



REQUEST FOR PROPOSAL: BRANDING

PROJECT SUMMARY

In preparation for unveiling the new LGBTQ+ space in 2023 and celebrating its 20th anniversary year in 2024, the [DC Center for the LGBT Community](#) (aka The DC Center) seeks a qualified consultant to evaluate and update our current brand, including the organization's name, logo, tagline, colors, fonts, program branding, and associated materials.

We want to ensure that anyone who needs The DC Center can find The DC Center, and that we have a look and feel that is current, fresh, and reflects our values .

ORGANIZATION BACKGROUND

In 1999, the Cherry Fund and Whitman Walker Clinic formed an Ad Hoc Committee to create an LGBT Community Center in the District. That vision became a reality when The DC Center for the LGBT Community was incorporated in 2004 with signatories Patrick Menasco, Jeff Englar, Larry Stansbury, and Ed Craft.

Our small yet mighty team at The DC Center for the LGBT Community educates, empowers, uplifts, celebrates, elevates and connects the lesbian, gay, bisexual, transgender and queer communities through our four core areas: health and wellness, arts & culture, social & peer support, and advocacy and community building. We envision communities where LGBTQ+ people feel healthy, safe, and affirmed. It serves to link people with information and resources, including HIV prevention and advocacy efforts, and addiction and recovery information. Programs offered through The DC Center has broad drop in services including a cyber center, lending library, a conference room available for meeting space,

and a bureau offering speakers to discuss LGBTQ+ issues at events or trainings. The DC Center has several peer support and community groups for a variety of LGBTQ+ populations.

The DC Center offers individual and group mental health support services for LGBTQ survivors of violence and crime in the District of Columbia. This includes any individual or couple that has experienced any of the following types of victimization: intimate partner violence/domestic violence, sexual and/or physical assault, hate crime (racial, religious, gender, sexual orientation, and/or other type of hate crime), bullying, physical abuse/neglect, teen dating victimization, and family violence.

Center Arts is the home for our arts and cultural programs. This includes the Reel Affirmations Film Festival: Washington DC's International LGBTQ Film Festival and RA XTRA: Our Monthly LGBTQ Film Series, Outwrite: Washington DC's LGBTQ Literary Festival, Arty Queers: Washington DC's Indoor Monthly LGBTQ+ Art Market, and the DC Queer Theatre Festival. In addition, the DC Center regularly exhibits visual art collections in the Center Arts Gallery. Our art programs foster inclusive, diverse and creative outlets and opportunities.

In addition, The DC LGBTQ+ community has historically had limited success maintaining coalitions and advocating with one voice, yet our needs are great. In 2019, The DC Center for the LGBT Community, in partnership with several LGBTQ services organizations, formed The DC LGBTQ+ Budget Coalition to advocate with the DC government. We had policy successes including those that allowed our community to attain dedicated funding that supports BIPOC LGBTQ+ residents and we look forward to continuing the integral work of this coalition in 2023 and beyond.

ORGANIZATION MISSION AND VISION

Mission

The DC Center for the LGBT Community educates, empowers, celebrates, and connects the lesbian, gay, bisexual, and transgender communities.

To fulfill our mission, The DC Center focuses on four core areas: [health and wellness](#), [arts & culture](#), [social & peer support](#), and [advocacy and community building](#).

Vision

We envision communities where LGBT people feel healthy, safe, and affirmed.

THE CHALLENGE

Throughout its nearly 20-year history, The DC Center has grown tremendously along with its community. Having once primarily offered only support groups, The DC Center now offers a wide range of services.

As we move into 2023 we must reflect on who we are, what we do, and how we express those things to the LGBTQ+ community and a broad coalition of allies to the community.

While our voice remains strong, our visual brand is outdated and doesn't tell people who need The DC Center that The DC Center is who they need. In addition to adding a "Q" and a plus sign to the "LGBT" acronym for greater inclusivity, we want the logo and related branding to have much more contemporary appeal.

Recently, The DC Center and the Capital Pride Alliance (CPA) jointly signed a lease for a new space located at 1827 Wiltberger St NW, Washington, DC, 20001. The 6,671 square foot space, currently being designed for buildout by Hickok Cole with The DC Center's specific needs in mind, will include ten offices and multiple co-working stations. Mayor Bowser through the Office of the Deputy Mayor for Planning and Economic Development invested \$1 million to buildout the new facility. The new LGBTQ+ Community Center will better serve the needs of the community and be complete by mid-2023.

