

**Request for Proposals
Baraboo Area Branding
December 14, 2017
Proposals Due January 19, 2018**

Community Background

The Baraboo Area is located in South Central Wisconsin, 7 miles from interstates I90/I94 and 10 miles from I39, located 40 miles from Madison, Wisconsin; 150 miles from Chicago, Illinois; and 200 miles from Minneapolis, Minnesota. In addition to being centrally located to major metropolitan areas Baraboo is 7 miles from the Wisconsin Dells which brings in approximately 4 million visitors per year. Baraboo is nestled in an amazing geographical phenomenon known as the “Driftless Region” of the Upper Midwest. It is the Sauk County seat, the home to the Ringling family (of the Ringling Brothers & Barnum and Bailey Circus), and home of Devils Lake State park (Wisconsin’s most visited state park coming in with 3.5 million visitors in 2017). In addition, the Baraboo Area is the home of Mirror Lake State Park, the Aldo Leopold Foundation, the International Crane Foundation, and the International Clown Hall of Fame. In 2016, Sauk County ranked third in visitor spending (Wisconsin Department of Tourism’s County Total Economic Impact statement), coming in only behind Milwaukee and Dane County. In 2013 Baraboo was recognized as the 4th best small town to visit in the U.S. by the Smithsonian Magazine, and in August of 2017 was touted as one of “6 Up-and-Coming Small Towns Across America”, by U.S. News and World Report.

While tourism plays a large role in the area, Baraboo has a state of the art hospital, a University of Wisconsin Colleges Campus, the Al Ringling Theatre, a Carnegie Library, an active and thriving Downtown business district and a diverse economy. It is home to several large manufacturing companies, and is located along the Baraboo River, the longest unobstructed river in the country.

Baraboo’s diversity of tourism attractions, retail, manufacturing, and education institutions and organizations has made it a challenge to tell our story through a united brand. The purpose of this RFP is to put together a branding platform that will differentiate the Baraboo Area from neighboring communities and entice visitors to Baraboo as a destination.

Area Brand Project Requirements and Scope of Services:

As mentioned, in April of 2013, *Smithsonian Magazine* ranked Baraboo as the Nation’s 4th Best Small Town to Visit based on local arts, history and culture. In August 2017, *U S News and World Report* named Baraboo as one of 6 Up and Coming Small Towns in America to Watch. Based on those accolades, the Vendor is to develop a branding platform for the Baraboo Area through discussion with the AD Hoc Branding Committee and other key community members. In addition to an overarching brand for the area, the vendor will help determine the role and goals of identified several sub-categories that enhance the area’s uniqueness. The attached white paper shall be used as the basis for the discussions.

The Vendor is encouraged to provide critical comment on the work accomplished to date and present multiple alternate branding concepts for consideration. The brand shall capture the intent of this special and unique area, as well as developing a feeling of pride by area residents and businesses.

The proposal should:

- Identify both short and long-term strategies and tactics, including a timeline.
- Employ a variety of communication tools.
- Effectively tell the Baraboo Area story.
- Recommend methods for tracking results and measuring success with targeted audiences.
- The product will contain an identified overarching area brand and appropriate sub categories
- Provides multiple choices and a plan for implementation including goals, tasks, estimated hours of staff time and a timeline.

Plan Implementation will be a separate process not included in this proposal.

RFP Submittal Requirements:

- Firm Background including key individuals who will work on the project
- Similar project experience descriptions with visuals
- A detailed work process for this project
- Development of logos and appropriate marketing strategy
- Timeframe
- Budget with overall price in a separate document/attachment

Eight hard copies of Proposals and an electronic copy will be accepted until **January 19, 2018 at 2 PM** at:

Baraboo Area Chamber of Commerce

600 W Chestnut Street

P.O. Box 442, Baraboo, WI 53913

[\(608\) 356-8333](tel:6083568333) | [\(800\) 227-2266](tel:8002272266)

ENCL:

Baraboo Area Brand White Paper

April 2013 excerpt from Smithsonian Magazine

August 2017 excerpt from U S News and World Report