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OFFICE OF THE MAYOR

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TO: Ald. William Siebers & Finance Committee
FROM: Mayor Jacob A. Woodford 
DATE: January 17, 2022
RE: 21-1787 – Brand Study

Following discussion of Item 21-1787 at the January 10, 2022, Finance Committee meeting, and subsequent consultation with the Mayor's office, the recommended firm (Unlisted, LLC) has withdrawn their proposal. We appreciate their interest in the project, their submittal, and engagement in the process.

Rather than move to another firm on the original list, we would like to take advantage of this opportunity to refine the Request for Proposals (RFP) document and selection process for this project. The Committee's discussion and input following the meeting touched on several questions which can, and should, be addressed during the process – a point I shared during the meeting. Among those additions are incorporation of scores for the design aesthetics of the proposal documents submitted as well as the thoroughness and quality of firm presentations.

As was noted in the meeting, while this is an important project, it is not time sensitive. Taking the necessary time to refine the process, reissue the RFP, and recommend a new firm to undertake this project corresponds with an important-but-not-urgent perspective.

I offer the following recommendation for Committee consideration:

Amend Item 21-1787 by substitution as follows:

The City of Appleton will revise and reissue the Rebranding, Positioning, and Marketing Services Request for Proposals to incorporate Committee feedback and to include additional scoring components. The RFP draft will be shared with the Finance Committee as an Information Item in spring 2022 and prior to issuance. Submission deadline under the new RFP is expected to be August 1, 2022, or before.