

# REQUEST FOR PROPOSAL (RFP)

Brand Strategy, Brand Development, Marketing Plan, User Engagement/Website Consultation, Communications Plan, Community Engagement Activities

---

**Issued By:**

West and Wilkinson Boulevard Merchants Association (WWBMA)  
West Boulevard and Wilkinson Boulevard Corridors  
Charlotte, NC

**Project Timeline:**

- Accepting Proposals/Questions: 12/01/24 to 12/30/24
- RFP Due: 12/31/2024 by 5:00 PM
- Notice to Finalist: 01/24/2025
- Interviews: 01/13-17/2025
- Target Contract Execution: 1/31/25
- Target Deliverable Completion Date: 06/30/2025

**I. Introduction**

The WWBMA is seeking a qualified consultant or consulting firm to develop brand strategy, a marketing plan, consultation for a simple but powerful user engagement platform or website, and a communications plan. Additionally, the consultant will design and facilitate community engagement activities to foster relationships with the local community and build trust and excitement around the WWBMA's mission. This initiative supports the WWBMA's mission to foster a thriving business community in the West Boulevard and Wilkinson Boulevard corridors, combining profitability and growth with a commitment to community empowerment. This WWBMA Empowers local businesses along West Boulevard and Wilkinson Boulevard by promoting economic growth, enhancing community engagement, and advocating for our members' needs. We aim to build a thriving, inclusive, and sustainable business district through collaboration and dedicated support services. The selected consultant will work closely with stakeholders to ensure that the plans and assessments align with the pride, tenacity, and legacy of the west side communities we serve.

We strongly encourage proposals from underrepresented groups, culturally competent individuals and organizations, and local professionals who have a deep understanding of Charlotte's West side community dynamics.



## **II. Organization Overview**

The WWBMA serves the West Boulevard and Wilkinson Boulevard corridors in Charlotte, NC, working to build a thriving business ecosystem that is both profitable and community-centered. Our organization reflects the legacy, resilience, and entrepreneurial spirit of these historically significant West side communities.

As a new organization, we seek to establish a distinct and powerful brand presence that resonates with local businesses, entrepreneurs, and residents while promoting sustainable growth. The goal is to ensure that our branding and marketing efforts are aligned with the community's values and aspirations while also positioning the WWBMA as a leading force for economic empowerment in the area.

## **III. Project Scope of Work**

The WWBMA is soliciting proposals for one or more of the following:

### 1) Brand Strategy and Brand Development

- Develop a comprehensive brand strategy that aligns with the WWBMA's mission and values.
- Create branding elements including logo design, tagline, brand messaging, and visual identity that authentically represent the West side community and the WWBMA's purpose.
- Ensure that all branding materials reflect cultural competency and the unique characteristics of the West Boulevard and Wilkinson Boulevard corridors.

### 2) Marketing Plan

- Develop a marketing plan that promotes the WWBMA's initiatives, events, and services to local businesses, entrepreneurs, and community members.
- Design a strategy that incorporates both traditional and digital marketing methods to effectively reach a broad audience, with a focus on engaging underserved or underrepresented groups, including international communities.

### 3) User Engagement Platform/Website Consultation

- Provide consultation and recommendations for developing a user-friendly website or online platform that enhances engagement with local businesses and community members.
- The platform should serve as an accessible resource for information, event registration, updates, and user interaction with the WWBMA.
- Ensure the design is inclusive, easy to navigate, and supports mobile users, especially those in the local community.

#### 5) Communications Plan

- Develop a comprehensive communication plan that outlines the methods and channels to be used for regular communication with stakeholders, including local businesses, community leaders, and residents.
- Incorporate messaging strategies that promote inclusivity and community-centric goals, ensuring that the WWBMA's communication is transparent, informative, and approachable.

