

# CITY OF BEDFORD



Request for Proposals

City Rebranding Project

Due Thursday, January 21, 2010 by 2:00 p.m.

Proposal No. 01-20-2010-RBP

Sealed Proposals Only

City of Bedford  
2000 Forest Ridge Drive  
Bedford, TX 76021  
(817) 952-2101

## **City of Bedford Request for Proposals City Rebranding Campaign**

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### **City Overview**

Bedford was originally settled by Milton Moore and Weldon Bobo in the 1860s. The settlers named the City after Bobo's birthplace, Bedford County, Tennessee. During World War II, Bedford experienced a population boom. An increased number of military bases and defense contractors in the region drew residents to Bedford. In 1949, the Boy's Ranch, a home for wayward boys, was established and continued to increase the community's population. Bedford was incorporated on January 22, 1953 and encompasses 10 square miles.

Bedford, population 49, 700, is located in Tarrant County in the "mid-cities" area. This area includes the three incorporated cities of Bedford, Hurst (pop. 36, 273) and Euless (pop. 46,005). Bedford is located between Dallas and Fort Worth and provides convenient access to State Highway 121 and State Highway 183. Bedford's prime location in the heart of Dallas-Fort Worth provides residents with easy access to the Metroplex's business and entertainment attractions.

Located centrally within the Metroplex, Bedford offers its residents refuge from the hustle and bustle of big city life. The City's eight parks include a host of amenities: playgrounds, sports fields, pavilions, an urban lake, a fishing pier, jogging trails, and green space. Boys Ranch Activity Center, the City's recreation facility, offers residents "Splash" aquatic center and classrooms for rental use. The Bedford Public Library provides programming for every segment of the population, from infant to adult. The Library will continue to enhance the quality of life for Bedford residents as the city prepares to begin construction on a new, state of the art library facility in 2010.

The historic Old Bedford School is a beautifully restored 1915 school house listed in the National Register of Historical Places. The auditorium seats 149 and provides technological amenities including an audio visual system with computer inputs. The Old Bedford School is an ideal setting for weddings, luncheons, art shows, seminars, and training. Bedford has nine hotels that can provide ample housing for Old Bedford School event guests, or serve as a launching pad for exploration in the greater Dallas-Fort Worth area.

## **Bedford Highlights and Economic Development Plans**

Bedford is a primarily residential community that offers families an enhanced quality of life through its Library and Parks services. Bedford also boasts a thriving medical industry which includes Texas Health Harris Methodist HEB, a specialty hospital and clinic, and the largest Carter Blood-Care Center in Texas. In addition to Bedford's current attributes, there are exciting opportunities for growth and development pending in the City's future.

- 1. Bedford Public Library** –The Bedford Public Library is a much loved cultural establishment. It averages 4,500 patron visits per week, making it one of the most visited institutions in the City. Due to the library's popularity and consistently increasing demand, the City will break ground on an adaptive reuse, energy efficient, Mondrian influenced state-of-the-art library facility in 2010. The new library will provide citizens with upgraded amenities which will include 65 public access computers, a 2,200 square foot community room, and seven study rooms. During its first year in operation, the library is anticipated to experience a 30-50% increase in usage.
- 2. Highway 183 Expansion** – One of the key elements of The North Central Texas Council of Governments Mobility 2030 plan is to improve safety and mobility within the region. Bedford is directly affected by the plan to widen State Highway 820/183 corridor from Interstate Highway 35W to State Highway 121. The Bedford City Council worked with a team of consultants, a knowledgeable citizen constituency, and an inclusive public participation plan to develop a focused strategy for the Highway 183 corridor. The plan focuses on an implementation strategy that will retain businesses, maximize potential benefits and maintain the character of Bedford.
- 3. Parks Master Plan** –The City is developing a Parks Master Plan to increase the capacity and enhance the amenities at the Boys Ranch, Bedford's premier park. The Master Plan includes the addition of soccer and baseball fields, covered play areas, picnic pavilions, jogging trails, and water features. The Master Plan also includes a 10,000 square foot addition to the Boys Ranch Activity Center.
- 4. Events** – The City of Bedford hosts events throughout the year. One of the most popular attractions is the Labor Day Blues and BBQ Festival. This festival hosts two days worth of live concerts, barbeque and artisan craft booths. Past musical guests include: Pat Green, Buddy Guy, Al Green, and Los Lonely Boys. 4thFEST is held on Independence Day and promotes fun for the whole family. 4thFEST includes food vendors, a free concert, family activities, and fireworks. Bedford's events provide entertainment to residents and attract tourists to the City.
- 5. Central Location** – Bedford boasts a prime location in the heart of the Dallas-Fort Worth Metroplex. The City is 10 miles from Dallas-Fort Worth International Airport and 20 miles from Dallas Love Field airport, a proximity that business and leisure travelers appreciate. Sports enthusiasts can enjoy events at The Ranger's Ballpark, Cowboys Stadium and American Airlines Center; all are within minutes of Bedford. Family fun can be found at Six Flags Over Texas and Hurricane Harbor, a mere 20 minute drive to neighboring Arlington. Residents seeking world class shopping and dining experiences are also right next door to downtown Dallas and 20 minutes from downtown Fort Worth.

