

Request for Proposals
Town of Bristol, New Hampshire
Branding and Marketing Strategy and Collateral

1. Objective:

The Town of Bristol is seeking a professional firm or consultant to work with us on creating a unique brand, web and print collateral to market the Town, and to teach us how to execute the identified strategies.

2. Background

Bristol is close to everything. We sit in close proximity to Boston and have many of the benefits that city life has to offer, and we are a quaint New England town that offers the services and opportunities that families and businesses desire. We have just over 3,000 people by Census, a daily population of about 6,500, and peak in population to about 10,000 in the summer. Bristol has two core features:

- A revitalized Central Square downtown commercial district with locally-owned retail shops, award-winning restaurants, beautiful living space and a new rail trail with waterfalls.
- Newfound Lake, known as the eighth cleanest lake in the country, and all the recreational opportunities and lake life nostalgia that goes with it.

Bristol is also home to a Fruedenberg-NOK plant, an award-winning international manufacturing company that employs 500 people regionally and 5,200 people in the Americas. Bristol is also home to the high-quality Newfound Area School District that has an elementary school, middle school, and high school in town.

Bristol has all the bones of a great community, but we don't do a good job telling our story. That's where we need your help.

Bristol's renaissance began 10 years ago with the reconstruction of Central Square roadway, streetscape, and water/sewer infrastructure and has continued with the rebuilding of the historic mills and other buildings. To take our next big step in success, we need to attract recent retirees who want to contribute to their new community and tinker as entrepreneurs; lure young people and families to visit Bristol to enjoy our bountiful recreation opportunities then see what a great place we are to raise a family and work; and to attract businesses that would benefit from the lifestyle, assets, infrastructure, and incentives we offer. We wish to grow, but need that with the need to continue protecting the beautiful natural resources that define who we are.

To the point about assets, infrastructure, and incentives, the Town is accelerating investments in itself, which are the underpinnings of economic opportunity. These investments include: construction of a new website in the next three months, construction of a new Town Office in the next six months, a new business incubator space in the next 12 months, a three-mile high-speed fiber-optic cable network within the next 12 months, a three-mile streetscape improvement of NH Route 3A from Central Square

to the Lake in the next 48 months, and three-mile extension of our municipal sewer system up NH Route 3A and around the eastern and western shores of the lake (to partner with our municipal water system). We also have full service planning and zoning staff that are hands-on with helping new and existing businesses succeed and offer four economic revitalization zones where businesses receive state tax credits for each new job created.

Assets include:

- Bountiful recreation opportunities:
 - Newfound Lake
 - Four rivers to kayak and canoe, including whitewater opportunities at the confluence of the mighty Pemi and Newfound Rivers and excellent trout and salmon fishing
 - Neighbor to Ragged Mountain ski area
 - Less than an hour from the best skiing and hiking in the White Mountains, trout fishing, and big game hunting
 - Wellington State Park -- the state's largest freshwater public beach
 - Two municipal beaches with parking and small craft boat launch site
 - Profile Falls—visit beauty, trout fishing, take a picnic
 - A downtown rail trail with waterfall views that has planned connections to Franklin Falls mountain bike trails and the 87-mile Northern Rail Trail
 - Kelley Park, Millstream Park and the award-winning Tapply Thompson Community Center
 - Trails on Little Roundtop and Cardigan Mountain for hiking, summer camping or trout fishing
 - Home of the New Hampshire Marathon – a qualifier for the Boston Marathon
 - Lakes Region Triathlon Festival
 - Weekly summer concerts
 - Artisan events
 - 4th of July fireworks at the foot of the Lake

- Location, Location, Location:
 - Home to Newfound Lake, and near Lake Winnepesaukee (but we don't have the traffic!)
 - Less than an hour from the White Mountains
 - An hour to the Manchester Millyard and the Airport
 - Less than two hours from Boston
 - Less than 90 minutes to the Seacoast, including Portsmouth and Southern Maine
 - An hour from Dartmouth College and less than 30 minutes from Plymouth State University
 - Four Economic Revitalization Zones encompassing hundreds of acres

- Other assets:
 - Extensive water and sewer infrastructure with plans for three-mile expansion

- 80 miles of paved road lanes
- High-speed fiber optic cable (coming soon)
- Free public wifi
- 24/7 Police and Fire/EMS Services
- Full-time library
- Elementary school, middle school and high school all in town
- Multiple daycare options
- Senior and affordable housing complexes
- Freudenberg-NOK plant and other mid-sized locally-owned companies
- Newfound Young Professional Network
- Newfound Valley Airport (1,900 ft)
- State of the art medical facilities, including Dartmouth Hitchcock Medical Center an hour away and local doctors offices
- Short drive to essentials: Hannaford grocery, gas stations, etc.
- West Shore Marine (marina/boat launch)
- Two microbreweries (Shackett's and Woodman's) and new winery coming soon
- Henry Whipple House and Pleasant View bed and breakfasts
- Diverse year-round restaurant offerings including the award-winning Kathleen's Cottage Irish pub, Cielito Mexican restaurant, and the Mill Fudge Factory and seasonal restaurants including Big Catch lakefront restaurant and Ledge water Steakhouse
- Art gallery, gift shops, clothing shop, and antiques
- Nearby NH Liquor Store for spirits and wine

