



SCOPE OF WORK

Solicitation Number: P06-0109

Materials Management Procurement

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Peoria, Arizona 85345-6560

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III. SCOPE OF SERVICES

- Conduct research through various methods including the use of focus groups and informant interviews, of business and community leaders, citizens and internal city staff to establish existing attitudes, perceptions, opportunities and challenges to enhancing City's image.
- Hospitality Index: Research hospitality/lodging assets and performance, visitor profiles and inquiry mapping, spending habits and compare to competition.
- Economic Development review of current business attitudes (why Peoria, why not) business/residential mix, potential new markets and compare to competition.
- Identify crucial partnerships within community for expanding and supporting brand message, as well as, integrated & cooperative marketing efforts with partners.
- Skunkworks Project: Review City's Skunkworks recommendations and identify how Skunkworks ideas can be integrated into brand message and overall marketing strategies.
- Review City's geographic makeup with distinctively different assets and attitudes. Recommend how to integrate differences into the overall city brand and ideas of individual marketing strategies pertaining to the three (3) perceived areas of the City.
- Conduct a marketing audit and compare to competition. Recommend specific elements to deliver message, graphic standards, logo design, printed collateral, print media, current website review, media placement, public relations, and event and sponsorship development.
- Review existing City marketing plan and integrate brand marketing ideas into the plan. Recommend financing ideas for roll out and long term marketing campaign.
- Recommend accountability plan for implementation and measuring success of branding project.
- Meet regularly with the city's Internal Technical Advisory Committee to insure understanding of scope of work and expectations of project.
- Assist in presentation of findings and recommendations to the City Council.

IV. SUBMITTAL REQUIREMENTS

Proposals shall be submitted in one (1) original and five (5) copies on the forms and in the format as contained in the Request for Proposal. Proposals shall be on 8 1/2" x 11" paper with the text on one side only. All submittal information must contain data for only the local office(s) which will be performing the work. The proposals shall not exceed thirty-five (35) pages in length, but shall include the following:

1. **Project Understanding and Plan and Method of Approach to accomplish the Scope of Work:** This shall include details on methodology, proposed tasks, procedures, research and any other pertinent information as it relates to the projects overall process. Include any relevant Corporate Marketing Material.
2. **Work Plan and Task Schedule to accomplish the required Scope of Work:** This shall include all program activities, deliverables and implementation of recommended phases of the project.
3. **Firm's Experience/Similar Projects and References:** This shall include examples of similar work conducted, which would include a review of similar community branding projects performed.
4. **References:** This shall include references from at least three clients for whom similar projects were conducted. A contact name and phone number must be provided related to your references.