The new community center will be larger than The DC Center's current location and will allow an increase in community and service outreach, capacity, and implementation as well as the opportunity to sublease office and desk space to other LGBTQ+ nonprofits. Confirmed to share the space are Wanda Alston Foundation, Rainbow Families, and G3 Associates. This is an extraordinary opportunity for The DC Center to more fully expand our support offerings and provide vital and integral wraparound care to and for our LGBTQIA2S+ siblings. The Center is exhilarated at the opportunity to be co-housed with other impactful and game changing community-based organizations/LGBTQ+ nonprofits for one-stop assistance, support and care. When community members come to this new space, they'll see a broader range of support being offered and an enhanced experience

for increasing their health, wellness, and personal security. The DC Center's expansion of services will include dedicated therapy rooms, a larger food pantry for the community food distribution program, a dedicated wellness spaces for meditation, breathwork, yoga, and counseling, an expanded state-of-the-art cyber-lounge, a larger Community Closet (which provides free apparel) that incorporates a designated dressing area, plus individual lockers providing temporary storage for unhoused/displaced community members as well as mail services. All restrooms will be gender neutral.

We are all very excited to support this opportunity and come together in a new space with related nonprofits. Collectively and collaboratively, we will better serve the LGBTQ+ community and combine resources to provide a much-needed safe space to gather that provides access to food, clothes, educational programming, and care, as well as professional development assets such as computers and conference rooms.

The new DC Center will be comprised of community-serving organizations dedicated to helping community members access resources and opportunities to achieve their fair shot.

As we prepare to unveil this new space and to celebrate our 20th anniversary, we must ensure that there is a cohesiveness to our look, feel, and overall brand, so that any time you find The DC Center we are united as one powerful organization built on a bedrock of decades of service to the LGBTQ+ community.

WHO IS ELIGIBLE TO RESPOND

The DC Center seeks qualified consultants or firms (“Consultant”) with extensive experience in branding and naming, and strong facilitation skills. Experience with 501c3, mission-driven, nonprofit organizations is critical; experience with LGBTQ+ organizations is preferred.

The DC Center is committed to diversity among its vendors and contractors. It does not discriminate, nor tolerate discrimination, based on race, ethnicity, religious creed, color, national origin, ancestry, physical disability, chronic illness, neurodiversity, medical condition, genetic information, marital status, sex (including pregnancy, childbirth, breastfeeding or related medical conditions), gender, gender identity, gender expression, citizenship status, age, sexual orientation, matriculation, personal appearance, height and weight, family responsibilities, credit information, union membership, political affiliation, military and veteran status, status as a victim or family member of a victim of domestic violence, a sexual offense or stalking, or any other protected status under applicable law.

Additionally, whenever possible, it is The DC Center’s goal to ensure that marginalized populations, small businesses, and union-affiliated businesses are utilized whenever possible for purchasing and contracting.

PROJECT SCOPE AND DELIVERABLES

The selected Consultant will work with a Branding Task Force of staff, board members, and volunteers to provide a comprehensive recommendation to the organization. The selected Consultant will be given access to staff and leadership, including board members and other constituents during the course of the project. It is expected that the Consultant will seek input from those who use The DC Center’s programs and services, the greater LGBTQ+ community, and other interested stakeholders.

The project should include:

1. An evaluation of The DC Center's name, logo, tagline, colors, fonts, and associated materials, including logos;
2. An evaluation of The DC Center's new building space and program branding;
3. Stakeholder engagement in the brand evaluation (community, staff, board, advisory board of new building) to ensure we are being inclusive; and
4. IP/trademark/service mark review and guidance for new materials.

The deliverables should include:

1. New organizational branding that may include a new name or acronym, logo, tagline, colors/fonts;
2. Possible new program and building branding that is consistent with look/feel of new organizational branding;
3. A brand standards manual that will guide staff and leaders in seamlessly executing the new branding; and
4. Guidance on or templates for marketing collateral, including social media and website presence.

