

# PCDC Request for Proposal (RFP)

**Project Title:** PCDC Rebranding and Brand Identity Development

**Date Issued:** March 24, 2026

## 1. Introduction and Purpose

The Pflugerville Community Development Corporation (PCDC) is soliciting qualifications from experienced and qualified firms to provide comprehensive rebranding, communication strategy, and marketing services for the organization.

This engagement is intended to support a strategic repositioning of PCDC and to implement branding and marketing priorities identified in the Comprehensive Economic Development Strategy (CEDS) 3.0, the City of Pflugerville Aspire 2040 Comprehensive Plan, and the Pflugerville Workforce Study.

The selected firm will be responsible for delivering a refreshed brand identity, a communication strategy, a marketing strategy, a storytelling and content framework, recommendations for tools and platforms, and a defined execution or implementation oversight model. The scope of work is intended to support PCDC's economic development mission, including business attraction, business retention and expansion, workforce development, entrepreneurship, and community engagement.

PCDC intends to select a firm that demonstrates a clear understanding of the organization's objectives, experience applying best practices in brand strategy and identity development for economic development organizations, and the capacity to propose an effective, cost-efficient, and high-quality solution.

## 2. Background

The Pflugerville Community Development Corporation (PCDC) is dedicated to promoting economic growth and enhancing the quality of life in Pflugerville, Texas. As Pflugerville continues to grow, PCDC is aligning its strategies, messaging, and outreach to reflect better its role in fostering a resilient, inclusive, and competitive local economy.

CEDS 3.0 establishes a vision and strategic framework for economic development. The Workforce Study further defines talent and workforce priorities critical to long-term success. This RFQ seeks a partner capable of translating these strategies into a cohesive brand, communication, and marketing system that positions Pflugerville competitively at the local, regional, national, and global levels. The partner will foster community engagement and ensure our brand presence is welcoming, informative, and impactful for all relevant audiences locally, regionally, and globally.

## 3. RFP Instructions

### 3.1 Disclaimer

The Pflugerville Community Development Corporation (PCDC) does not intend to:

- Award a contract solely based on responses to this Request for Proposal (RFP).
- Compensate respondents for the preparation or submission of proposals.

This RFP is issued solely to identify qualified firms capable of supporting PCDC's objectives and does not constitute a commitment to award a contract. The issuance of this RFP shall not be construed as authorization to incur any costs for which reimbursement will be required or sought. PCDC reserves the right to select a respondent based on best value and overall qualifications. The lowest-priced proposal will not necessarily be selected.

### 3.2 Selection Process

Based on the proposals received and any subsequent meetings or demos requested by PCDC, the project team will select one respondent to recommend to stakeholders and eventually to our executive sponsor for final approval. The recommended solution will combine the ability to support the functional and technical requirements with the best quantitative and qualitative return on investment (ROI), as determined by the PCDC project team.

### 3.3 Primary Contact

All contact during this evaluation period must be limited to the use of **Civcast** only.

### 3.4 Proposal Submission Guidelines

Responses must be submitted electronically in PDF format by **May 1, 2026**. Late submissions will not be considered. The proposal should be comprehensive and address all requirements outlined in this RFP. Please ensure your proposal is clearly organized and easy to review.

## 4. Scope of Work: Company Rebranding and Brand Identity Development

The selected vendor will be responsible for the following key areas and tasks related to the PCDC rebranding project:

## **Phase 1: Discovery and Brand Strategy Development**

- Conduct in-depth research, interviews, and workshops with PCDC stakeholders, leadership, potential community members, and target audiences to understand current perceptions, future goals, and the competitive landscape.
- Analyze existing brand assets and messaging.
- Define or refine PCDC's core mission, vision, values, unique selling proposition (USP), and brand personality.
- Develop target audience personas for key internal and external audiences.
- Develop key messaging frameworks by audience.
- Articulate the overarching brand narrative and strategic positioning.

## **Phase 2: Brand Identity Design (Visual and Verbal)**

- Develop creative concepts for the new PCDC logo and visual identity system (e.g., color palette, typography, graphic elements, imagery style).
- Design primary and secondary logo variations.
- Establish verbal brand guidelines, including tone of voice, key messaging examples, and approved terminology.
- Present multiple rounds of design concepts for review and feedback with PCDC stakeholders.

## **Phase 3: Brand Guidelines and Core Asset Development**

- Create a comprehensive, actionable Brand Style Guide document detailing all elements of the new brand identity, including logo usage, color codes, typography, imagery guidelines, tone of voice, and application examples.
- Develop core brand assets, which may include business card templates, letterhead, email signatures, presentation templates, and social media profile graphics.
- Provide final logo files in all necessary formats, including vector, web-ready, and print-ready files.

