City since 2021. Other services included artist’s project 2D renderings, branded program and collateral design, comment and response management, FAQ creation, project website upkeep, coordination with City Council during a Bond Election Season, communications and weekly updates to the public and key stakeholders as needed. The team also created and several advertorials in local media outlets and Channel 7 news to pick up the positive impact stories regarding the City and the local community.

Service Highlights:

- Branding Design
- Social Media Design
- Community Outreach
- Website Design
- Collateral Design

Reference:
 Larry Nimmo, Public Works Director
P: 720-467-2678
E: larry.nimmo@castlepinesco.gov

A. FIRM EXPERIENCE AND QUALIFICATIONS



► City of Arvada, W. 72nd Avenue Bond Project, Public Involvement, Owner's Representative, CO

Public engagement services were performed for both design and construction phases of the project and included an explainer video, collateral design, project website upkeep, hotline, project email for comment and response management, planning and coordination of one in-person open house (pre-pandemic) and one virtual public meeting with over 20 custom board designs and presentation design.

Service Highlights:

- Branding Design
- Social Media Design
- Video Design
- Community Outreach

Reference:

Rachael Kuroiwa, Chief Comms. Officer
P: 720-989-7607
E: rkuroiwa@arvada.org



► CDOT/City and County of Broomfield, US 287/120th Ave. Multimodal & Safety Study Outreach

Chickenango was responsible for oversight and creation of conducting a combination of digital and non-digital strategies to engage the communities to seek input throughout the corridor project limits where residents are experiencing gaps in accessible multimodal travel for all ages and abilities, safety challenges, or where overall multimodal options for residents can be improved. Input was focused on existing conditions for the first portion of outreach and design alternatives for the second portion. Engagement and Relations Efforts included collateral and community surveys in five different languages, upkeep of two project websites, interactive project maps, trackable QR codes, postcards, stakeholder and comment and response management, and two in person outreach events.

Service Highlights:

- Graphic & Template Design
- Style Guide Adherence
- Social Media Design
- Bilingual/Accessibility
- Community Outreach

Reference:

Marc Ambrosi
P: 720-794-5002
E: mambrosi@broomfield.org

B

Project
Team



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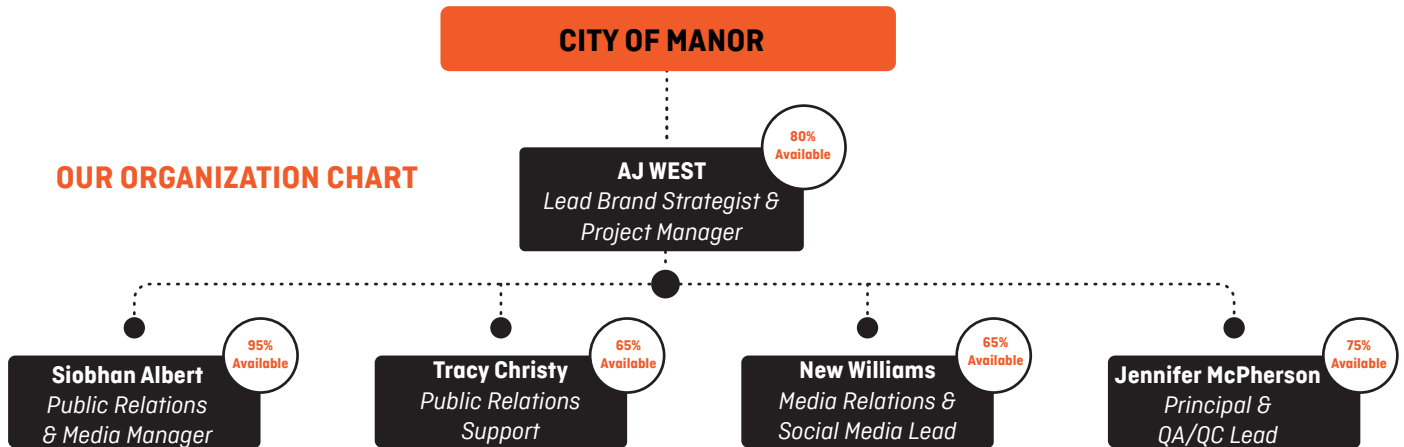
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CHICKENANGO LEADS

The Chickenango Team Difference.

