

Request for Proposal

North Fulton Economic Alliance (NFEA) Regional Branding & Marketing Initiative

Issued by: North Fulton Economic Alliance

Issue Date: 8/11/2025

Proposal Deadline: 9/11/2025

Contact Person: Rich Johnson

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I. Introduction

The North Fulton Economic Alliance (NFEA) is a newly established public-private partnership created in response to several critical challenges impacting the economic prosperity and competitiveness of North Fulton County, Georgia. Despite being one of the state's most prosperous regions, North Fulton faces intense competition from other communities nationwide that are actively attracting investment, jobs, and talent. Additionally, regional employers continuously grapple with workforce shortages, exacerbated by demographic shifts, a limited local talent pipeline, and barriers related to housing costs and childcare availability. Finally, economic development efforts across North Fulton's six vibrant cities—Alpharetta, Roswell, Milton, Sandy Springs, Mountain Park, and Johns Creek—have historically been fragmented, limiting the region's ability to effectively market its collective strengths and assets.

In response, the NFEA, guided by the Greater North Fulton Chamber of Commerce and key community stakeholders, has embarked on a bold five-year strategic initiative (2025–2029). This initiative aims to develop and elevate a cohesive, compelling regional identity, enhance awareness among national and global business decision-makers, and significantly bolster the region's workforce and economic development infrastructure.

NFEA seeks proposals from qualified branding and marketing firms to create and execute a comprehensive brand identity and marketing strategy. The resulting campaign must unify the region's diverse strengths into a clear and compelling narrative that resonates with business leaders, site selectors, economic developers, and civic leaders. This effort will amplify the unique characteristics of each city, showcase the region's robust talent pipeline, and reinforce North Fulton's position as a premier location for business, innovation, and quality of life.

II. Project Objectives

The primary goals of this branding and marketing initiative are to:

- **Develop and elevate a cohesive regional identity** appealing specifically to:
 - Business leaders, economic developers and civic leaders
 - Including real estate brokers, site selection consultants and similar economic development stakeholders
 - Existing industry leaders
 - Workforce and education stakeholders
- **Position North Fulton as a premier business destination** with a vibrant economy, diverse industry sectors, and exceptional quality of life.
- **Highlight the strength and depth of the region's workforce and talent pipeline**, emphasizing workforce attraction, retention, and development resources.

- **Ensure comprehensive stakeholder engagement and feedback** from leadership in each of the six cities and other key stakeholders, such as the Development Authority of Fulton County and private sector companies that have supported NFEA financially to achieve buy-in and collective ownership.
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III. Scope of Work & Deliverables

Phase 1: Discovery & Strategy

- Extensive stakeholder workshops/interviews with leadership from all six cities, development authority, CIDs and other private sector companies that have supported NFEA.
- Comprehensive regional brand audit.
- Benchmarking analysis against competitive regions, which should include market analysis such as wage, job growth, industry trends, and other economic factors
- Strategic positioning and messaging.

Deliverables:

- Stakeholder insights report
 - Regional brand audit & benchmarking report
 - Brand strategy & positioning document
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Phase 2: Brand Identity Creation

- Development of brand name, logo, tagline, visual identity elements.
- Branding must encapsulate regional unity while expressing each city's unique characteristics.

Deliverables:

- Brand package (Logo, tagline, visual elements)
- Logo suite (primary, secondary, and any specific recommended applications)
- Brand guidelines/style manual, including typography
- Digital brand toolkit for internal and external partners

Phase 3: Marketing Strategy Development

- Detailed, multi-channel marketing plan, emphasizing digital (SEO, paid ads, social media, email, website) and traditional (print, events).
- Capture high-quality, relevant B-roll video footage from each city to support content marketing efforts.
- Develop a strategy for direct outreach to business decision-makers and industry associations.

Deliverables:

- Integrated marketing plan document with proposed detailed schedule for various marketing activities over subsequent 6-12 months
- Media channel and content strategy
- Photo and B-roll footage library (edited and raw clips categorized by city)

Phase 4: Website Development

- Design and develop an attractive, easy-to-navigate NFEA website.
- Feature regional and city-specific branding elements.
- Include sections highlighting business opportunities, quality of life, talent pipeline, city profiles, and economic development resources.

Deliverables:

- Fully functional regional website
 - CMS training and guidelines for site maintenance
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Phase 5: Trade Show Exhibit Booth Development

- Professionally designed modular exhibit booth for trade shows/conferences.
- Branding consistent with new regional identity.

Deliverables:

- Portable exhibit booth design with cost estimates for production/purchase
 - Associated collateral (print/digital)
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Phase 6: Implementation & Rollout

- Comprehensive brand launch strategy.
- Training and engagement sessions with stakeholders for brand adoption.

Deliverables:

- Launch event coordination plan
- Brand rollout toolkit (templates, collateral, digital assets)
- Stakeholder training and implementation guide

Phase 7: Metrics, Analytics & Optimization

- Establish performance indicators and measurement framework for tracking branding and marketing effectiveness.

Deliverables:

- Performance dashboard and analytics framework
- Quarterly performance reports and optimization recommendations

IV. Proposal Submission Requirements

Proposals must include the following elements:

- Company overview and relevant branding/marketing experience (regional/economic development preferred).
 - Project team bios and qualifications.
 - Project understanding and proposed approach.
 - Detailed timeline and project milestones, including detailing project staff roles and time commitments.
 - Comprehensive budget, clearly itemizing costs by phase.
 - Relevant case studies showcasing previous similar projects.
 - Minimum of three professional references.
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V. Project Timelines

Milestones Dates

Project initiation: 9/26/2025
Benchmarking/Update #1: 11/13/2025
Benchmarking/Update #2: 1/14/2026
Benchmarking/Update # 3: 2/25/2026 (If necessary)
Desired completion: 3/26/2026

VI. Evaluation Criteria

Criteria Weight

Demonstrated understanding of project scope and objectives	20%
Experience with similar branding and marketing projects	15%
Creative quality and strategic strength of proposed approach	25%
Stakeholder engagement and collaboration methodology	20%
Timeline feasibility, clarity, realism, and competitive pricing	20%

VII. RFP Process Timeline

Milestone Dates

RFP issued	8/11/2025
Questions due	8/22/2025
Responses to questions provided	8/29/2025
Proposals due	9/11/2025
Finalist interviews/presentations	9/15- 9/19/2025
Firm selected & notified	9/23/2025
Project kick-off meeting	9/26/2025

VIII. Contact & Submission Information

Questions and proposal submissions should be directed to:

Rich Johnson, Executive Director
North Fulton Economic Alliance
rjohnson@nfeconomicalliance.com

All proposals must be submitted by 5:00PM on 9/11/2025 via email to Rich Johnson

IX. Terms & Conditions

The North Fulton Economic Alliance reserves the right to:

- Reject any or all proposals.
- Request additional information or clarification.
- Award contract based on best fit, rather than lowest cost alone.

All proposals will remain confidential.

X. Supporting Documentation

Please reference the attached document outlining NFEA's five-year strategic initiative for additional context regarding this project.