#### 6) Community Engagement Activities

- Design and facilitate community engagement activities that involve local businesses and residents in discussions around the WWBMA's vision, upcoming projects, and opportunities for collaboration.
- Create engagement activities or events that foster a sense of community pride and excitement around the WWBMA's initiatives.
- Ensure these sessions and activities are culturally relevant and resonate with the community's history, traditions, and aspirations.

### **IV. Budget**

The budget for this engagement is budgeted for \$20,000 for the scope and depth of the services provided. Proposals should outline a breakdown of costs for each service requested.

Itemized Costs:

- Break down costs by each scope item (e.g., Brand Strategy, Marketing Plan).

Hourly Rates or Flat Fees:

- Include the hourly rates of key team members if applicable.

Additional Costs:

- Identify any potential additional costs (e.g., travel, third-party software, or printing fees).

Payment Schedule:

- Propose a payment schedule based on project milestones.

### **V. Qualifications and Proposal Requirements**

The ideal consultant or consulting firm will have the following qualifications:

- Demonstrated experience in brand strategy, brand development, and marketing for community-based or nonprofit organizations.
- Experience in building or consulting on user engagement platforms, websites, or digital solutions tailored to specific community needs.
- Expertise in communications planning, particularly with a focus on transparency, inclusivity, and community-centered messaging.
- A culturally competent approach with a deep understanding of the unique dynamics and cultural richness of Charlotte's West side communities.
- Proven experience designing and facilitating community engagement activities that reflect the values and aspirations of historically marginalized communities.

## **VI. Proposal Submission Requirements**

Please submit a proposal that includes the following:

### **1. Executive Summary**

A brief summary of the consulting firm, qualifications, and proposed approach.

### **2. Approach & Methodology**

Detailed description of how you plan to address each area of the project scope, including brand development, marketing strategy, user engagement, communications planning, and community engagement sessions.

### **3. Experience & Qualifications**

Examples of relevant past projects, particularly those that demonstrate your expertise in brand development, digital engagement platforms, marketing, or community outreach. particularly those that demonstrate your experience with brand positioning and marketing for a limited geographic area and diverse communities. Resumes of key personnel who will be involved in the project.

### **4. Project Timeline**

Proposed timeline for completing the requested services.

### **5. Cost Proposal**

Detailed cost breakdown for each of the 6 components (Brand Strategy, Marketing Plan, Website Consultation, Communications Plan, Community Engagement).

### **6. References**

Contact information for at least two references from previous clients.

### **7. Statement on Cultural Competency and Community Understanding**

A description of how your firm incorporates cultural competency into your work and how you plan to approach the unique dynamics of Charlotte's west side communities.

## **VII. Evaluation Criteria**

- Proposals will be evaluated based on the following criteria:
- Experience and Qualifications (20%): Relevant experience, brand strategy, marketing and community engagement.
- Approach and Methodology (30%): Clarity and feasibility of the proposed approach and its alignment with the WWBMA's mission.
- Budget and Value (20%): Competitive pricing and transparency of cost structure.

- Cultural Competency and Local Knowledge (30%): Demonstrated understanding of the West Boulevard and Wilkinson Boulevard communities and a commitment to inclusive, community-centered work.

### **VIII. Submission Instructions**

- All proposals must be submitted via email by 12/31/2024 by 5:00 PM. Under title “WWBMA RFP Marketing Proposal.”
- All responses must be:
  - Page numbered with the respondent’s/firm’s name on each page
  - Organized according to the list above
  - Formatted for 8.5 x 11 inch paper
  - No more than 10 pages, excluding bios or other attachments. Brevity is appreciated.
  - All elements of the response must be contained in a single PDF file.

### **IX. Contact Information**

For any questions or clarification regarding this RFP, please contact:

Dr. Alexandra Arrington/Gina Esquivel, Alexandra Arrington Consulting LLC  
Project Managers at  
merchantsassoc@westblvdnc.org (subject: RFP Questions/Clarifications)

Thank you for your interest in partnering with the WWBMA. We look forward to reviewing your proposal and collaborating to support the West side business community’s growth and prosperity.