Our proposed team is represented in the organizational chart below. Each team member has been carefully selected based on their extensive experience and expertise in their respective fields. Under the capable leadership of AJ West, this team is well-equipped to meet and exceed the requirements of the contract.



Your Project Manager

AJ WEST | CHIEF OPERATING OFFICER/ LEAD BRAND DESIGNER & STRATEGIST

AJ has 26 years of award-winning branding, design, and public relations experience. Previous experience in her career includes a Billion Dollar Brand Refresh for Holiday Inn, handling million dollar revenue campaigns and working on some of the most high profile projects in Central Texas including: 183 North Mobility Project, US 290/SH 130 Flyovers, Travis County Bond Projects, and I-35 North, South, and Central Corridor Projects while she lived in Austin for over a decade. She understands the Central Texas landscape and particularly South Austin and the surrounding areas of Manor. AJ has worked with TxDOT, CTRMA, and Cities of Austin and Round Rock. She understands the pressure these areas are facing due to Austin's explosion in population over the last few decades and how precious taxpayer dollars and revenue for these cities are to their prosperity.



She obtains informed consent by helping clients and key stakeholders craft strategic key messaging for their communication outreach plans through a series of stakeholder workshops and purpose and need assessments.

Specialties: Branding, Design, Public Relations for Planning, Design, and Construction Bond Projects



AJ West

Project Manager/Design Lead/Branding Specialist

BACKGROUND

AJ has 26 years of award-winning graphic design, branding, strategic marketing, and public relations experience in the public sector arena. She has a special focus on areas of art and design, brand management, corporate communications, public relations and community outreach, and technical and editorial writing for a variety of infrastructure projects and corporate initiatives. AJ started her career at 18 in the infrastructure industry working for architectural, engineering, and construction firms as well as high-profile creative agencies. She has also led highly-effective, integrated award-winning branding and design projects that produce revenue, profitability, and trust. Highlights include overseeing a creative team for a Billion Dollar brand refresh for Holiday Inn and handling million dollar campaigns to produce consistent.

RECENT PROJECT EXPERIENCE

City of Arvada, W. 72nd Ave. Bond Project, Owner's Rep for Public Engagement, CO

Project Manager/Lead Collateral Designer. AJ is currently the lead for Manor's W. 72nd Avenue Bond Project. She has created, designed, and led one virtual engagement event as well as an in-person event that consisted of extensive collateral design including an explainer video working with the City's media department and with the City's current brand standards. She provides the Communications team with any and all messaging and collateral for community consumption including overseeing the public information team that is working on the contractor side to ensure the City's brand and voice is being upheld.

City of Castle Pines Road Solutions Campaign Logo, Branding, and Landing Page Design, Castle Pines, CO

Project Manager/Lead Campaign Designer and Planner. AJ created, planned, and branded a public engagement effort for the City of Castle Pines' 5-Year Transportation Plan to fix their crumbling infrastructure that was inherited from Douglas County when the City first incorporated. AJ coordinated with the City Manager, Communications staff, Public Works Staff, and the City Council to create a plan that would re-instill public trust in the maintenance and transportation planning efforts of the City.

ACEC Texas Board of Directors, Roadmap to Engagement Visual Brand and Web Design, Central Texas, Dallas, and Corpus Christi Chapters Web Redesigns

Project Manager/Lead Visual Brand Designer. AJ designed and created a unique campaign site for a statewide campaign utilizing ACEC Texas's current brand standards. QR Code Tracking and KPIs for analytics were created for the year long campaign. New Membership sub brand was created for engagement increase and design elements were created that will be used with new chapter websites statewide. AJ is currently finishing up three chapter website refreshes to fall more in line with the State and National brand. Visual Elements were created and once completed, refreshed guidelines will be created for chapters to follow for future updates and all digital communications.

City of Arvada Refreshed Branding / Identity Guidelines Creation and Implementation Plan, CO

Project Manager/Lead Visual Brand Designer. AJ worked with the city teams including hosting branding workshops with City Council, communications teams, and other departments as necessary. She designed two brand identity concepts after extensive research that included engagement efforts internally and externally. The refreshed brand brought together the history of Arvada and elements of a growing City and economic vitality that Arvada is now today. A complete set of guidelines that included tone, typography, colors, logo, accessibility standards for print and digital platforms as part of a multi-phase process for the City to refresh their identity.

