



**Request for Proposals
Professional Marketing Consultant Services**

**Creation and Implementation of an Economic Development
Marketing Strategy for the City of Kannapolis, NC**

October 2016

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REQUEST FOR PROPOSALS

Creation and Implementation of an Economic Development Marketing Strategy for the City of Kannapolis, N.C.

This document is a request for proposals from agencies and/or individuals with extensive experience in developing marketing strategies that capitalize on a community's assets and unique attributes to positively impact all aspects of the local economy.

BACKGROUND

The City of Kannapolis, North Carolina, is committed to enhancing the entire the economic, civic, and cultural core of the community. The City encompasses 36 square miles and the current population is 46,000. As the state's 20th largest city the community is growing and expects this trend to continue as the City is located in the rapidly expanding Charlotte-Metro Region. The City is uniquely located in two counties: Cabarrus and Rowan which also presents opportunities as the two counties are different.

Kannapolis is home to the NC Research Campus, home to eight universities including UNC-CH, UNCC, Duke, UNCG, NCSU, ASU, NC A&T, NC Central and Rowan-Cabarrus Community College. A number of private research entities are also located on the campus. The campus focuses on groundbreaking research in the fields of human health, nutrition and disease prevention.

The City recently purchased 50 acres of prime downtown real estate, including its historic main street. The 750,000 square foot downtown portfolio is approximately 50 percent vacant, with high rates of commercial underutilization in the occupied spaces.

The City has approved a master development plan that leverages public investments in amenities and infrastructure to induce private sector investment in the downtown. The master plan is based on five core guiding principles:

1. **Density:** Encourage density of development to create activity on the street, drive demand and capture value.
2. **Mixed Use:** Create a mixed-use district that supports day to night activity, attracts diverse users and expands the downtown market.
3. **Generate Demand:** Generate local and regional demand through appropriately scaling, phasing and locating anchors and amenities.
4. **Historic Preservation:** Respect the historic integrity of downtown by leveraging historic assets and creating a unique sense of place.



5. Leverage Public Investment: Leverage public dollars in order to maximize private investment that improves the quality of life for Kannapolis citizens.

The plan anticipates an additional 1,400 residential units, 50,000 SF retail, 90,000 SF office, 70,000 SF hospitality, and 300,000 SF cultural/institutional space in the downtown over the next decade, as well as infrastructure and streetscape updates, additional public gathering spaces and parking. The City is working with a number of private-public partners to implement the plan.

The City Council is considering supporting the relocation of the Class A Minor League Baseball Kannapolis Intimidators to downtown as the anchor to a proposed entertainment district on city-owned property. The City Council has committed to making a decision on the concept by March 2017. A new ballpark will catalyze additional development and bring more residents, shoppers, workers, and visitors to the downtown area.

Additionally, the City is experiencing a growth in population, residential housing, retail and businesses on the western side of the City along Kannapolis Parkway and N.C. 73. The City is on pace to add approximately 400 new homes and 1,000 new residents annually.

Within the last three years the City adopted a new brand and logo – “Discover a Healthy Life” based on a thorough branding process. Implementation of the brand has begun with a number of projects including Run Kannapolis and other healthy initiatives.

Scope of Services

The City seeks a professional experienced firm to work with city staff to develop and implement a strategic and sustainable marketing plan using the City’s “Discover a Healthy Life” brand and brand strategic plan to attract, expand and retain businesses, residents and visitors to the City over the next ten years as well as strengthen community pride.

The City intends these marketing and branding services to focus on both the downtown master redevelopment and the greater community, in a way that differentiates as well as connects them for their target audiences.



- Research the City's current marketing efforts and identify our strengths and weaknesses.
- Develop targeted messages for various marketing platforms.
- Develop a comprehensive profile of our current and potential markets.
- Craft creative branding messages for various multifaceted audiences (developers, businesses, residents and visitors).
- Develop a strategic cohesive marketing plan to deliver the message(s).
- Create a budget and explore funding options for the integrated marketing plan.
- Develop and assist in implementation of a strategic and sustainable marketing plan.
- Develop an accountability plan for implementation and measuring success of the branding process.

Proposal Requirements

Three Written and One Electronic Proposal are requested.

All proposals must be submitted by 5 p.m. E.S.T. on November 4, 2016.

Submit to:

Annette Privette Keller

Director of Communications

City of Kannapolis

401 Laureate Way

Kannapolis, NC 28081

704-920-4311

aprivettekeller@kannapolisnc.gov

Submissions to this RFP must include the following in the order listed:

Basic Information

1. Corporate description, including basic contact information such as office address, phone, website and email as well as the primary and secondary points of contact. Also include information on the size of the firm and the various capabilities you offer and biographical information on the principals and personnel who will be assigned to this account. Include any subcontractors. Please specify who in your firm will be assigned to this project.
2. Discuss current workload of your firm and ability to balance current workload as well as our project workload.



Related Experience

3. Information on your approach to projects of this type, including a minimum of three examples of other similar projects you have undertaken and how you evaluated effectiveness.
4. Specific involvement with other cities or government agencies you have worked with in the past or are working with now.

Research Capability

5. Address ability to gather and effectively utilize research to assist in developing and implementing the marketing plan.

Proposed Action Plan, Time Frame

6. Each party should submit an outline of what the organization can expect as part of the proposal along with applicable timelines and a proposed action plan. Please keep in mind the organization's general expectations as outlined above.

Compensation/Budget

7. Each party should submit expected project costs for deliverables/services outlined in this RFP along with a payment schedule and an explanation on how fees are established.
8. A listing of services available and potential costs, if any, that are not be included in the contract.

References

9. Each party should provide three professional references for similar work that has been performed by your firm including the names, addresses, titles, email addresses and telephone numbers of the person most familiar with the work.
10. Please identify any agency accounts that may be perceived to be in competition with the City of Kannapolis or that may pose a conflict of interest as well as any accounts that may be an asset.

Selection Process

The City will review RFPs and invite finalists to give a formal presentation based on the information provided in the RFP. Once a firm is selected negotiations will begin with the preferred firm. The project is scheduled to begin in 2017.