

# Yerba Buena Community Benefit District (YBCBD)

## Request for Proposal for Neighborhood Branding

### Overview

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The Yerba Buena Community Benefit District (YBCBD) is a nonprofit organization dedicated to fostering a thriving, welcoming, and vibrant Yerba Buena neighborhood through cleaning, safety services, beautification, and streetscape improvements, marketing, events, and more.

We are seeking proposals to develop a strong brand for the Yerba Buena neighborhood within a budget of \$50,000. The new brand will be leveraged in district marketing and promotional collateral.

### Organization Background and Mission

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The Yerba Buena Community Benefit District works to advance the quality of life for residents, workers, and visitors in the Yerba Buena neighborhood and San Francisco by fostering a safe and secure community, enhancing environmental quality and beauty, and reinforcing the viability of our economic base. The YBCBD has the following core values:

- Diversity is valued in all forms and all are welcome in the Yerba Buena
- Yerba Buena Gardens and Moscone are the centerpiece of the neighborhood and a significant contributor to the quality of life in our community
- Arts and culture create critical connection points for our community and City
- Engaged residents along with vibrant businesses drive the success of Yerba Buena

The Yerba Buena Community Benefit District was approved by the Board of Supervisors in 2008 and renewed in 2015. The YBCBD is a non-profit 501(c)(3) community-based organization. Property owners within the boundaries of the District approved a special property assessment to fund the YBCBD's services and operations. (Map enclosed)

### YBCBD Marketing Overview

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#### Goals

- Define and brand the neighborhood to encourage visitation, recognition/support of attractions, organizations and businesses and build pride among residents
- Reinforce the neighborhood as clean, safe and welcoming
- Increase economic and social vitality
- Beautify with streetscape and public realm improvements

#### Target Audiences

- Residents
- Property owners
- Businesses
- Visitors/tourists
- Nonprofit and cultural institutions
- City partners and public officials
- General public

## Current Marketing Channels + Tactics

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- **Online:** Organization and neighborhood websites (to be combined into a single website); social media; YouTube
- **Events:** Monthly community mixer, monthly art market, monthly theatrical neighborhood tour, public art audio tour, Community Excellence Awards
- **Collateral materials:** Monthly newsletters, weekly email updates, Annual Report, quarterly postcards; street poll signage
- **Personnel:** Interaction by Clean Team and Community Guides
- **Advocacy | Outreach:** Participation in several civic, city and neighborhood organizations; free media; securing grants

## Scope and Deliverables: Brand Identity Development

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1. Research and design a brand identity (brand values and personality), and positioning statement, to include:
  - a. Brand identity research, including 1) research on similar neighborhood brands (e.g. East Cut) and 2) identify primary, secondary and tertiary target audiences
  - b. A unique brand and logo that incorporates the district's many unique attributes, including its historic, cultural, and artistic qualities.
  - c. Brand will be used on all promotional material including print, an updated [neighborhood website](#), social media, digital ads, and video
  - d. Brand Style Guide
2. Recommended strategy on how to introduce the brand

## Budget

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RFP response should include detailed estimates for:

- Brand Identity work, including two rounds of revisions in selection process
- Style Guide
- Design and production for tools outlined in scope
- Design and development time to reskin (or create new) website with new brand
- Recommendations for new brand roll out

## Proposal Schedule

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All submissions of the proposal must be received electronically by 4:00 p.m. on **Monday, October 9.**

Submit proposals and questions to:

Richard Ciccarone,  
Director Branding, Activation and Marketing  
Yerba Buena Community Benefit District  
750 Howard Street  
San Francisco, CA 94103  
[rciccarone@ybcbd.org](mailto:rciccarone@ybcbd.org)

The following is a projected schedule for selection of the Contractor:

RFP available at <a href="http://www.ycbcd.org/news/RFP">http://www.ycbcd.org/news/RFP</a>	August 25, 2023
Pre-Submittal Bidders Conference and District Tour	September 7, 2023, 10am
Proposals Due by 4pm at:	October 9, 2023
YBCBD Marketing Committee Interviews of Potential Contractors	October 27, 2023
YBCBD Board of Directors Authorization of Exclusive Negotiations with Selected Contractor	November 28, 2023
YBCBD Board of Directors Consideration of District/Neighborhood Identity and Brand Contract	January 22, 2024
Project Completion	June 30, 2024

## Requirements

All submissions must be in .pdf and received by the YBCBD by 4:00 p.m. on **Monday, October 9, 2023**.

Proposals must include:

- Overall strategy/approach to the project by contractor;
- Project timeline;
- General background and relevant experience of the applicant organization;
- Portfolio of previous similar projects;
- Three references from previous or current clients, including their names, title and contact information;
- Bid pricing for services

## How we decide

The YBCBD will verify the completeness of each submittal that is received before the stated deadline. Submittals that the Committee determine are not materially complete will not be given further consideration or evaluation. All, some, or none of the firms who submit complete and responsive proposals may be interviewed.

Further written material regarding qualifications or examples of work may be requested from all, some, or none of the submitting firms prior to or following interviews. The YBCBD may perform independent research at any time during the selection process, with or without notice to potential Contractors.

