



## **ADVERTISEMENT FOR THE CITY OF WAUPACA REQUEST FOR PROPOSAL (RFP) WAYFINDING SYSTEM DESIGN AND BRANDING INITIATIVE**

The City of Waupaca and the Waupaca Area Convention and Visitors Bureau (WACVB) are seeking proposals from qualified professional firms for the development of a Wayfinding System Design and Branding Initiative. Firms wishing to respond may find the RFP located on the City's website at <https://www.cityofwaupaca.org/category/rfp/>

The RFP has separate tasks for the City and WACVB Wayfinding Systems, respectively. The intention is to develop a city-wide wayfinding system, with reference to the Downtown Plan, that highlights key areas of interest for residents and visitors, such as: parking lots, the downtown area, business districts, and community parks. The system will include signage that is accessible via driving, biking, and walking. The WACVB seeks to develop a system that would incorporate surrounding communities and areas of interest. While the goal is to create a cohesive network between the City and surrounding areas, the selected consultant will be designated as the lead in order to facilitate separate focus groups to achieve the individual goals of the City and WACVB.

The Branding Initiative seeks to provide Waupaca with a clearer vision of who we are as a community (both city-wide and regionally) and where we look to go in the future. Objectives that the City hopes to meet with this task include developing a memorable and concise design that reaches targeted audiences who may come from a variety of different backgrounds. This task will be heavily focused on community involvement and will work to involve all interest groups in order to create a collective voice of the City. The chosen consultant will provide the City with a style guide for graphics and templates for common necessities that the City may need such as letterheads, webpages, and report covers. The Branding Initiative for WACVB will follow the same outline as the City but may focus on a regional scale rather than a city-wide scale. Local communities may work with WACVB to develop their own branding initiative that is complementary to the Regional Initiative. Both initiatives will consist of visual elements, messaging and brand expression.

Proposals shall include the consultants' approach to the scope and any additional information deemed necessary. Please refer to the full RFP for additional information regarding the scope and requirements the City is looking to fulfill.

Copies of proposals shall be delivered to the City of Waupaca's City Hall. Please mark "Proposal for the City of Waupaca and WACVB Wayfinding System Design and Branding Initiative" on the envelope by 4:00 pm CST on Friday April 20, 2018.

Questions about the RFP be directed to Brennan P. Kane, Director of Community and Economic Development, phone (715) 942-9904 or email [bkane@cityofwaupaca.org](mailto:bkane@cityofwaupaca.org) by Friday April 13, 2018.