

Request for Proposals

Development of a
Branding Package
For Uptown Greenville

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PROJECT OVERVIEW

Introduction

Evergreen of Greenville, DBA Uptown Greenville was formed in 1984. The organization is funded by public and private partnerships within the district, but we are accountable to the owners, the merchants, and the public. We conduct services such as policy, marketing, events, etc., all with the goal of maintaining and improving the positive perception of Uptown Greenville. So far, that all sounds rather stuffy. Let's try that again ...

We are the zest behind Uptown Greenville's vibrancy. We are the cheerleader for Uptown Greenville's fabulous businesses. We want to be the arrow that shoots Uptown Greenville into the next ten years where we are THE place for startups, tech companies, new wine bars, fun experiences around every street corner, great retailers, a place for all. We want Uptown Greenville to become the destination for all demographics, ages, ethnicities, and visitors.

There are many great assets within Uptown Greenville and many more in the works. We want to influence existing perceptions of Uptown Greenville and grow the user base during all hours of the day and days of the week. We need our branding to be as vibrant as we are *pursuing* the district to be.

Nature of the Campaign

Uptown Greenville is at a critical point in its growth. There is growth potential in this community and there are many competitive markets in the state. There are negative perceptions within the downtown such as the perception of an unsafe district, being called downtown vs. uptown, lacking balance in the amenities, and only catering to the college population. The image and brand of Uptown Greenville hasn't been revisited in over a decade. It is time to rethink the Uptown District branding and refresh the organizational name, logo, and color palette. These deliverables will be used to update the website and create marketing for the future. Our goal is to create a strong brand for the organization name initially then work to rebrand the neighborhoods within the district.

Our Message

We have some clear successes and challenges to consider:

- Uptown Greenville is the home of ECU. This is a major asset; however, it elicits images of the typical “college town.” ECU has over 28,000 students, with a large portion calling Greenville their home for the next four years. These students add to our local economy as well as our City's image. With three student housing complexes in the downtown, students are constantly walking through to campus. We capture students for nighttime entertainment but need to appeal to them more for daytime offerings.
- Uptown Greenville has a thriving late-night economy and it is our job to manage that. There are negative connotations that come along with this type of activity with hurdles to overcome of more offerings for all ages as opposed to catering primarily to college students.
- We aim to be a balanced district attracting young professionals, families, and active seniors to Uptown Greenville and encourage them to use the restaurants, businesses, and amenities.
- There are many projects in the pipeline for commercial space, retail, market-rate housing, etc.
- There are numerous events that happen in Uptown Greenville currently. They are often viewed as interruptions to some rather than an enhancement due to road closures and parking challenges. Others view them as opportunities for new clientele.
- Parking is a problem ... or is it a perception issue? We think it's both, but either way we need to address it!

Our Target Audiences:

- **Creative Class** – This is the bottom line. We want energetic talented people to want to be in Uptown Greenville. This phrase is over-used but communicates exactly what we want.
- **Business Owners** - We want to entice small business owners to reconsider locating in Uptown Greenville, opening a second location, or starting a new concept in the district. This includes professional businesses that will require office space as well as service-oriented businesses that will require street front exposure. We want Uptown Greenville to be unique in its offerings.
- **Developers** - It is crucial that Developers see Uptown Greenville as a premier location. This is currently happening but we need to build on this growth and continue to offer developers (and their clients) what they need.

