

REQUEST FOR QUALIFICATIONS

MARKETING & BRANDING

ELM AND NEW ORLEANS SPECIAL AREA PLAN



**CITY OF BROKEN ARROW
COMMUNITY DEVELOPMENT DEPARTMENT**

**220 South 1st Street
Broken Arrow, OK 74012**

918-259-8412

RFQ Due: June 15, 2020

CITY OF BROKEN ARROW

I. ABOUT BROKEN ARROW

Residents in the City of Broken Arrow enjoy a high quality of life, characterized by low crime, high performing schools, affordable housing and easy access to many parks and recreational facilities. The City fosters a sense of community by sponsoring seasonal festivals and events each year, including Rooster Days, a local Farmers Market and musical performances in the park. With destination attractions in the Rose District, the Performing Arts Center, Warren Theatre, Bass Pro Shops, Stoney Creek Conference Center and more. Residents and visitors have many options when it comes to choosing shopping, dining, cultural and entertainment activities.

Located in northeast Oklahoma, Broken Arrow is the fourth largest city in the state, with an estimated population of approximately 112,000 people spread out over 62 square miles. From 2000 to 2010, U.S. Census Bureau numbers show the City grew by 32%, making it one of the fastest growing incorporated municipalities in Oklahoma. Broken Arrow is also home to the third largest manufacturing hub in the state, with many employees working in the energy sector.

Broken Arrow was originally platted as a township in 1903 and operates under a Council-Manager form of government. The legislative and policy making body consists of a five-member City Council, elected by wards with staggered terms for a period of four years. The Mayor is elected within the Council membership. The City Manager is responsible for the day-to-day operations of City government.

II. ELM & NEW ORLEANS DISTRICT

The City of Broken Arrow has identified an area of over 150 acres, around the intersection of Elm Place and New Orleans Street in South Central Broken Arrow for a Special Area Plan. This area is mostly zoned and developed for commercial and office uses. There are several churches in this area, which has developed since the late 1970's and 1980's. A consulting firm Catalyst Commercial has been retained to analyze the area and plan for rejuvenation of this area. The first phase of this study has been concluded in the summer of 2019.

A 12-person citizens' committee has been charged to work with the consulting team and city staff to complete a report and present recommendations, solutions and action steps to the Broken Arrow City Council.

III. REQUEST FOR QUALIFICATIONS (RFQ), OBJECTIVES

The City of Broken Arrow seeks to retain a marketing, advertising and professional consulting firm that has experience with branding and destination marketing. It is the goal of the City of Broken Arrow and the Elm and New Orleans committee to develop a marketing brand and strategic marketing plan for this special district.

IV. PROJECT SCHEDULE

Once the Broken Arrow City Council has approved a contract with the selected firm, it is anticipated that the project will be completed within 6 to 8 months.

V. ESTIMATED BUDGET

The City of Broken Arrow has an estimated budget of approximately \$35,000.00 for this project to start after July 1, 2020.

VI. CONSULTANT SLECTION PROCESS

All valid proposals shall be evaluated by City Staff and the 12 person citizens' committee. Selected firms will be interviewed and recommendations shall be presented to the Broken Arrow City Council, which shall have the sole authority to approve this consulting contract.

Based on the submittals, the citizens' committee and staff will select a (manageable) number of consulting firms to be interviewed.

VII. RFQ COORDINATOR

A. Interested parties may submit inquiries, documentation and RFQ to:

Farhad K. Daroga
City of Broken Arrow
220 S. First Street
Broken Arrow, OK 74012
fdaroga@brokenarrowok.gov
(918) 259-8412

B. RFQ'S are due by **June 1, 2020** and must include:

1. Detailed information on company's scope of services, including credentials of staff who will be assigned to this project.
2. An organizational outline presenting recommended methods to be used.
3. Examples of branding and destination marketing projects similar in size and scope.
4. Recommendations on best practices for branding and marketing opportunities.
5. Recommended and proposed schedule
6. If the consulting firm is to use services of another sub-consulting firm, pertinent details and task assignments shall be explained in the RFQ.
7. Professional references.
8. Proposed cost/fee.