Education

BA, Communications,
University of Central
Florida, 2008

Location

Colorado Springs, CO

Years with Chickenango

3

Years of Experience

26

Training/ Certifications

Expert Certified in
Adobe Creative Suite

Managing

Decentralized Teams,
SMPS Training 2020

Awards

Outstanding Graphics
Award, ACEC Colorado,
2020

Holiday Inn Club
Vacations Summer
Referral Marketing
Campaign, ARDA
Awards, 2006

Memberships/ Organizations

Society for Marketing
Professional Services
(SMPS), Past Member of
the Southern Colorado
Committee, 2020

American Marketing
Association, Past VP of
Technology, 2017



Our Support Staff

JENNIFER MCPHERSON | PRESIDENT & QA/QC/CRISIS COMMUNICATIONS

Jennifer is an accomplished, FEMA-certified Public Relations professional with an impressive track record spanning 26 years. Throughout her career, she has excelled in devising and executing strategic messaging plans for a wide range of infrastructure design and construction projects, catering to both state Departments of Transportation (DOTs) and local government entities.

Specialties: Public Involvement for Planning, Design and Construction, Crisis Communications

Project Experience:

- ▶ City of Dallas/ DART Silver Line
- ▶ City of Arvada Brand Refresh
- ▶ City and County of Denver High Line Canal



SIOBHAN ALBERT | PUBLIC RELATIONS MANAGER

Siobhan, a Public Involvement Lead, possesses a robust foundation in research and public relations. Throughout a span of five years, she has provided services including survey administration, research execution, public outreach, hosting public open houses, and securing funding for transportation infrastructure ventures across Texas.

Specialties: Public Involvement for Design and Construction Infrastructure, Media Relations, Stakeholder Engagement, Higher Education

Project Experience:

- ▶ Triview Metro District 10 Mile Water Pipeline Project
- ▶ City of Dallas/ DART Silver Line
- ▶ TxDOT Carbon Reduction Strategy, TxDOT
- ▶ Virtual Public Involvement State-of-Practice, TxDOT



TRACY CHRISTY | PUBLIC RELATIONS SUPPORT

With a remarkable 17-year track record in the A/E/C industry, Tracy excels as a Public Involvement Lead. Her expertise lies in marketing, public information dissemination, and project coordination, specifically within the transportation sector. Tracy has successfully contributed to numerous projects in both Colorado and Texas.

Specialties: Public Relations for Design and Construction Infrastructure, Email Campaign Communications

Project Experience:

- ▶ Triview Metro District 10 Mile Water Pipeline Project
- ▶ City of Colorado Springs Blodgett Open Space
- ▶ City of Arvada Brand Refresh



NEW WILLIAMS | SOCIAL MEDIA LEAD

New plays a vital role in supporting numerous public relations projects by undertaking tasks such as crafting engaging social media copy, conducting stakeholder research, monitoring social media content, and assessing both positive and negative feedback for projects. Additionally, New contributes to various aspects of public involvement communication by providing graphics and digital media for content creation and ensuring quality assurance and quality control.

Specialties: Graphic Design, Digital Media, Social Media

Project Experience:

- ▶ Lead with Love Branding
- ▶ Powerade Content Creator
- ▶ Hot and Ready Summer Concert Series
- ▶ Hennessy Content Creator



C

Project Approach and Timeline



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Our Understanding of the Scope of Work

New Brand Identity and Ongoing Communications Services

As a brand strategist at Chickenango, we fully understand the City of Manor’s vision and aspirations for their branding scope of work. Manor has experienced remarkable growth, transforming from a small, rural town into a vibrant community of over 18,000 residents. With continued growth projected for the future, Manor recognizes the importance of establishing a brand identity that captures the essence and strengths of the evolving community, setting it apart from other rapidly developing municipalities in Central Texas.