- Cultural District** – The City is in the beginning stages of establishing a Cultural District. The Cultural District will be positioned to include Boy’s Ranch Activity Center, the new Public Library and Old Bedford School. The Cultural District will provide theater arts from On-Stage and arts activities from ArtsNet. The District will also aim to incorporate an “open air” market concept to lure shoppers with a totally different shopping experience than that available at Northeast Mall or Grapevine Mills Mall. The establishment of a Cultural District will set Bedford apart from neighboring communities and identify the City as a regional supporter of the arts.

**Branding Requirements**

The City of Bedford is seeking an agency to assist in creating the following projects:

- New City Logo** – The current City logo looks tired when compared to the logos of surrounding cities. Bedford wants to present itself as a distinct, vibrant community. The new logo should showcase the City’s unique features, distinguish Bedford from neighboring communities and foster a sense of pride amongst citizens.
- New City Motto** – The current motto, “Life is better in Bedford,” is outdated and indistinct. The new motto should highlight Bedford’s central location and unique commitment to the parks and library system. The new logo and motto should be complimentary and create an identifying brand for the City. The brand will be used to attract new investment, shops, tourists, and residents to Bedford.

**Sealed Proposal Timeline**

<b>Date</b>	<b>Action</b>
Thursday, January 21, 2010	RFP released to firms Due date for sealed proposals at 2 p.m. CST Notification of top rated firms Interviews with top rated firms conducted Resident online recommendation City Council approves committee recommendations and authorizes negotiations.

**Submittal Requirements**

The consultant should submit 12 bound copies of the sealed proposal. The following information should be included in the proposal.

- Title Page:** Company name, address of office, contact name, business and cell phone numbers, email address, and company website.
- Cover Letter:** This letter should introduce the firm (including number of years in existence, range of professional service provided, office locations, and staff size) and indicate the firm’s ability to provide the City of Bedford with the services requested.
- Statement of Project Approach:** An outline of a project approach including your understanding of the project, approach to meeting project goals and methodology. The consultant should identify their expectations of City staff’s responsibility in achieving project goals.
- Project Manager and Personnel:** The name and contact information of the manager in charge of the City of Bedford’s account. The resumes of all key personnel involved with the City of Bedford’s account including their qualifications, education and experience.

5. **Relevant Experience:** A list of recently completed projects similar to the scope of this project—preferably in the city/government sector. Please include a sample of a previous project. Provide a description of the project, client name, and the contact information of the primary contact person.
6. **Work Plan:** Describe in detail the sequential work tasks to complete the project and key deliverables and their content.
7. **Project Costs:** The sealed proposal should include the hours and costs allocated for each major task and each phase as outlined in the Work Plan. Optional and excluded costs should be itemized separately.
8. **Timeline:** A proposed timeline for completing the Logo and Motto components of the project.
9. **Insurance Coverage:** The agency should include information regarding existing insurance programs to provide coverage for copyright infringement or other advertising related injury claims associated with agency work product.

### **Selection Criteria**

The Consulting Firm determined to be the most qualified, in the City's sole discretion, shall be based on the following:

- Demonstrated competence, professionalism and overall quality of the proposal.
- Responsiveness to RFP requirements.
- Demonstrated experience in the city/government sector.
- Quality of Project Approach.
- Ability to complete the project within the prescribed budget and timeframe.
- Dedication and enthusiasm to partner with the City of Bedford.

### **Sealed Proposal Submission**

Sealed proposals may be submitted by mail to the address below:

City of Bedford  
Attention: Shanae Jennings  
City Secretary  
2000 Forest Ridge Drive  
Bedford, TX 76021

Sealed proposals must be received by the City of Bedford no later than 2 p.m. on Thursday, January 21, 2010. Late proposals will not be accepted. All sealed proposals and documents submitted become property of the City. All inquires about the proposal should be directed to Shanae Jennings, at (817) 952-2104 or [Shanae.Jennings@ci.bedford.tx.us](mailto:Shanae.Jennings@ci.bedford.tx.us).