- **Restaurateurs** – Uptown Greenville currently has a robust restaurant scene when it comes to lunch and dinner options, etc. We want Uptown Greenville to be home to new dining concepts and unique tastes. The restaurant canvas needs to be a bit more diverse with cafes, coffee shops, quick lunch stops, and everything in between.
- **Current and future residents** – There are many students residing in Uptown Greenville currently. We need to target these individuals as people who are our ultimate clients. There is development planned to diversify residential offerings but we need more market-rate housing.
- **Event Attendees** - A wide array of individuals attend the many events that are produced in the Uptown corridor. These individuals are a natural audience to grow. Some examples of the events that occur in the Uptown District are: Freeboot Fridays, PirateFest, the Umbrella Market, and Greenville Grooves.
 - Freeboot Friday is the official pep-rally of ECU home football games that brings over 30,000 people into the Uptown District over the course of the season.
 - PirateFest, our signature two-day community festival, celebrates eastern North Carolina's rich pirate history. The festival draws an estimated 35,000 people and over 150 vendors.
 - The Umbrella Market is our weekly farmers and artisans market Wednesdays from 5pm-8pm, May-August.
 - Greenville Grooves, our annual music festival celebrates African American Music History Month featuring national headliner Carroll Dashiell, food trucks, and a multicultural marketplace.
- **Visitors** – There are three higher-end hotel developments in the works, two are breaking ground within a few months offering 160 additional rooms. This is crucial to the growth of our district. ECU, Vidant Medical Center, and the industry sector often use our district as an opportunity to showcase our city as a recruitment tool. Again, we need balanced amenities attractive to all.
- **Current Downtown Workers** - We need to get our daytime workers to eat and shop before, during, and after their work day. We also need to encourage them to make Uptown Greenville their destination on evenings and weekends. The degree to which this is currently happening is unknown.

- **ECU Students and Graduates** – We need to build a sense of pride in the ECU community that this is their neighborhood. How do we encourage current students to do most of their shopping here? How do we get the alumni to think of this as their home neighborhood? How build on the relationship that both have with the institution and carry that over into their perception of the community?
- **General Public** - We will need to appeal to the general public and give them a reason to return their sights to Uptown Greenville. These include the people that were customers during their college days, those that work Uptown currently but visit other places or cities for their evening plans, those who have never visited the Uptown District, and those that believe Uptown Greenville to be unsafe and difficult to navigate resulting in not visiting in years. We need to bring these people back into the district and educate them on all the exciting things to do and see.

CAMPAIGN DETAILS

The primary goal of this campaign is to create an image/name/logo for Evergreen of Greenville, DBA Uptown Greenville that will be utilized to represent the district, the property owners and the programs produced and managed by the organization. Currently, Uptown Greenville would be considered a thriving downtown in the eyes of most. With this current momentum, this is exactly the time to rethink the brand. We are in a growth spurt and we need to communicate that to everyone. We have a great opportunity to become the metropolitan of the East that is authentic, has historic value, incorporates the arts and entertainment, showcases culinary offerings, and draws business and residents to the city center. This organization will be a major player in the continued transformation of Uptown Greenville.

Research

Uptown Greenville will assist the vendor in doing the appropriate research of comparable organizations to have an understanding of the industry standards. However, it is our desire to be a leader in the industry and to push those standards forward. We can also assist in any focus groups that are necessary to understand the market and the audience – and we see a lot of value to getting everyone around the table.

Goals

- A) **Balance-** We as a downtown are coming into a new phase of growth and maturity. We have a student population that permeates our night-time activities and always will do so. However, we are also a destination for visitors, young professionals, and families. It is time that our marketing efforts portray a seamless brand across more channels and demographics. Our downtown can continue to be the most engaging entertainment district that is active until the early morning, but it can also make better use of amenities for all.
- B) **Change prevailing attitudes and beliefs.** When you have casual conversations with Greenville residents about Uptown Greenville, there are often misconceptions that exist in their knowledge. They believe that safety is an issue, parking is difficult, that there isn't much to do downtown, and that it is merely a college district. It is time to showcase how much more we are.
- C) **Raise public awareness** of 1) the progress that is occurring in Uptown Greenville; 2) the programs, events, and promotions generated by Uptown Greenville; 3) the business growth/opportunities taking place right now in the

heart of the city; 4) new residential options that are planned for the market segment that is ready to stop commuting, stop mowing yards, and start walking to their favorite coffee shop and 5) we need to take ownership of the progress that has been made possible because of the efforts of Uptown Greenville.

