ANNOUNCEMENT

Request for Proposals
Pennsylvania Parks and Recreation:
Case Statement and Marketing Strategy

The Pennsylvania Recreation and Park Society, Inc. is accepting proposals for a one-time contract to perform certain professional (consulting) services work involving the development of a case statement, with a graphic identity and taglines, and a marketing strategy for Pennsylvania parks and recreation. Attached is information relating to submitting a proposal including specific requirements, the organization of the proposal, and proposal evaluation criteria.

Proposals must be received electronically by Pennsylvania Recreation and Park Society, Executive Director, Karen Burke, at kburke@prps.org, no later than Friday, September 5, 2014, at 4:30 pm ET. If additional information is needed, please contact Karen Burke via email or by calling 814-234-4272.

Timeline:
RFP Release
RFP Submittal Deadline
Notification of Short-List
Short List Presentations and Interviews
Award of Contract
Case Statement, Graphic Identify Developed
Project Completion

July 29, 2014
September 5, 2014
Week of September 22, 2014
Week of October 6, 2014
Week of October 20, 2014
By March 1, 2015
By December 2015 (Training by May 2016)
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Section 1: Background

The Pennsylvania Recreation and Park Society (PRPS) is the principal statewide, non-profit organization promoting quality recreation and park opportunities for all Pennsylvanians through education, technical assistance, and advocacy. Approximately 1,450 individuals form the PRPS membership, which primarily consists of township, borough, municipal, and county park and recreation departments, department personnel, and board members. Therapeutic recreation professionals and university students comprise another portion. Lastly, other individual and group non-profit and for-profit stakeholders embody the remainder of the membership. The stakeholder arena encompasses conservation, trails, hospitality and tourism management, amusement parks, playground equipment vendors, landscape architects, state government, and more. Our mission is to “unite recreation and park professionals and interested citizens to enhance their leadership in meeting recreational needs of all.”

Although numerous advertising campaigns regarding segments of parks and recreation are underway such as “Get Outdoors PA,” public parks and recreation does not have a cohesive identity in Pennsylvania and is sometimes regarded as a non-essential government service. As a result, our community parks and recreation departments have experienced reductions in budget and staff, resulting in fewer services and, most significantly, the inability to maintain parks in safe, clean and ready to use condition. Parks and recreation professionals have indicated that while there is a wealth of information about the benefits of parks and recreation, they do not have the time to do the research and prepare materials to make their own case for the essential nature of parks and recreation in their community. Furthermore, most of the existing research comes from places other than Pennsylvania, which tends to discount their value with some citizens and elected officials. Because of the cutbacks in parks and recreation and continued threats to stable funding at all levels of government—municipal, county and state—it is particularly important that our case statement for parks and recreation, the logo and/or tagline, and marketing strategy particularly address elected and appointed officials at all levels of government and their constituents in order to assure that funding and support for municipal parks and recreation continues at an appropriate level.

This project is partially funded by a grant from the Community Conservation Partnership Program administered by the Department of Conservation and Natural Resources (DCNR), Bureau of Recreation and Conservation (Bureau). The Bureau has certain requirements and standards that must be met by PRPS and its contracted consultant. This Request for Proposals (RFP) has been prepared to meet these requirements and standards. The Bureau will monitor the project. Certain documents and drafts of documents will be subject to review and approval by the Bureau. DCNR’s grant agreement number is BRC-SR-18-126.

Section 2: General Terms

- Proposals must not exceed a $30,000 budget
- PRPS reserves the right to reject any or all proposals that it determines to not be in the best interest of PRPS
- The contract is subject to the approval of the DCNR Bureau and is effective only upon its approval
- Proposers are bound by the deadline and location requirements for submittals in response to this RFP as stated above
- Proposals will remain effective for PRPS review and approval for 60 days from the deadline for submitting proposals
- If only one proposal is received by PRPS, it may negotiate with the proposer or seek additional proposals on an informal or formal basis during the 60-day period that proposals are effective
- The proposer is encouraged to add to, modify or clarify any scope of work items it deems appropriate to develop a high quality plan at the lowest possible cost. All changes should be listed and explained. However, the scope of work proposed must accomplish the goals and work stated in Section 3
Section 3: Statement of Work

In order to position parks and recreation as an essential community service to help build perceived value with the general public, elected officials, and community stakeholders, PRPS is seeking a consultant to create the Pennsylvania parks and recreation brand, with specific messaging for various interest groups and a supporting marketing strategy. The three purposes of this project include:

1. Develop a case statement with a brand, logo and/or a tag line for public parks and recreation in Pennsylvania. Key messages and a graphic identity must be crafted to capture public recognition and positive regard.
   a. The case statement will be the core document of our branding and graphic identity. It should include the mission of public parks and recreation, a vision for parks and recreation in Pennsylvania, and values statements showcasing the benefits of parks and recreation in Pennsylvania. Some questions that should be answered in the development of the case statement include but are not limited to the following:
      i. Who does parks and recreation help?
      ii. How does parks and recreation help people?
      iii. How does parks and recreation help the community?
      iv. What vital services do parks and recreation offer?
      v. What are the benefits of parks and recreation in Pennsylvania?
      vi. What are park and recreation plans for the future?
      vii. What are the issues and concerns facing parks and recreation in Pennsylvania?
      viii. How do Pennsylvanians use money for parks and recreation?
      ix. Why does parks and recreation deserve support?
   b. The corresponding key messages should convey facts, enthusiasm and concern, encourage big thinking and bold speaking about public parks and recreation, and galvanize commitment to supporting parks and recreation throughout the state. Audiences to acknowledge during the development of these messages include:
      i. Local parks and recreation agencies (rural, suburban, urban)
      ii. State park and recreation providers
      iii. Community health agencies
      iv. Conservation entities
      v. Elected officials
      vi. Citizens of PA
      vii. Other groups to be determined