### **3.1 Requirements for the Rebranding**

- The new brand identity must fully align with PCDC's strategic direction and economic development goals.

- The brand solution must be scalable and adaptable for future applications across various media, including digital, print, and environmental uses.
- Vendors must demonstrate expertise in brand strategy, identity design, and effective brand communication, preferably with experience working with economic development organizations or government entities.
- The brand identity must be distinct, memorable, and reflective of Pflugerville's unique character and growth.
- The vendor must propose measurable Key Performance Indicators (KPIs) for brand success, which may include brand awareness, perception shifts, message clarity, and engagement with PCDC initiatives.
- All brand elements, including logo, imagery style, and messaging, must support Diversity, Equity, and Inclusion (DEI) principles and reflect Pflugerville's diverse community.
- The vendor should consider the implications for brand trademarking and ensure all brand elements, including logos, graphics, and content provided by the vendor, are properly licensed or original. PCDC will be responsible for final legal and trademark registrations.

#### **Phase 4: Communication Strategy**

- Identify and segment key internal and external audiences, which may include elected officials, PCDC Board members, businesses, developers, site selectors, workforce partners, entrepreneurs, community members, and regional or global stakeholders.
- Define communication goals and priorities by audience.
- Recommend appropriate communication channels by audience, including digital, print, in-person, and earned media.
- Establish communication cadence and frequency by channel.
- Provide guidance on internal and external communication practices.
- Develop a framework to ensure consistent messaging across all platforms, programs, and initiatives.

#### **Phase 5: Marketing Strategy and Program Marketing**

- Develop a comprehensive marketing strategy aligned with PCDC's economic development goals.

- Define marketing goals and measurable success metrics.
- Evaluate existing programs, events, and initiatives and assess their effectiveness and alignment with brand and marketing objectives.
- Provide recommendations for enhancing, repositioning, or sunseting existing programs.
- Recommend new marketing initiatives or programs that support business attraction, business retention and expansion, workforce development, entrepreneurship, and community engagement.
- Develop a phased marketing implementation roadmap outlining priorities, timelines, and dependencies.

### **Phase 6: Storytelling and Content Marketing**

- Develop storytelling frameworks aligned with PCDC's economic development priorities and strategic opportunity areas.
- Provide recommendations for marketing and storytelling materials, which may include white papers, infographics, demographic and data-driven visuals, presentations, and other collateral.
- Provide guidance on visual storytelling and information design to support clear and compelling communication of data and narratives.
- Develop recommendations for content reuse and adaptation across platforms, including websites, social media, presentations, and print materials.

### **Phase 7: Tools, Platforms, and Systems**

- Recommend tools and platforms to support marketing, communication, analytics, reporting, collaboration, and project management.
- Evaluate recommended tools based on usability, scalability, and alignment with PCDC's internal capacity and resources.
- Identify any third-party systems or integrations required to support effective implementation.

## **5. Deliverables**

The successful vendor will be expected to provide the following deliverables. Deliverables may be refined based on the vendor's proposed methodology; however, all core elements listed below must be addressed.

- **Project Management and Planning**
  - Project plan for the engagement, including phases, milestones, timelines, dependencies, and key review points.

- **Discovery and Brand Strategy**
  - Discovery and brand strategy report, which shall include stakeholder insights, competitive and peer analysis, brand positioning, unique selling proposition (USP), target audience personas, and core messaging frameworks.
- **Brand Concept Development**
  - Brand concept presentations, including multiple rounds of logo and visual identity concepts for review and feedback.
- **Final Brand Identity Assets**
  - Final logo files in all required formats, including vector and print-ready files.
  - Primary and secondary logo variations, color palette, typography, imagery guidance, and verbal brand elements.
- **Brand Style Guide**
  - Comprehensive, actionable brand style guide, provided in digital format and suitable for print, detailing all brand elements, usage rules, tone of voice, and application examples.
- **Core Brand Asset Templates**
  - Core brand asset templates, which may include business cards, letterhead, email signatures, presentation templates, and basic social media or digital graphics.

## 5.1 Communication Strategy Deliverables

- **Audience and Communication Framework**
  - Audience segmentation and communication framework defining key audiences, messaging priorities, and objectives.
- **Channel and Cadence Plan**
  - Recommended communication channels by audience, including guidance on communication cadence and frequency.
- **Internal and External Communication Guidance**
  - Guidance for internal communications, leadership messaging, and external communications to ensure alignment and consistency.
- **Message Consistency Framework**
  - Framework and guidelines to ensure consistent messaging across platforms, programs, departments, and initiatives.