- D) **Be more inclusive.** Our current DBA sometimes appears that we are focused on one sector within Uptown Greenville. Our district is much larger and there are new businesses and activities taking place in other areas of the district that need to be included. As development has expanded along Dickinson Avenue, the perception can often be they are not a part of Uptown Greenville. We run the possibility of alienating our merchants and property owners that are located along Dickinson Avenue as there isn't clear communication Dickinson Avenue is included under the Uptown Umbrella. We know this not to be the case, but perhaps it is time to speak to our audiences with a more inclusive language.

Outcomes

If we are successful in raising awareness and changing attitudes, we should expect to see an increase in the number and types of people who participate in Uptown Greenville, including ...

- New creative development projects
- New property owners showing interest in the area
- Unique businesses locating in downtown
- Decrease in tenant vacancies
- Increase in entertainment options (special venues, culture, live music, etc.)
- Increase in downtown employees
- Increase in downtown residents
- Increase in event attendance
- More people waking up on a Saturday morning and thinking "I am heading to Uptown Greenville today for ... "

Deliverables

- The DBA Name of the Organization
- A Branding Guide
 - The Logo for the Organization
 - The Branding Color Palette for the Organization

Name, Logo, Color Palette - The current DBA of the organization is Uptown Greenville, but the legal entity is Evergreen of Greenville. We are open to the

discussion of a different DBA that could translate better to future marketing campaigns and be more inclusive of the district as a whole. In addition, the logo for Uptown Greenville was created over decades ago. We want this image to convey the vibrancy, the possibilities, the urban energy, and the belief that endless opportunities are emerging. Uptown Greenville is experiencing a renaissance and that needs to be reflected in our image. It is NOW, if Greenville will ever become the metropolitan of Eastern NC. These items will be used on platforms such as our website, promotional materials, social media channels, etc.

GENERAL INFORMATION

Preparation and Selection of Proposals

You are the creative minds in this relationship, so we are open to receive a proposal in any format that you feel fits you. Please including these items in your proposal:

- **Executive Summary**— A brief abstract summarizing the major points of the proposal.
- **Vendor Capability** — Provide evidence that the vendor is capable of performing the work in a timely manner, which includes a description of the firm's size, structure, and annual dollar volume of business; the number and level of staff that will be assigned to the project; and the estimated time and effort to be committed by each.
- **Client/Vendor Relationship** – Give a brief description of how the client/vendor relationship will be handled, including the name of the lead contact as well as any other individuals assigned to the account (if available).
- **Experience-** Discuss the number of years of providing services of a similar scope; document expertise in developing and implementing successful campaigns of a similar nature; and give a description of the firm's experience with clients in similar fields. Specifically, experience working with Urban Place Management or Destination Marketing Organizations. The work we do is unique and requires an all-encompassing mindset.
- **References**—Please provide a list of the five branding packages your firm has produced that best reflect your work and relevancy to this project and current reference information for three former or current clients.

Qualifications

Uptown Greenville will consider proposals from qualified, outside vendors who are capable of meeting the terms and conditions stated above. A combination of vendors would also be considered.

Budget

We have a budget of \$15,000.00 for this project. Please provide cost estimates broken down by the various deliverables. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. Also include the payment terms to ensure all parties are in agreement.

Final selection of a vendor will be based upon an evaluation by the Selection Committee, which reports to the Uptown Greenville Board of Directors. In evaluating proposals, Uptown Greenville reserves the right to accept or reject all or any part of any response, waive minor technicalities, and select a vendor that best serves the interests of Uptown Greenville.

Timeline

- Proposals are due no later than November 5, 2021 at 5pm.
- Proposals will be evaluated immediately after the submission deadline. Interviews will be scheduled five weeks afterwards, tentatively held on December 6th.
- We will work with the selected vendor to create a timeline for deliverables and strategy for release to the public. Our anticipated release date is July 2022 with the beginning of our new fiscal year.