Our understanding aligns with the City’s ultimate goal of defining Manor as a highly desirable and unique place to live, visit, establish a career, or start a business. We recognize the significance of creating a brand that not only resonates with current residents but also attracts new residents, visitors, and businesses. Our aim is to develop a brand identity that reflects Manor’s distinct personality, its rich history, and its promising future, encapsulating the vibrant spirit and community values that make it an exceptional place.

As the City’s agency of record, Chickenango will serve as an experienced public relations and branding consultant, dedicated to telling the positive and compelling story of Manor consistently. We understand the ongoing nature of this endeavor and will work closely with the City to develop a robust branding strategy that evolves alongside the community’s growth. Our expertise in strategic brand development, messaging, and storytelling will enable us to craft a brand narrative that resonates with diverse audiences and effectively communicates Manor’s unique strengths, opportunities, and achievements.

Through collaborative efforts, research-driven insights, and creative solutions, Chickenango will help the City of Manor establish a distinctive brand identity that captures the hearts and minds of both current and potential stakeholders. We are excited to embark on this transformative journey and play a crucial role in shaping the future success and recognition of Manor as a highly desirable destination in Central Texas.



Project Management Overview

Project Management Overview

The Chickenango team is committed to bringing Manor a refreshed brand identity by the end of 2023. Our team is currently finishing up several other branding initiatives that will be complete by end of June and our team will have availability to focus solely on this project for Manor so that the identity is ready for a 2024 new year roll out should that be a goal of the City. Below are ways that our team will ensure a smooth project, followed by how we will approach the scope of work for this effort.

▶ Handling Multiple Tasks Simultaneously

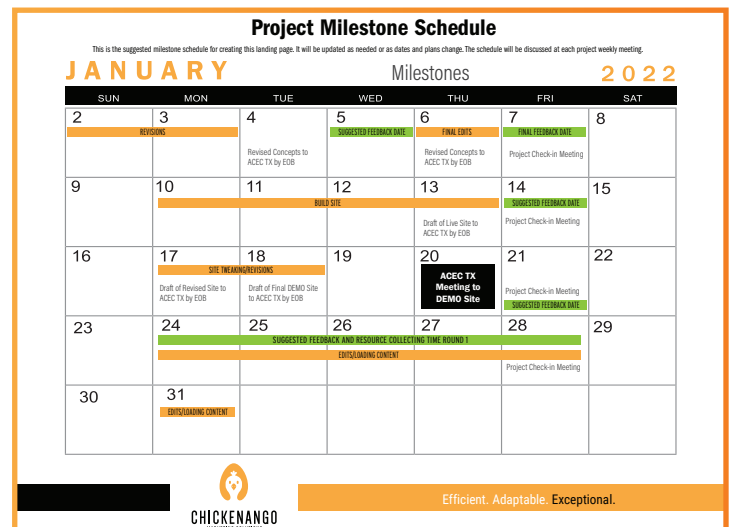
We believe that collaboration and clear lines of communication between our Project Manager, AJ West and City staff is a critical element to handling multiple project tasks simultaneously. AJ will serve as the single point of contact for the City and Project Team to foster clear communication and expectations.

▶ Communication Commitment

Collaborative Communication is key to successful project coordination. Chickenango’s staff is committed to providing the City with consistent updates on progress through our detailed project milestone schedules.

▶ Project Issues and Deliverables

Our team understands the importance of completing projects within an agreed upon time frame and within



▶ Example Project Milestone Schedule



budget. To meet any schedule and budget objectives, our management approach will integrate success factors with a creative brief and schedule work plan.

► Budget

One measurement of success for a project is the final project cost as compared to the project budget. In these times of limited fiscal resources, governmental agencies need to be assured that appropriate value is gained from every dollar spent. Our team considers budget control as one of the keys to project success. Like our schedule, the project budget will be flexible as the project develops; individual budget items will be refined and expanded or subtracted as the project is further refined. AJ is well versed in handling budgets of both small and large magnitude. She will strive to give Manor the most for its precious dollars, taking pride in helping municipalities hit their stride with a brand that develops trust and quality with their community and attracts sustainable growth.