## 5.2 Marketing Strategy and Program Marketing Deliverables

- **Marketing Strategy and Plan**
  - Comprehensive marketing strategy aligned with PCDC's economic development goals, including defined marketing objectives and success metrics.
- **Program and Initiative Assessment**
  - Evaluation of existing programs, events, and initiatives, with recommendations for enhancement, repositioning, or sunseting as appropriate.
- **Marketing Initiative Recommendations**
  - Recommendations for new or enhanced marketing initiatives that support business attraction, business retention and expansion, workforce development, entrepreneurship, and community engagement.
- **Phased Implementation Roadmap**
  - Phased marketing implementation roadmap outlining priorities, timelines, dependencies, and sequencing.

## 5.3 Storytelling and Content Marketing Deliverables

- **Storytelling Framework**
  - Storytelling and narrative frameworks aligned with PCDC's economic development priorities and strategic opportunity areas.
- **Content and Collateral Recommendations**
  - Recommendations for storytelling and marketing materials, which may include white papers, infographics, demographic and data-driven visuals, presentations, and other collateral.
- **Visual Storytelling and Information Design Guidance**
  - Guidance on visual storytelling, data visualization, and information design to support clear and compelling communication.
- **Content Reuse and Distribution Guidance**
  - Recommendations for content reuse and adaptation across platforms such as websites, social media, presentations, and print materials.

## 5.4 Tools, Measurement, and Implementation Support

- **Tools and Platform Recommendations**

- Recommendations for tools and platforms to support marketing, communication, analytics, reporting, collaboration, and project management.
- **Measurement and Performance Framework**
  - Recommendations for monitoring, measurement, and reporting, including proposed key performance indicators (KPIs) related to brand, communication, and marketing effectiveness.
- **Brand Launch and Implementation Guidance**
  - Brand and marketing launch recommendations, including internal rollout, external launch considerations, and ongoing implementation support.

## 6. Ownership and Intellectual Property

All intellectual property rights for deliverables created under this engagement shall become the sole property of PCDC upon final payment, excluding any pre-existing proprietary tools or materials disclosed in advance.

## 7. Proposal Requirements

For each of the requirements listed below, respondents shall provide a response that clearly demonstrates how their proposed solution will fulfill the stated requirement or service. Responses shall be organized in the same order as presented below.

Respondents shall clearly state whether each requirement is fulfilled directly by the firm or through a third-party partner or subcontractor. Any limitations, assumptions, or dependencies shall be clearly disclosed.

### 7.1 Respondent Company Overview

Provide the following information about your firm:

- A brief history and overview of the firm, with emphasis on brand strategy, identity design, communication strategy, and marketing capabilities.
- Description of the firm's target market and areas of specialization, such as economic development organizations, government entities, public-sector organizations, or similar.
- Explanation of why PCDC should select your firm for this specific engagement, including experience relevant to economic development branding and marketing.
- Summary of achievements, awards, or recognitions relevant to brand strategy, marketing, communication, or creative services.

- Location of company headquarters and the location of team members who will be assigned to this project.
- Total number of employees, with a breakdown by functional area (e.g., strategy, design, communications, marketing, project management).
- Description of any partners, subcontractors, or alliances that may be used to support this engagement, including market research, marketing execution, technology, or legal support, if applicable.
- Total number of clients served and the number of clients for whom the firm has completed similar rebranding, communication, or marketing strategy engagements.
- Links to a portfolio of at least five (5) relevant projects demonstrating brand strategy, identity development, communication strategy, and marketing or storytelling capabilities.

## 7.2 Proposed Solution and Approach

Provide a detailed description of how your firm will meet the requirements outlined in **Section 4: Scope of Work**, including branding, communication strategy, marketing strategy, storytelling, tools, and implementation support.

Responses shall address, at a minimum:

- Overall approach and methodology for delivering the full scope of work.
- Project management approach, including governance, decision-making, and stakeholder engagement.
- Approach to discovery, research, and stakeholder engagement.
- Approach to brand strategy development, including mission, vision, values, positioning, and unique selling proposition (USP).
- Approach to visual identity design, including logo development, color palette, typography, and imagery style.
- Approach to verbal brand development, including tone of voice, messaging, and terminology.
- Approach to communication strategy, including audience segmentation, channel selection, cadence, and internal and external communication guidance.
- Approach to marketing strategy development, including marketing goals, success metrics, program evaluation, and phased implementation planning.
- Approach to storytelling and content marketing, including data visualization, demographic storytelling, and content reuse across platforms.