Evaluation

- 25%: Recent experience and creative quality of design and development of downtown organizations or economic development print, digital, and other marketing campaigns.
- 25%: Capability to execute the required creative services.
- 20%: Capability to execute the required account management services.
- 20%: Professional background, availability, industry knowledge of key staff.
- 10%: References.

Deadline for Proposals

Prospective agencies will submit their proposal no later than 5 p.m., November 5, 2021. Preferred receipt is via email to courtnee@uptowngreenville.com. All proposals will be acknowledged upon receipt.

Any questions pertaining to the request for proposals are to be submitted via email to courtnee@uptowngreenville.com by October 15, 2021 at 5pm. Questions will be answered via email to all respondents on October 19, 2021.

Courtnee McGrath, Events and Branding Director
Uptown Greenville
PO Box 92
Greenville, NC 27835
courtnee@uptowngreenville.com
Tel: (252) 561-8400

Disclaimers

- Uptown Greenville retains the right to cancel the contract without cause upon thirty (30) days' notice to the vendor.
- Uptown Greenville shall own all materials resulting from the work performed by the vendor, including but not limited to: art, printed material, web material, video/audio projects, copy, and negatives.
- The vendor shall release, protect, indemnify, defend and hold Uptown Greenville and their respective officers, collectively and individually, their subsidiaries, and affiliated corporations, successors and assigns, together with their respective agents, servants, insurers, directors, officers, members, employees, shareholders, attorneys and representatives, harmless from any claim or liability of any kind or nature, including reasonable attorney's fees, relating to the vendor's use of any copyrighted or un-copyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used in vendor's performance under the Agreement.
- The vendor shall release, protect, indemnify, defend and hold Uptown Greenville and their respective officers, collectively and individually, their subsidiaries, and affiliated corporations, successors and assigns, together with their respective agents, servants, insurers, directors, officers, members, employees, shareholders, attorneys and representatives, harmless from and against any claim, damage, cost or liability, including reasonable attorney's fees, for any or all injuries to persons, property or claims for money damages arising from acts or omissions of the vendor, its employees or subcontractors or volunteers.
- Conflict of Interest. The vendor shall certify that it has not offered or given any gift or compensation to any officer or employee of Uptown Greenville or others associated with the project to secure favorable treatment with respect to being awarded this Agreement or any order thereunder. The

vendor shall certify that they will not have any organizational gain or advantage if selected.

Attachment - Examples of current brand uses

- **Website** - <https://uptowngreenville.com>
- **Eat Up Guide**
- **First Friday ArtWalk Map**
- **Sticker**



Eat Local. Eat Uptown.

We invite you to visit Uptown Greenville for dining, shopping and relaxing in the heart of Greenville.