► Quality Assurance/Quality Control

Each project deliverable will be reviewed for quality and accuracy. Chickenango's QA/QC Checklist includes back-checking against the creative brief, your brand standards, and any other known preferences that the City staff might have for this public engagement process. Our QA/QC design guru for this contract will be Jennifer McPherson, she will perform QA/QC reviews for every single draft before it goes out to the City for review. QC will be performed by team members and experienced independent reviewers to catch irregularities and provide a fresh set of eyes to the ultimately benefit the process.

OUR TEAM VALUES

- ✓ **Our Core:** Client above all things.
- ✓ **Our Mission:** Create solutions that positively alter the outcome.
- ✓ **Our Promise:** Care more, work harder, deliver exceptional value.
- ✓ **Our Commitment:** Provide you industry expertise with best value solutions.

OUR APPROACH TO VISUAL DESIGN

- **Being responsive 24/7.** When you call, we answer. We pride ourselves on turning around requests in less than three days.
- **Consistent and diligent communication with the Manor team and any stakeholders for the project.**
- **A robust quality management program for all work that is done by our incredibly talented staff.**

The Chickenango Difference

Chickenango Marketing Solutions is passionate about design and public relations for government clients. Why?

Because we have spent our entire careers working with government clients talking to their citizens directly on issues affecting their daily lives. From building trust with informational transparency and consistent messaging, to building a sense of community through intelligent visual branding and design, Chickenango has a deep, industry-specific knowledge to provide the specialized experience and depth of resources necessary to meet the multiple components of this project.

The Bottom Line:

We will care more about the success of your new identity that will go beyond just a new brand. We are a client-first agency that prioritizes client value and service over profit.



Project Approach for Branding

We have outlined our streamlined approach for working with Manor in developing a new brand for their City. We start with a robust discovery and research phase that will set the foundation of the new brand and will develop detailed documents to support the brand and the implementation of the brand whether it be immediate or a phased approach.

C. PROJECT APPROACH AND TIMELINE



1. Discovery/Research Phase: Brand Positioning and Messaging Strategy | July - August

▶ **Project Kick Off Discovery:** Chickenango will begin this effort with a kick-off meeting to discover Manor's exact vision for a refreshed visual identity. Our team has extensive experience researching and developing concepts that aren't just attractive, they resonate with communities. We will implement focus groups that make up key stakeholders that are responsible for upholding the brand as well as leaders from each internal department to understand the complete vision for all departmental information needs.

▶ **Consistent Communication:** We know communication is key and we will plan to meet with the City's project team biweekly to provide status updates, obtain feedback, and collect any new information for incorporation into the new identity. Before these meetings occur, our Project Manager, AJ West will provide an updated plan and schedule to the project team as well as be prepared to discuss any roadblocks or challenges to keep this effort on track. Our team will also coordinate with the City's web developer that will be hard coding these new visuals and templated pages into the site so we can sync up our schedules for deliverables and project milestones.

▶ **Visual Identity Plan Creation:** Our team will then create a Visual Design Plan for all brand facing elements including gateway signage and any other environmental branding elements the City identified in the discovery phase. The plan will also feature a creative brief for visual concept creation and a robust project schedule for these efforts. This plan will be submitted to the project team for approval to make sure we captured the vision and direction of all City stakeholders. This will be the starting blueprint of the brand guidelines and as the project progresses, detailed documentation on styles, imagery, fonts, colors, etc. will be kept so we develop the guidelines in real time as we design the final visual identity for Manor.

2. Concept Phase for Brand Development | August - September 2023

▶ **Concept Development:** Once the Visual Design Plan is approved, the Chickenango team will begin developing three concepts for the City's consideration. These concepts will be inclusive of typography, colors, photography treatments, stylized brand elements and the most important part, a new logo. These concepts will also include environmental branding such as gateway signage. Our team has frequently driven through Manor and understands that it is difficult to know you are in Manor and before you know it, you are in Elgin. We will create a sense of place for Manor that puts it on the map visually.

▶ **About the Design:** Chickenango will create a visual identity that will create cohesion and be easy for the Manor team to implement themselves across different print and digital touchpoints (internally and externally) and our team will hold working sessions after creation with the teams that will be responsible for being stewards of this new brand. This identity will be meaningful, memorable, simple for accessibility, and consistent.