2. Develop a marketing strategy (analysis, audit, implementation, tracking and measurements) to launch and carry out the branding program for parks and recreation in Pennsylvania. The broad based recognition of a brand is essential to the field and its services. Ideally, the goals of the campaign are to:
   a. Promote parks and recreation as an essential community service
   b. Increase public awareness of the benefits and services provided by local parks and recreation agencies, thereby increasing its importance and significance to political decision-makers, funders, and the general public
   c. Increase the public’s involvement in parks and recreation services
   d. Garner public support and increase financial and other resources for parks and recreation services
   e. Increase awareness of state/federal policy and legislative issues impacting parks and recreation
   f. Provide marketing tools that can be utilized by all park and recreation entities from the local to state level

3. Provide training to PRPS members and partners to educate them on how to use the statewide brand. The training would consist of at least three, one-day workshops spread geographically across Pennsylvania, in which participants would review the style guide and learn how to incorporate it into their materials. The contractor would be responsible for preparing and presenting the training. PRPS would be responsible for advertising, registration, and provision of training facilities.
Section 4: Deliverables

The selected consultant will conduct the needed research and work with PRPS staff and an advisory committee to create, present, and execute ideas/concepts for brand identity and subsequent template materials including guidelines for long-term use. Anticipated deliverables include:

1. Case statement about parks and recreation
2. Brand with a logo and/or tag line (includes style guide)
3. Design concepts for various applications, including but not limited to web, print, advertising, signage, etc.
   a. Known items needed
      i. Social media plan
      ii. Print advertisements
      iii. Posters
      iv. Tradeshows booth design
      v. Public service announcement style script
   b. Seek recommendation of other promotional items
4. Marketing strategy (analysis, audit, implementation, tracking and measurements) and timeline, which addresses the developed components
5. Recommended website alterations and collateral material development (no production required)
6. Pricing recommendations
7. Distribution recommendations and information on how like items are commonly distributed
8. Accountability plan, which measures the success of the branding project
9. Tool box for users, i.e. recommended social media alterations, sample social media posts, banners, marketing tools, style guide
10. Copyright assistance/instruction
11. Training plan and implementation

If these deliverables cannot be completed in the allotted $30,000 budget, submit the proposal as bi-phase approach, Phase 1: Items that can be completed in the $30,000 budget, Phase 2: Budget required to complete the remaining items.
**Section 5: Required Submittals**

Proposals must be submitted electronically to Karen Burke at kburke@prps.org, no later than Friday, September 5, 2014, by 4:00 pm ET. All proposals should be no longer than 10 pages in length and should be divided into the following content:

1. **Part 1 - Letter of Transmittal**
   Provide a letter explaining your interest and understanding of the project.

2. **Part 2 – Profile of Firm**
   Provide an executive summary reviewing your firm’s relevant qualifications and experience, including key personnel bio(s).

3. **Part 3 – Method and Procedures**
   Provide a detailed description of the methods and procedures your firm will use to perform the work. Include the following details in your description:
   - Research methodology and public input process to determine the appropriate brand
   - Development plan
   - List of tasks: Case Statement, Brand, and Marketing Strategy
   - Original ideas – strategy, creative, etc. (at least 3 examples)
   - Features and functionality
   - Options and add-ons
   - Technical requirements
   - Preliminary design compositions (voluntary)
   - Training plan and supporting materials on use of the marketing strategy and brand

4. **Part 4 – Work Schedule**
   Provide a schedule including time frames for each major work element and dates for completion of draft and final documents.

5. **Part 5 – Proposed Cost**
   For each major work element, the costs must be itemized showing:
   - For each person assigned to the work, the title/rank (organizational level) of the person in the firm, the hourly rate, and the number of hours worked
   - The reimbursable expenses to be claimed
   - Any required 3rd party costs

   The itemized costs must be totaled to produce a contract price. If awarded a contract, the proposer is bound by this price in performing the work. The contract price may not be exceeded without prior approval from PRPS, including amending the contract to allow for additional costs.

   If awarded a contract, the firm may not change the staffing assigned to the project without prior approval by PRPS. However, approval will not be denied if the staff replacement is determined by PRPS to be of equal ability or experience to the predecessor.

   Your method of billing must be stated. Regardless of the billing method used, 10% of the funds available under the contract will be withheld until the final product is approved by PRPS and DCNR.

6. **Part 6 – References**
   Provide names, addresses, and phone numbers of 3 to 5 references that would be capable of explaining and confirming your firm’s capacity to successfully complete the project.
Proposals will be evaluated based on the following criteria:

1. Technical Expertise and Experience
   a. The firm’s experience in performing similar work
   b. The expertise and professional level of the individuals assigned to conduct the work
   c. The clarity and completeness of the proposal and the firm’s demonstrated understanding of the work to be performed

2. Procedures and Methods
   a. The techniques for collecting and analyzing data
   b. The sequence and relationships of major steps
   c. The methods for managing the work to ensure timeline and orderly completion

3. Cost
   a. The number of hours of work to be performed
   b. The level of expertise of the individuals proposed to do the work

4. Oral Presentation
   Any or all firms submitting proposals may be invited to give an oral presentation of their proposal.