The YBCBD will select a Contractor based on evaluation of the proposals, interviews, reference checks, demonstrated experience, qualifications, and other relevant factors, including qualifications of key personnel and additional research as appropriate. YBCBD has the discretion to interview or decline to interview any bidder. To successfully undertake the Scope of Services for the YBCBD as generally described in this RFP, proposals will be evaluated based on the following selection criteria:

Criteria
Experience, qualifications and approach/strategy of the Contractor in providing the required services in similar public area projects.
Methods and timelines outlined in proposal for managing work plans, budgets, research, analysis, brand development and execution.

Criteria
Experience and knowledge of the Contractor in community-based research and analysis; working with nonprofits; and maximizing resources.
Ability to satisfy the YCBCD's insurance requirements.
Compliance with the YCBCD Conflict of Interest Policy.
Preference may be given to firms located or doing business in the District.

## Legal

The YCBCD issues this Request for Proposal (RFP) with the intent of selecting a vendor with whom the YCBCD will enter into a negotiated contract to provide identity and branding services for a single contract. The YCBCD requests proposals from companies and/or individuals who can complete the project, with or without subcontractors, in full, from start to finish.

All responses received by YCBCD are public records subject to disclosure under the California Public Records Act (Gov. Code § 6250 et seq.) Applicants must identify any material they claim is exempt from disclosure under the Public Records Act. In the event such exemption is claimed, the applicant must state in its response that he or she will indemnify the YCBCD and defend it in any action brought against the YCBCD for its refusal to disclose. Failure to include such a statement shall constitute a waiver of the proposer's right to exemption from disclosure.

**Indemnity:** The selected applicant shall defend, hold harmless and indemnify the City and County of San Francisco; the Yerba Buena Community Benefit District, and its officers, staff, board members and employees; and the residents, merchants and property owners within the District, from all claims, loss, damage, injury, actions, causes of action and liability of any kind, nature and description directly or indirectly arising out of or connected with the performance of the YCBCD contract and any of the contractor's operations or activities related thereto, excluding the willful misconduct or gross negligence of the person or entity seeking to be defended, indemnified, or held harmless.

The YCBCD reserves the right to determine the timing and content of the response, if any, to all questions and requests for additional information directed to responders. YCBCD further reserves the right to withdraw, alter, or resubmit this request for proposal at any time and for any reason.

### Management Requirements

- Contractor shall furnish all labor, supervision, equipment, and supplies necessary to provide the neighborhood identity and logo services specified in Service Requirements/Scope of Services.
- Environmentally-friendly and sustainable design services, products, and practices should be used.

The Yerba Buena Community Benefit District reserves the right to award contracts in lesser amounts for shorter periods, such as for pilot programs. Payment for services will be made monthly. The contract may be cancelled under the following conditions:

- For non-performance with 30 days' notice if stated deficiencies are not corrected on a timely basis.
- Immediately and without notice if violations of law or terms of the contract occur.
- With 60 days' notice otherwise.

- Contractor shall pay all legal costs of defense resulting from any action brought against District, Executive Director or Board of Directors for lawful termination of contract.

Applicants responding to this RFP do so at their expense. The Yerba Buena Community Benefit District will not consider any contractor costs related to this RFP reimbursable under the contract.

The YCBCD reserves the right at any time and from time to time, and for its own convenience, in its sole and absolute discretion, to modify or suspend any and all aspects of the selection process.

The YCBCD retains the right to orally interview, and to request clarification or additional information in oral or written form, and to check references orally or in writing, at any time in the selection process, of any, all, or none of the respondents submitting proposals. The YCBCD retains the right to select any or none of such respondents for exclusive Contract negotiations, to terminate such negotiations at any time, and to enter into negotiations with another such respondent. The YCBCD retains the right to accept, reject or replace any subcontractors during the selection and negotiation process. The selection of a respondent for Contract negotiations shall not in any way bind the YCBCD to actually approve or execute a contract with the respondent. The final selection of the Contractor and the Contract terms are subject to approval by the YCBCD Board of Directors. The YCBCD reserves the right to reject any proposal, all proposals, or any part of a proposal submitted in response to the RFP.

By responding to this RFP, the respondent waives any claim against the YCBCD or YCBCD property by reason of any or all of the following: any informalities or defects in the selection process, award or non-award of the Contract; any statements, representations, acts, or omissions of the YCBCD, its staff or Commission in the exercise of any discretion set forth in or concerning any of the foregoing; and any other matters arising out of all or any of the foregoing.

Any protest against a bid award must be submitted in writing to the YCBCD office before 5:00 p.m. of the 5th business day following notification of the award of a contract. The initial protest document must contain a complete statement of the factual and legal basis for the protest. The protest must refer to the specific portion of the document(s) that forms the basis for the protest. The protest must include the name, address, and the telephone number of the person representing the protesting party.

The YCBCD Board of Directors will issue a decision on the protest. The procedure and time limits set forth in this paragraph are mandatory and are the proposer's sole and exclusive remedy in the event of protest. Failure by a party originating a protest to comply with these procedures shall constitute a waiver of any right to further pursue the protest, including initiation of any administrative or legal proceeding.

The Yerba Buena Community Benefit District reserves the right to request additional information and/or documentation from any contractor prior to awarding the contract.

**For further information:**

Richard Ciccarone,  
Director Branding, Activation and Marketing  
Yerba Buena Community Benefit District  
Phone: (415) 919-4049

Email: [rciccarone@ycbcd.org](mailto:rciccarone@ycbcd.org)

# The Yerba Buena District