▶ **Concept Review and Finalization:** We plan on three rounds of review and edits to get to a final identity that Manor will be proud to launch to their citizens and staff. We are committed to taking no more than 3-5 days to turn around edits to keep the effort moving forward. We frequently work on accelerated schedules and have extensive experience with time management. Our design team is quick, efficient and adaptable to schedule delays or accelerations.

3. Visual Design and Implementation Development Plan | October 2023

▶ **Finalization of Elements and Guideline Creation:** Once a final concept is chosen, our team will finalize the branding guidelines and send a final document for City review before packaging up and prepping all final visuals for final delivery. **The branding guidelines for this new identity and these guidelines will include:**

Style guidelines for fonts and content formatting, visual elements such as icons, shapes, patterns and textures, imagery treatments, individual graphics, and an expanded color palette. Samples of how the visual identity will be applied to collateral, email signatures, business cards, etc. and examples of what not to do with the new identity.

4. Project Closeout and Final Deliverables | October 2023

▶ **Deliverables to the City:** Chickenango will provide the City with a complete and comprehensive set of guidelines and all native visual files for implementation at the City's discretion.



Project Approach for Ongoing Marketing and Communications Services

We are the go-to agency for many municipalities that need high-end, reliable marketing and communication services without the cost of a larger agency. We start any effort with a kick-off meeting to discover the needs of each task order and team that needs the assistance. Chickenango works in tandem with all of their on call clients, building trust over long periods of time. We dig deep to understand who you are as a municipality and look out for your best interest.

We are well-versed in the scope of services outlined in the RFP. Below is a description of how we would handle each service type. We understand the timeline for these services are for a 12 month period.

Communications Strategy

▶ Chickenango's team takes a comprehensive, strategic approach to developing an overarching communications strategy for our clients. We develop public relations plans for every effort we undertake. It serves as a blueprint and contains the how, what, who, and why. We help your communications team and any public facing staff member develop scripts and how to handle outgoing messaging as well as incoming feedback.

We actively participate in devising and implementing communications strategies, providing valuable guidance and support. Our team collaborates closely with your staff, offering counsel on messaging, stakeholder outreach, communication channels, and reputation management. With a thorough understanding of the local environment and the unique needs of Central Texas, our team ensures that the strategies developed align with the entity's objectives. We prioritize clear and consistent communication, tailoring it to resonate with the target audience.

Additionally, we assist in identifying key stakeholders and implementing effective engagement strategies. By leveraging our expertise and deep knowledge of the local landscape, Chickenango's team empowers the municipal entity to proactively manage its reputation and address emerging communication needs with confidence and precision.

Media Relations and Training

▶ With extensive experience in Central Texas and living there for over a decade, our project manager has developed strong relationships with local media outlets, ensuring a deep understanding of their operations and preferences. Having worked closely with esteemed media organizations such as KXAN News, the Austin American-Statesman, and KEYE-TV, AJ has successfully navigated the Central Texas media landscape. Her experience includes facilitating media interviews, coordinating press conferences, and effectively pitching stories to outlets such as the Killeen Daily Herald and the Waco Tribune-Herald. By leveraging these relationships, Chickenango is well-equipped to guide city spokespeople on engaging with Central Texas media, providing insights into their reporting styles, preferences, and coverage areas. This familiarity enables us to tailor training to align with the specific media landscape in Central Texas, ensuring that city spokespeople are well-prepared to effectively engage with and navigate local media outlets in the region.

As Chickenango, our training approach for city spokespeople in media relations focuses on equipping them with the necessary skills and knowledge to effectively engage with the media. Our training program begins with an overview of the media landscape in Central Texas, highlighting key outlets, journalists, and their areas of interest. We conduct interactive workshops to simulate real-world media scenarios, allowing spokespeople to practice interview techniques, message delivery, and handling difficult questions. Through role-playing exercises, we provide constructive feedback on their communication style, body language, and their ability to stay on message. Our practical sessions cover crafting effective media statements, press releases, and conducting impactful press conferences. Additionally, we emphasize the importance of building relationships with journalists, fostering trust, and leveraging media opportunities to proactively communicate the city's initiatives and key messages. By the end of our training, city spokespeople are well-prepared and confident in their ability to navigate media interactions, effectively convey information, and maintain positive relationships with Central Texas media outlets.