- Approach to recommending and evaluating tools, platforms, and systems to support communication and marketing efforts.
- Team structure for this engagement, including key personnel and their relevant experience and qualifications.
- Risk identification and mitigation strategies relevant to a comprehensive rebranding and marketing engagement.

### 7.3 Project Plan and Timeline

Provide the following:

- A detailed project plan and work breakdown structure outlining tasks and deliverables across all phases of the engagement, including branding, communication strategy, marketing strategy, storytelling, and implementation planning.
- A proposed project schedule that aligns with or improves upon the timeline provided in this RFQ, clearly identifying key milestones, review points, and dependencies.
- Identification of assumptions, risks, or constraints that could impact the project timeline.

## 8. Pricing Information

Respondents shall provide a complete and transparent price schedule for all proposed products and services required to fulfill the scope of work outlined in this RFQ.

Pricing shall be clear, itemized, and aligned with the phases and deliverables described in Section 4. Respondents shall clearly identify any assumptions, exclusions, or optional services.

At a minimum, pricing shall be broken out by the following categories, as applicable:

- **Brand Discovery and Strategy**
  - Discovery, research, stakeholder engagement, and brand strategy development.
- **Mission, Vision, Tagline, and Brand Positioning**
  - Mission and tagline refinement or development.
  - Brand pillars, value proposition, and positioning.
- **Brand Identity Design**
  - Logo design and refinement.
  - Visual identity system, including color palette, typography, and imagery style.

- **Verbal Brand Development**
  - Brand voice, tone of voice, messaging framework, and terminology.
- **Brand Style Guide Development**
  - Creation of comprehensive brand guidelines.
- **Core Brand Asset Development**
  - Development of templates and core assets, such as business cards, letterhead, email signatures, presentations, and basic digital or social templates.
- **Communication Strategy**
  - Audience segmentation.
  - Channel strategy.
  - Communication cadence and internal and external communication guidance.
- **Marketing Strategy and Program Marketing**
  - Marketing strategy development.
  - Program and initiative evaluation.
  - Recommendations for new or enhanced marketing initiatives.
  - Phased marketing implementation roadmap.
- **Storytelling and Content Strategy**
  - Storytelling frameworks.
  - Content and collateral recommendations.
  - Visual storytelling and information design guidance.
- **Tools, Platforms, and Systems**
  - Assessment and recommendation of tools and platforms for marketing, communication, analytics, collaboration, and project management.
- **Project Management and Implementation Support**
  - Project management, coordination, and stakeholder engagement.
  - Execution support or implementation oversight, if applicable.

## **Pricing Structure and Terms**

Respondents shall also include the following information:

- Description of the proposed pricing model (e.g., fixed price, not-to-exceed, or time and materials for specific phases).
- Identification of any recurring or ongoing costs, including software licenses, subscriptions, or post-launch support retainers, if applicable.

- Identification of any optional services or add-on costs.
- Proposed payment schedule tied to project milestones and deliverables.

## 9. Customer References

The respondent shall provide no more than three (5) customer references that PCDC may contact.

References should be from organizations for which the respondent has provided company rebranding or comprehensive brand identity development services of similar scope and complexity. Preference may be given to references involving economic development organizations, government entities, or other public-sector or mission-driven organizations.

For each reference, please include:

- Organization name
- Primary contact name and title
- Phone number and email address
- Brief description of the services provided and project scope

## 10. Evaluation Criteria

Proposals will be evaluated based on the following criteria, with weighting as indicated. PCDC intends to select the respondent that provides the best overall value based on qualifications, approach, and cost.

### **Understanding of Project and Proposed Solution (35%)**

- Demonstrated understanding of PCDC's branding, communication, and marketing needs and their role in supporting economic development objectives.
- Demonstrated understanding of CEDS 3.0, the Pflugerville Workforce Study, and related strategic priorities.
- Clarity, creativity, and feasibility of the proposed approach to brand strategy, communication strategy, marketing strategy, storytelling, and implementation planning.
- Quality of the proposed approach to discovery, research, and stakeholder engagement.
- Strength and clarity of the proposed work plan and methodology.

## **Experience and Qualifications (25%)**

- Relevant experience with similar engagements involving brand strategy, communication strategy, and marketing for economic development organizations, government entities, or other community-focused organizations.
- Demonstrated experience delivering comprehensive branding and marketing initiatives of similar scope and complexity.
- Strength, depth, and relevance of the proposed project team, including strategy, creative, communication, marketing, and project management expertise.
- Strength of portfolio examples and relevance of customer references.

## **Execution Model and Implementation Capability (20%)**

- Ability to execute the proposed scope directly or provide effective implementation oversight of third-party vendors.
- Demonstrated project management approach, governance structure, and quality control processes.
- Practicality and appropriateness of recommended tools, platforms, and systems.
- Demonstrated ability to manage risk and deliver projects on schedule and within scope.

