



## CITY OF DUNWOODY

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Dunwoody, GA 30346  
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# MEMORANDUM

**To:** Mayor and City Council  
**From:** Edie Damann, Marketing & PR Manager  
**Date:** February 22, 2010  
**Subject:** **Dunwoody Branding Services (RFP 10-01)**

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### ITEM DESCRIPTION

The RFP Review Team recommends awarding Contract 10-01 (Dunwoody Branding Services) to Sky Design.

### BACKGROUND

Mayor and City Council identified a need to develop a unified branding strategy for Dunwoody. This project represents a unique collaboration opportunity with organizations, representing area residents, businesses and local tourism, to create a unified brand strategy and individual brands, catered to each partner's unique mission. As such, staff has been working with the Convention and Visitors Bureau of Dunwoody (CVBD), Perimeter Community Improvement Districts (PCIDs), and the Dunwoody Chamber of Commerce.

The City issued a RFP for marketing and communication firms to provide the City of Dunwoody with a plan to research, develop, and implement a unified brand strategy. Eighteen firms submitted proposals; however, two were disqualified. The qualified firms, with pricing, are listed below in alphabetical order:

- |   |  |
|---|--|
| A) Communication Infrastructure Group<br>(\$105,000.00) | D) O'Neil Communications<br>(\$105,000.00) |
| B) Fahlgren (\$105,000.00)                              | J) Rare Design (\$105,000.00)              |
| C) Gotcha (\$105,000.00)                                | K) Sky Design (\$105,000.00)               |
| D) Green Olive Media (\$105,000.00)                     | L) Trajectory (\$105,000.00)               |
| E) Hayslett Group (\$105,000.00)                        | M) TWS (\$105,000.00)                      |
| F) Jones Group (\$105,000.00)                           | N) Urbanity (\$105,000.00)                 |
| G) Lenz (\$105,000.00)                                  | O) Vaughn Weeden Kuhn (\$105,000.00)       |
| H) North Star Destination Strategies<br>(\$105,000.00)  | P) Wanderlust (\$130,000.00)               |

### EVALUATION

The RFP Review Team reviewed the proposals and short-listed five proposers, listed in alphabetical order: 1) Communication Infrastructure Group; 2) North Star; 3) O'Neil Communications; 4) Sky Design; 5) Trajectory.



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Following the interviews and further review of references, the RFP Review Team identified Sky Design as the preferred vendor. Their detailed approach to the research, development, and execution of the unique brand structure best met the needs of Dunwoody and the individual partners. In comparison to the Review Team's second-ranked firm, Communication Infrastructure Group, Sky Design's experience with other local municipalities, successful track record of projects with public participation and a high level of intricacy, and their close proximity to Dunwoody highlighted Sky Design as the top firm.

### **FUNDING**

The total funding requirement for fiscal year 2010 is \$105,000.

City of Dunwoody	\$ 50,000
Convention & Visitors Bureau of Dunwoody	\$ 50,000
Chamber of Commerce	<u>\$ 5,000</u>
Total funding required	<u>\$105,000</u>

The City funding that was budgeted in Fiscal Year 2010 is being held in the general fund balance specifically for the purpose of branding.

### **RECOMMENDED ACTION**

Staff respectfully requests that Council approve to: (1) award Purchasing Contract 10-01 (Branding Services) to Sky Design; (2) authorize staff to provide funding for the purchase; and (3) authorize the City Manager to execute the necessary documents following satisfactory review by staff and legal counsel.