Crisis Communications

▶ Chickenango excels in creating comprehensive crisis communication plans specifically designed for rural municipalities. Our team develops them for every infrastructure project and every communications client we serve. In the unpredictable landscape and public court of opinion, it is imperative that every entity has a crisis communication plan and that internal teams are trained on how to work these plans and update them after initial creation.

Understanding the importance of preparedness, Chickenango begins by conducting a thorough assessment of the community's potential vulnerabilities and risks, considering factors such as geography, demographics, and infrastructure. By engaging with local officials and stakeholders, Chickenango gathers valuable insights and collaboratively establishes clear communication objectives and messaging frameworks.

The plan encompasses a range of communication channels, including traditional media, social media platforms, and community outreach initiatives. Chickenango also incorporates contingency plans for various crisis scenarios, outlining protocols for information dissemination, spokesperson training, and coordination with relevant agencies and organizations. With a focus on flexibility and adaptability, Chickenango ensures that the crisis communication plan can be easily updated and activated during times of urgency, allowing rural municipalities to effectively respond, mitigate, and recover from crises while maintaining public trust and safety.

Recruitment and Human Resource Communications

▶ At Chickenango, we understand that as Manor continues to experience growth, the demand for skilled and talented professionals across various departments will naturally increase. As part of our comprehensive approach, we will diligently develop a recruitment strategy that aligns with the evolving needs of the City. Our team will collaborate closely with your staff to gain insights into specific departmental requirements, ensuring a tailored approach to attract qualified candidates.

To effectively implement the recruitment strategy, Chickenango will work hand in hand with your staff. We will provide guidance and support throughout the process, leveraging our expertise in recruitment best practices and industry trends. Our team will assist in creating engaging and impactful recruitment materials, including job postings, job descriptions, and promotional content, to attract top-tier talent.

Furthermore, we will explore various channels and platforms to reach a wide pool of candidates, including leveraging online job boards, professional networks, and targeted advertising. By utilizing a multi-faceted approach, we can increase the visibility of job opportunities and ensure a diverse and qualified applicant pool.

Throughout the recruitment process, we will maintain effective communication and collaboration with your staff to streamline candidate evaluation, selection, and onboarding. Our goal is to identify and attract exceptional individuals who possess the skills, experience, and passion necessary to contribute to Manor's continued success.

Chickenango is committed to implementing a recruitment strategy that aligns with your staffing needs, values, and organizational culture. By partnering with us, you can rest assured that our comprehensive approach and expertise in recruitment will help you attract and retain the best talent to support Manor's growth and ensure a strong workforce for the future.

D

**Project Cost /
Fee Schedule**



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PRICING FOR BRANDING

Below you will find the not to exceed summary of fee and costs associated with the proposal with the assumption that the project will start at upon Notice to Proceed. The pricing below is for the branding portion of the contract. We have attached our rates for the on call services. Our team will estimate time and materials per task order for that portion of the contract. We understand the City's budget is 50K and we plan to finish under that amount.

The scope and fee outlined below is all inclusive of the branding scope of work items identified in this RFP.

Our team anticipates a 120-day schedule for the rebranding effort. Ending no later than October 31st.

DESCRIPTION	QTY	UNIT	RATE	TOTAL
July: Kickoff meeting with City and Staff and prep time/Discovery/Research Phase	6	Hour	\$150 (2 Hrs)	\$300.00
			\$145. (4 Hrs)	\$580.00
July-August: Discovery/Research Phase	85	Hour	\$150 (15 Hrs)	\$2,250.00
			\$145. (60 Hrs)	\$8,700.00
			\$75. (10 Hrs)	\$750.00
August-September: Visual Identity Concepts and selection, Final Design and Guidelines Creation	150	Hour	\$150 (50 Hrs)	\$7,500.00
			\$145. (60)	\$8,970.00
			\$110. (30)	\$3,300.00.
			\$75. (10)	\$750.00
October: Finalization of Deliverables and Final Implementation Plan	110	Hour	\$150.(20 Hrs)	\$3,000.00
			\$145. (60 Hrs)	\$8,700.00
			\$110. (20)	\$2,200.00
			\$75. (10 Hrs)	\$750.00
Ongoing: Allotment for coordination meetings, etc. over the course of the branding initiative	30	Hour	\$145 (30 Hrs)	\$4,350.00
TOTAL FEE				\$48,880.00



2023 Standard Hourly Rates of Service

The billing rates provided below represent all Chickenango staff rates.