## **Cost and Value (15%)**

- Reasonableness and competitiveness of the proposed pricing relative to the scope of work.
- Clarity, transparency, and completeness of the pricing structure.
- Overall value for money considering the proposed approach, deliverables, and level of service.

## **Commitment to Diversity, Equity, and Inclusion (DEI) (5%)**

- Demonstrated understanding of and commitment to incorporating DEI principles into brand strategy, messaging, storytelling, and visual identity.
- Experience working with diverse communities or organizations serving diverse populations.

## Completeness and Professionalism of Proposal (5%)

- Adherence to RFQ instructions and submission requirements.
- Clarity, organization, and overall quality of the proposal.
- Responsiveness to all required sections of this RFQ.

## 11. General Terms and Conditions

The following general terms and conditions apply to this Request for Proposal and any resulting contract:

- **PCDC's Rights:** PCDC reserves the right to reject any or all proposals, to waive any informalities or irregularities in proposals received, to negotiate with any qualified bidder, or to cancel this RFP at any time without penalty. PCDC also reserves the right to select the proposal that is deemed most advantageous to PCDC.
- **Proprietary Information:** While PCDC will endeavor to protect information marked as proprietary by the respondent, PCDC shall not be held liable for the release of any information that is required to be disclosed by law. Respondents should clearly mark any information they consider proprietary.
- **Intellectual Property:** All intellectual property rights for deliverables created under any resulting contract (including, but not limited to, logos, brand guidelines, and brand assets) shall become the sole property of PCDC upon final payment. The vendor shall ensure that all materials provided do not infringe upon any third-party intellectual property rights.
- **Governing Law:** Any contract resulting from this RFP shall be governed by and construed in accordance with the laws of the State of Texas.
- **Insurance Requirements:** The selected vendor will be required to maintain appropriate insurance coverage, including but not limited to, general liability, professional liability (E&O), and workers' compensation, as specified in the final contract. Proof of insurance will be required.
- **Confidentiality:** All information shared by PCDC with the respondent in connection with this RFP, including any PCDC data or internal discussions, is strictly confidential and shall not be disclosed to any third party without PCDC's prior written consent.
- **Cost of Proposal Preparation:** All costs incurred in the preparation and submission of a proposal in response to this RFP shall be borne by the respondent.
- **Contract Negotiation:** PCDC reserves the right to negotiate the terms and conditions of any contract with the selected vendor. No contract will be formed until a definitive written agreement is executed by both parties.

## 12. Submission Deadline and Instructions

Responses must be received by **May 1, 2026**. Submissions shall be sent electronically in PDF format to <https://bidnetdirect.com/>

**Subject Line:** RFQ Response - PCDC Rebranding - Vendor Company Name

Late submissions will not be considered. PCDC reserves the right to request additional information or clarification from any or all respondents.

## 13. Questions and Clarifications

All questions regarding this RFQ must be submitted in writing via **Civcast** by **April 10, 2026**. Questions and their corresponding answers will be distributed to all registered potential bidders to ensure fairness and transparency, without identifying the source of the inquiry.

**PCDC will issue responses to proposer questions on April 17, 2026.**

## 14. RFQ Schedule

The following schedule outlines PCDC's anticipated procurement milestones for this RFQ. Dates are subject to change at the sole discretion of PCDC. Any modifications to this schedule will be communicated in writing to all respondents.

This RFQ is structured in phases, beginning with qualifications submission and evaluation, followed by interviews and final selection, and concluding with contract negotiation and execution.

### Phase 1: RFQ Issuance and Initial Response

- **March 24, 2026** – RFP issued
- **April 10, 2026** – Proposer questions due
  - **(13 business days after issuance)**
- **April 17, 2026** – Responses to proposer questions issued
  - **(5 business days to compile and release addendum)**
- **May 1, 2026** – RFP responses due

### Phase 2: Evaluation and Shortlisting

- **May 4– May 5, 2026** – Internal review and scoring
- **May 7, 2026** – Shortlist notification

### **Phase 3: Interviews and Final Selection**

- **May 11 – 12, 2026** – Interviews with shortlisted firms
- **May 13, 2026** – Final evaluation and recommendation
- **May 20, 2026** – PCDC Board approval
- **June 9, 2026** – City Council approval or Next Council cycle
- **June 10, 2026** – Notification of selected firm

### **Phase 4: Contract Negotiation and Execution**

- **June 25–26, 2026** – Contract negotiation
- **June 30, 2026** – Contract execution