



# Main Street Lorain

## 2023 Branding Project Request for Proposal

### Organization Overview

Main Street Lorain is a 501c3 nonprofit organization based in Lorain, OH on the shores of Lake Erie. After a series of community-centered “charrette” meetings in 2017, the Lorain Proud civic movement was formed. Our organization officially formed from this movement in 2019 to serve as the convener of all things Downtown Lorain! We follow Main Street America’s comprehensive four-point approach to community development and economic revitalization. Main Street Lorain hired their first full-time employee in 2021, became a fully accredited Ohio Main Street program in 2022, and are now looking to take another step forward by strengthening our professional footprint and image.

### Project Overview

Main Street Lorain is seeking proposals from professional firms with experience in working with organizations interested in community branding, design, and marketing. This is a request for proposal for such consulting services, that can execute the necessary processes and achieve our goal of creating a successful imaging and re-branding campaign. The proposer should be able to develop a comprehensive branding campaign, with the goal of enhancing the image of our organization and our downtown neighborhood as a great destination. Our city is diverse and carries with it a rich history that we hope can lend itself to an even stronger future.

### Project Budget

\$5,000.00

Please submit all proposals by **March 31, 2023** to the following email address:

Max Schaefer – Executive Director

**[Director@DowntownLorain.com](mailto:Director@DowntownLorain.com)**

### Community Overview

The city of Lorain sits 35 minutes west of Cleveland, OH on the shores of Lake Erie. We are one of the 10 largest cities in the state of Ohio, with a population just over 65,000. Historically, we are known as the “International City” due to our city’s past industrialization, and the great number of families who emigrated to Lorain for work in our steel mill, shipyards, and manufacturing hubs. Today, our city has the largest Hispanic population by percentage in the State of Ohio. 28% of our population identifies as Hispanic, and another 16.5% Black/African American; making us one of Ohio’s most diverse communities. We have a large portion of our population being low-moderate income earners, but are seeing increased development on our city’s far west side. Our downtown neighborhood (where we are focused) has seen increased investment over the last 6 years, which has sparked a renewed interest from investors, visitors, shoppers, and small business owners.

## **Scope of Proposal**

The purpose of this project is to help our organization transition from a small, grass-roots organization into an established, respected, and professional non-profit. We want the chosen company/agency to develop a brand which may be used to market our organization, and help attract prospective businesses, developers, residents and visitors to our downtown neighborhood.

The agency must create an image for Main Street Lorain that can be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, letterheads, signage, social media marketing materials and websites. It should be noted, Main Street Lorain is currently in the process of undergoing a website redesign. Therefore, website redesign work/tasks need not be part of your proposal.

## **Scope of Services**

*The consultant will lead all aspects of the Main Street Lorain branding initiative, please highlight or include which sections from the 'Scope of Services' you can complete within our provided budget:*

1. **Advisory to the Main Street Lorain Executive Director and/or Executive Committee**
2. **Facilitator during the research process and/or testing of the new brand** - Include descriptions of community engagement efforts that will take place during this process. The consultant will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of and involved in the project.
3. **Research** – Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. In addition:
  - a. Identifying the key elements of Downtown Lorain & Main Street Lorain
  - b. Analysis of current trends and existing creative elements such as logos, tag lines, and designs.
  - c. Analysis of competitor marketing strategies.
4. **Creative/Development of Brand** – The consultant will develop creative elements that include design concepts, logos, messages, tagline, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected logo design will be delivered with a style manual and guidelines for use.
5. **Creation of Content** – The consultant will provide the following to Main Street Lorain as a part of their requested Branding Project
  - A. Primary Logo
  - B. Secondary Logo
  - C. Organizational color scheme
  - D. Additional Logos playing into color scheme
  - E. Organizational font scheme/prioritized fonts
  - F. Visual Graphics
5. **Evaluation Plan** – The consultant will develop a plan for ongoing evaluation of the brand's effectiveness and reporting of results of the strategy to the steering committee, key stakeholders and the public.