ROLE	RATE PER HOUR
Principal	\$150
Public Relations Manager	\$145
Social Media Manager	\$145
Website Designer	\$120
Marketing Strategist	\$110
Account Executive	\$110
Public Relations Specialist	\$100
Graphic Designer	\$100
Copywriter	\$100
Public Relations Admin.	\$75
Marketing Assistant	\$65

Additional Expenses

Mileage: If travel is required for a project we bill mileage at the current Federal Standard Mileage Rates.

All Additional Expenses: Expenses such as postage, printing, etc. are billed at cost.

E

References



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Chickenango takes great pride in its strong track record of repeat business from government clients and entities, much like the esteemed City of Manor. Our reputation speaks for itself, as we have consistently demonstrated our commitment to delivering exceptional results and exceeding expectations. As evidence of our dedication, we have included client references for every project showcased in this proposal. We encourage the selection committee to reach out and inquire about our work ethic and how Chickenango consistently goes the extra mile to ensure client satisfaction. We firmly believe that our references will attest to our unwavering dedication, innovative approaches, and ability to deliver outstanding outcomes.

Reference #1

Client / Company Name: North Houston Association, Inc.	
Contact Name: Marlissa Briggs	Contact Title: Executive Director
Phone: 281-875-0660	Email: marlisa.briggs@north-houston.com
Date and Scope of Work Provided: Branding and Collateral work has been performed since 2017. AJ West has built out the brand, designed several logos and their 40th Anniversary Logo, event branding and collateral, and developed their 5-Year Transportation Project List for all surrounding entities in the Houston Area.	

Reference #2

Client / Company Name: City of Arvada	
Contact Name: Rachel Kuroiwa	Contact Title: Chief Communications Officer
Phone: 720-989-7607	Email: rkuroiwa@arvada.org
Date and Scope of Work Provided: Branding and Collateral work has been performed since 2019. Chickenango has been the Owner's Rep for the City for their Bond Projects for Public Relations as well as is completing their current brand refresh that includes both print and digital identities.	

Reference #3

Client / Company Name: ACEC Texas	
Contact Name: Peyton McKnight	Contact Title: State Director
Phone: 512-474-1474	Email: Peyton@acectx.org
Date and Scope of Work Provided: Branding and design agency of record for ACEC Texas since 2021. Work provided was branding and website design for campaigns and chapter websites, creation of a Members Connection Brand and Engagement program.	

F

**Additional
Information**



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F. Additional Information: Provide the following, along with a signed Conflict of Interest Questionnaire.

- i. Trade Secrets and/or Confidential Information: This proposal [] (does) [X](does not) contain trade secrets and/or confidential information. If applicable, describe such trade secrets and confidential information, and the basis for your assertion that such material qualifies for legal protection from disclosure.

- ii. Federal, State and/or Local Identification Information:
 - a. Centralized Master Bidders List registration number: N/A
 - b. Prime contractor HUB / MWBE registration number: DBE #WFDB41444Y0923 | MWBE #WFWB38783Y05
 - c. An individual Proposer acting as a sole proprietor must also enter the Proposer's Social Security Number: # N/A - _____ - _____

- iii. Cooperative Governmental Purchasing Notice: Other governmental entities maintaining interlocal agreements with the City, may desire, but are not obligated, to purchase goods and services defined in this RFB from the successful Bidder, all purchases by governmental entities, other than the City, will be billed directly to and paid by that governmental entity. The City will not be responsible for another governmental entity's debts. Each governmental entity will place their own orders with the successful Bidder and be responsible for ensuring full compliance with the RFB specifications. Prior to other governmental entities placing orders, the City will notify the successful Bidder of their intent.

Please indicate below if you will permit other governmental entities to purchase from your agreement with the City.

Yes, Others can purchase [] **No, Only the City can purchase**

Contact Us!

contact@chickenango.com

719-235-2830

www.chickenango.com



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