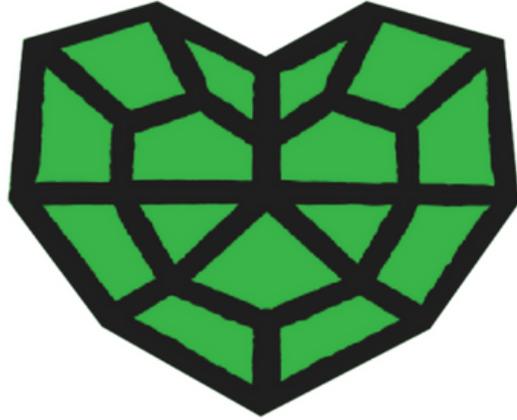
- 1 Angus Grill**
201 S JARVIS ST • 252.689.6460
Craft burgers, sandwiches, and beer in an exciting atmosphere with pool tables, arcade games, and skee-ball.
- 2 Bangkok Restaurant**
560 EVANS ST • 252.754.2244
Authentic Thai cuisine inspired by Bangkok street food with influences from Northern Thailand.
- 3 Blackbeard Coffee Roasters**
203 E. 5TH ST • 252.565.8312
A full-service coffee roaster and shop offering various coffees, beverages, and quick service food options.
- 4 The Blackened Kraken**
123 E. 5TH ST • 252.215.8822
Southwestern cajun cuisine featuring seafood, steaks, burgers, and poboyos. Open late.
- 5 The Bodega & Cafe**
250 READE CIR, STE 115 • 252.364.8300
The Bodega is a full-service restaurant and grocery store providing healthy and fresh food items made to order, for delivery, pick-up, dine-in, or grab and go.
- 6 The Breakfast Bar**
605 ALBEMARLE AVE • 252.565.8310
A hidden gem great for breakfast, brunch, and coffee. Great for a homestyle breakfast.
- 7 Chico's Mexican Restaurant**
521 COTANCHE ST • 252.757.1666
Authentic Mexican restaurant and cantina with ABC permits. Serving lunch and dinner. Heated patio dining available.
- 8 Christy's Euro Pub**
301 S. JARVIS ST • 252.758.2774
Great pub atmosphere with patio seating available, serving breakfast, lunch, dinner, and a late night menu. \$5 daily food specials, monthly feature menu.
- 9 Cinnamon**
419 EVANS ST • 252.551.3253
Indian dishes served in an elegant setting. Serving lunch buffet and dinner. Student discounts.
- 10 Dickinson Avenue Public House**
703 DICKINSON AVE • 252.689.6388
Gastropub featuring chef inspired, modern American dishes that are scratch made using local ingredients. Full service bar with rotating North Carolina brews and unique craft made cocktails.
- 11 FORD + SHEP**
718 DICKINSON AVE • 252.689.6853
Eclectic farm-to-fork cuisine in a speak-easy style venue.
- 12 Gold Post Café**
804 W. 5TH ST • 252.758.2719
Southern comfort food sure to make your mouth water.
- 13 Isahana Japanese Fusion**
214 E 5TH ST • 252.364.1560
Enjoy classic Japanese food and drinks open lunch, dinner, or late night.
- 14 Insomnia Cookies**
116 E. 5TH ST • 864.362.2696
No matter your cookie needs – from late night study breaks, sending gifts, or orders for your next event or meeting, Insomnia Cookies is available when you need them most.
- 15 Jack Brown's Beer & Burger Joint**
805 DICKINSON AVE • 252.689.6827
Unique, crave-able burgers with a variety of craft beers from around the corner and from around the world.
- 16 Jimmy Johns**
540 COTANCHE ST • 252.329.0130
Freaky fast, freaky good...cold sub and club sandwiches. No minimum delivery order. Open 10:00am to 3:00am.
- 17 King's Deli**
201 E 5TH ST • 919.283.8656
"Sandwiches for the people" made with house-roasted meats, local produce, fine cheeses, and fresh bread.
- 18 Krispy Kreme**
300 E. 10TH ST • 252.830.1525
Hot, delicious Original Glazed doughnuts, signature roast coffees, espresso drinks, and hot chocolate. Cool down with Krispy Kreme Chillers or Kool Kremes.
- 19 Luna Pizza Cafe**
632 S. PITT ST, STE. 100 • 252.751.0900
Luna feature's hand-crafted Neapolitan pizza made in an 800 degree brick oven; fresh and healthy appetizers; lovely desserts; and beer, wine, and cocktails.
- 20 Marathon Restaurant**
706 EVANS ST • 252.752.0326
A family Greek restaurant serving lunch and dinner. The oldest non-barbeque restaurant in town.