3. Goals for the Project:

Here are some ideas that are not so technical in nature:

- Review demographics we wish to target are correct (new/prospective retirees, recreation enthusiasts, entrepreneurs/new business ventures)
- Help us figure what about us would make someone from the outside say, "Wow, I want to live/work/play there!"
- Identify our best markets (Germany [because of Freudenberg-NOK], Canada, Boston/Metro Hanover/Lebanon, etc.)
- Help us promote the heck out of the great stuff we have already in place, while preparing us for future projects/efforts that will be coming online in the next 1 to 5 years
- Create a brand that touches upon the positive traits in Bristol (strong sense of volunteering, caring neighbors, can-do attitude, small town and lake nostalgia, etc.)
- Highlight Bristol as a place that has small town spirit with many of the amenities and opportunities of a larger community
- Help us attract people to play here as because of our natural beauty, and keep them here to stay for summer and relocate here where they can work (conversion from a two-season recreational community to four season)

- Remember that we wish to maintain our community character, while looking to grow in ways that increase the tax base and keep it affordable to live here

4. Scope of Work:

The Town wishes to engage a firm or consultant to complete the following. Here's the technical mumbo jumbo written by a non-technical person not in your field. (So, feel free to take liberties here!)

- Phase 1 (should include facilitating couple meetings with a key group of the Town):
 - Develop a "company" profile of the Town
 - Create our identity (research, analysis, positioning, etc.)
- Phase 2 (should include facilitating a couple meetings with a key group of the Town):
 - Distinguish positioning attributes by their individual strength and combined strength after determining the strongest brand by order of mention/highlighting
 - Buyer analysis who we can target our brand to
 - Marketing collateral and direction on locations/channels where they should be distributed. (Design a suite of materials such as: tourist map, rack card, logo, tagline, direct mailer, ephemera, brochure, short video, radio spot. You tell us what's best within the budget. Signage package for Central Square business district. We understand the cost of materials and printing may need to come under a separate scope and fee.)
 - Other items: Adwords we can use, social medial digital concepts, and the like.
 - Teach community and business leaders how to be brand ambassadors and to get greatest participation to support the brand

Note 1: The Town is also in the process of building a new website and developing an economic development chapter of its master plan. The selected firm or consultant will be asked to work with key staff to communicate with website team on any copy improvements that could be made.

Note 2: The Town has received several high-resolution images from professional photographers that can be used for materials. We also have existing drone footage that can be used or shot as needed.

6. Submission:

Please submit your proposal by April 24, 2019, 12:00pm, by email to Town Administrator Nik Coates at townadmin@townofbristolnh.org with the subject line Branding RFP. No late submissions will be accepted.

Proposal should include:

- Introduction (transmittal letter)
- Background and Experience
- Personnel/Professional Qualifications
- Approach

- Project Schedule
- References
- Proposed Budget

The budget should include a breakdown of tasks, hours, cost per hour, and person/people who will be performing the work.

The Town plans to schedule interviews with a short list of finalists on May 1 and to have follow-up project scoping/revision meeting with the selected firm or consultant before project commencement. Work is expected to commence in May and to be completed in October 2019.

Any deviation from the proposed scope of work or schedule outlined above should be explained in your response.

7. Selection Criteria:

The Town of Bristol reserves the right to accept or reject any or all proposals. All proposals become the property of the Town. The Town shall evaluate each potential contractor in terms of:

- Qualifications: 25 points
- Team proposed for this project: 20 points
- Current capacity to complete the work in the required time: 20 points
- Three references from other clients from similar types of work attesting to your qualifications and experiences: 15 points
- Cost reasonableness: 20 points

8. Questions and Clarifications:

All questions shall be submitted in writing to Town Administrator Nik Coates by April 6, 2019, via email at townadmin@townofbristolnh.org. No phone calls please.

9. Other:

At the end of this project, should the engagement be a positive one for both parties, the Town will be open to creating an ongoing long-term relationship. Other projects would include:

- Deeper dive into all aspects in the proposed scope of work.
- Developing a wayfinding signage package leading into and in town.
- Designing a recreation opportunity and hiking map.
- Public relations for the Town in collaboration with the Events Committee.
- Creating a common brand for businesses in town and region and teaching them how to best market themselves.
- Copy editing of Town website and creation of an Economic Development Committee website.