



**REQUEST FOR QUOTE & PROPOSAL:  
PUBLIC PARK MARKETING STRATEGY, BRAND STRATEGY, BRAND  
DEVELOPMENT, COMMUNITY OUTREACH MATERIALS, WEB DESIGN**

The Newark Downtown District (NDD) is issuing a Request for Proposal for an experienced marketing and design firm. The scope of work shall include the web design of an upcoming public park to showcase its establishment and emphasize its arrival to the heart of Newark. It will also include strategizing the brand and outreach methods for a successful park.

**ORGANIZATION INTRODUCTION:**

The Newark Downtown District (NDD), Newark's special improvement district of the central business area, is a privately funded 501 (c) (3) non-profit organization, dedicated to revitalizing downtown Newark by improving the economic viability of the central business district. The NDD has been assigned the role of managing, maintaining, and programming Mulberry Commons, downtown Newark's newest park.

Mulberry Commons, downtown Newark's newest park, is the proposed development of three (3) acres of open space. The proposed park will be located between Mulberry Street and McCarter Highway, over the Northeast Corridor, down to Peter Francisco Park, with connections to Penn Station. The park is made possible through a public-private partnership between the City of Newark, the Newark Community and Economic Development Corporation, the Newark Downtown District, Edison Properties, J&L Companies, Inc. and the Prudential Center. Sage and Coombe Architects is the project lead for the design of the park, Flanagan Contracting Group Inc. is in charge for the Park Construction, and Supermass Studio is the landscape architect.

Downtown parks like Mulberry Commons are essential:

- To encourage economic development
- To be a gathering place for people of all backgrounds from the immediate community and the region to enjoy arts, sports, and recreation
- To initiate the grand plan of linking the assets of a city together into a cohesive urban experience
- To promote sustainability by providing natural habitats, reducing the percentage of impervious surfaces, and reduce the generation of greenhouse gases

## **ABOUT THE PROJECT:**

The Newark Downtown District (NDD), is seeking a marketing and design firm to:

- Create a platform to promote the ongoing construction and ultimately the completion of Mulberry Commons and its entities
- Identify the best practices and create a strategy that will guide the managing entity on how to conduct community outreach to ensure a successful park
- Create a master plan for branding Mulberry Commons, ensuring consistent utilization of the brand and brand image throughout all platforms

## **SCOPE OF WORK:**

This RFP has three (3) parts.

### Part A:

Create an interactive platform to monitor the progress of Mulberry Commons. The website should include but are not limited to live video, pictures, renderings, infographics, and a place for information about acting partners and involved stakeholders. The website should have the pages necessary to fully inform the public of the ongoing project. It should also be created on an easy-to-use CMS to facilitate constant updating of the information and media.

### Part B:

Assist in finding the branding method that should be used in marketing Mulberry Commons as a destination park that welcomes everyone with no boundaries. Identify gaps and unmet opportunities to promote Mulberry Commons programming events to all of Newark - residents, commuters, students, visitors - and neighboring cities. Conduct research to identify best practices in strategies and tactics used by competitors and/or comparison open spaces in order to conduct proper community outreach for the success of Mulberry Commons.

### Part C:

Use provided logo, color palette, and additional design elements of Mulberry Commons to create a master plan including but not limited to style guide, secondary colors, secondary fonts, and toolbox of templates. Templates should align with open space/park necessities including but not limited to banners, maps, wayfinding signs, and informational pamphlets. The master plan should be created using product development with current and forward looking market trends to emphasize Mulberry Commons as a destination park, similar to The High Line Park in New York and Grant Park in Chicago.

## **PROJECT TIMELINE:**

The project timeline listed below is an estimate only. (The NDD reserves the right to revise any project dates as needed.)

RFP Release: **Monday, April 16, 2018**

Information Session (Q&A): **Monday, May 21, 2018**

Proposals Due: **Monday, June 4, 2018**

Interviews with Final Candidates: **Monday, June 18, 2018**

Selection of Winner: **Monday, July 2, 2018**

**OWNERSHIP OF WORK:**

Upon completion of project and payment, all work shall be under full ownership of the Newark Downtown District Management Corporation.

**TERM OF CONTRACT AND PAYMENT FOR SERVICES:**

This is a one-time contract that would provide consultation for developing a marketing plan for an open space. The Contractor shall be paid for services rendered in terms agreed upon between the Newark Downtown District and the Contractor.

**SELECTION CRITERIA:**

The NDD will select the Contractor based on the contents of the proposal and the following criteria:

- Proposed project and approach
- Qualifications and technical ability of the firm
- Similar experience with past projects
- Ability to comply with the proposed schedule
- Cost

During the evaluation process, the NDD may request additional information or clarifications from the proposers. The NDD reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether the proposal was selected.

**RESPONSE FORMAT:**

All submittals shall include the following information:

1. Introduction Letter with Price Estimate for parts A, B, C
  - a. Please include a cover letter summarizing your firm's background, resources and relevant experience. This letter should also include a cost estimate for the project, listing the costs for Part A, Part B, and Part C separately. (Three pages max)
2. Examples of Three Relevant Past Projects: Please include a summary describing three relevant past projects. These examples should include a brief summary of each project and your firm's specific involvement in it, as well as any supporting creative or writing collateral.
3. List of References and Past Projects/Clients: Please provide a list of references and past projects/clients.

**DEADLINE AND DELIVERY:**

The digital proposal shall be received to **Mbacke Faye, Urban Planner, Newark Downtown District** at **[mbacke@downtownnewark.com](mailto:mbacke@downtownnewark.com)** no later than **5pm EST, Monday, June 4, 2018**. Submittals received after the deadline will not be accepted.

Any questions on this Request for Proposals (RFP) shall be directed to:  
**Mbacke Faye, Urban Planner, Newark Downtown District** at  
**[mbacke@downtownnewark.com](mailto:mbacke@downtownnewark.com)**