- 21 The Market @ Coastal Fog**
330 EVANS ST • 252.347.2632
Offering simple, delicious, and nourishing food with the highest quality sustainably sourced coffee, it is a beacon of light for those needing replenishing.
- 22 Molly's Community Cafe**
300 EVANS ST • 252-227.4449
Where the community comes together. Serving breakfast and lunch 7 days a week, plus evenings Monday through Saturday.
- 23 Native**
COMING SOON • 903 DICKINSON AVE
A modern rekindling of NC's popular Carolina Grill - Grafting French-curious, greasy spoon classics by Chef Lucas Owens.
- 24 Pitt Street Brewing Company**
630 S. PITT ST • 252.227.4151
A craft brewery and taproom featuring a dozen different varieties of craft beer by the glass, growlers, or crowler.
- 25 SAIN Kava + Tea Bar**
100 E 5TH ST
Offering a variety of hand blended teas and Kava, an herbal remedy aiding in relaxation, in a unique atmosphere.
- 26 The Scullery**
431 EVANS ST • 252.321.1550
Fresh Roasted Coffee. Homemade ice creams. Breakfast all day. Delicious daily specials.
- 27 Side Bar**
COMING SOON • 707 DICKINSON AVE
No rules fusion faire with Tex Mex roots. Lunch, brunch, nightly shared plates, and craft cocktails.
- 28 Smashed Waff es**
718 DICKINSON AVE • 252.364.2872
Handcrafted waffles featuring savory and sweet selections. Fresh coffee and waffle of the week specials.
- 29 SoCo**
304 S GREENE ST • 252.363.3716
Upscale, European-influenced comfort food served with Southern charm in a historic home.
- 30 Starlight Café**
104 W. 5TH ST • 252.707.9033
A family run, neighborhood restaurant in the European tradition. Featuring an eclectic menu made fresh, in house, with local produce, meats and cheeses. Bar serves generous, top shelf cocktails created with fresh fruits and juices.
- 31 Sup Dogs**
213 E. FIFTH ST • 252.752.7682
Fast casual restaurant and bar with all ABC permits serves 100 percent beef hot dogs and burgers but also has some vegetarian options.
- 32 Uptown Brewing Company**
418 EVANS ST • 252.689.6487
A full production craft brewery offering several classic styles, seasonal, and unique craft brews.
- 33 Uptown Nutrition**
301 EVANS ST, STE. 101 • 252.329.8789
Home base for healthy living. Come in for healthy meals and smoothies, energizing teas, aloe shots, and personal fitness coaching.
- 34 Winslow's Tavern**
120 W. 5TH ST • 252.364.8921
Winslow's features 46 beers on tap, over 400 craft bottle beers, 22 wines by the glass as well as a large menu of appetizers, salads, sandwiches, burgers, desserts, and full espresso bar. Open 7 days a week with daily entertainment, drink specials, and outdoor seating.
- 35 Yaba Mediterranean Grill**
1201 CHARLES BLVD • 252.689.1227
Authentic Mediterranean, Shawarma, fresh salads, and custom bowls.



www.uptowngreenville.com



- ANGUS GRILL (AG)
- BLACKBEARD COFFEE (BB)
- THE BLACKENED KRAKEN (BK)
- THE BODEGA (BO)
- BUZZ COFFEE (TIL 7P) (BC)
- CHICO'S (CH)
- CHRISTY'S EUROPUB (CE)
- CINNAMON (CI)
- CROSSBONES TAVERN (CB)
- DICKINSON AVE PUBLIC HOUSE (DA)
- FORD + SHEP (FS)
- INSOMNIA COOKIES (IC)
- JACK BROWN'S BEER & BURGER JOINT (JB)
- JIMMY JOHNS (JJ)
- KRISPY KREME (KK)
- LUNA PIZZA CAFE (LP)
- MARATHON RESTAURANT (MT)
- MI CABANA EXPRESS (MC)
- MPOURIUM (MP)
- PITT STREET BREWING CO (PS)
- SMASHED WAFFLES (SM)
- STARLIGHT CAFÉ (SC)
- SUP DOGS (SP)
- TASTEE THAI (TT)
- UPTOWN BREWING CO (UB)
- WINSLOW'S TAVERN (WT)



 **LOVE** 
GREENVILLE



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