OWNERSHIP AND CONFIDENTIALITY

All intellectual property will become the property of The DC Center. All data remains the sole property of The DC Center. The Consultant shall agree to keep information related to this process in strict confidence, including, but not limited to, this Request for Proposals (RFP), the terms of the contract, and any confidential business information or proprietary information gathered during this project.

RESPONSE TO RFP

Responses should provide a straightforward and concise description of your ability to

meet the requirements of this RFP. Emphasis should be on completeness and clarity.

Proposals should include the following information

1. Information about the Consultant, their experience, and staff, including the following:
 - a. Consultant's legal and preferred name and pronouns, contact person and title, address, phone number, email address, type of business, and website.
 - b. Information about the Consultant's experience and expertise in working with similar organizations on similar projects, with similar scope and subject matter to this RFP.
 - c. List of all project team members (if any), each team member's qualifications, including professional biography and CV, position and responsibilities with the Consultant, experience relevant to the project, years of experience, and role in the proposed project.
 - d. Information about the Consultant's workforce, ownership diversity, nondiscrimination policies, and any information related to a commitment to The DC Center's values.
2. Three references for which the consultant has conducted one or more of the following services: branding, renaming, logo creation, trademark/IP review. Include the references' name, address, and the relevant contact person's name and title with an email address and phone number.
3. Portfolio of at least two similar previously completed projects. Portions may be redacted to protect confidential information as needed.
4. Plan to complete the proposed project, including the following:
 - a. Proposed scope of work and project approach.
 - b. Timeline for the project, including major tasks and milestones tied to activities.
 - c. Project budget to include a proposed payment schedule tied to project milestones and deliverables.

SCORING

Proposals will be reviewed and evaluated based on the following criteria:

1. Qualifications (25%)
2. Scope and Quality of Proposal (25%)
3. Work Plan (20%)
4. Budget (25%)
5. Diversity of workforce and ownership (5%)

PROCESS FOR PROPOSAL SUBMISSION AND EVALUATION

1. **Submission Due Date:** Proposals are due by 5:00 pm (ET) on Friday, January 27, 2023.
2. **Submission Address and Where to Address Inquiries:** Proposals should be submitted via email to supportdesk@thedccenter.org.
3. **Conditions of Proposal:** All costs incurred in preparing or submitting a response to this RFP are the bidder's responsibility and will not be reimbursed by The DC Center. The DC Center will not reimburse any vendor for any Proposal meeting costs incurred.
4. **Submission Instructions:**
 - a. All submissions must be delivered electronically ONLY, in pdf format.
 - b. Attachments/forms must be legible. Include relevant attachments only.
 - c. Submissions will not be returned. Excluding links to work samples, all responses, inquiries, or correspondence relating to or in reference to this RFP, and all other reports, charts, displays, schedules, exhibits, and documentation submitted by the vendors will become the property of The DC Center when received.

- d. An email acknowledgment of each submission received will be sent to the applicant.
 - e. All proposals received by the deadline will undergo a preliminary screening. Late or incomplete applications will not be accepted for review and rating. Any proposal may be disqualified if it deviates from the submission instructions in the RFP.
 - f. Additional information may be required from the selected applicant prior to the awarding of the project.
 - g. Failure to disclose any history of deficiencies or client abuse shall disqualify the applicant from award of the engagement.
5. **Reservation of Rights:** The DC Center reserves the right to request or negotiate changes in a proposal, accept all or part of a proposal, or reject any or all proposals. The DC Center reserves the right to terminate negotiation with any vendor at any time. The DC Center may, at its sole and absolute discretion, select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need. The DC Center reserves the right to disqualify any proposal that does not adhere to the RFP guidelines.
6. **Confidentiality:** If the bidder deems any material submitted to be proprietary or confidential, the bidder must indicate this in the response's relevant sections.
7. **Notification of Selection and Timeline:** The Branding Task Force will review proposals. After preliminary rating and ranking of proposals, interviews may be scheduled with finalists, particularly if two or more proposals are closely rated and/or more information is needed. References will be contacted for all finalists.

The Task Force will review and select a Consultant. The selection is not subject to appeal by an applicant. All applicants will receive written notification of The DC Center's decision regarding their proposal.

In the event no proposal is selected, The DC Center may elect to issue a new RFP to expand the pool of potential respondents.

TIMELINE

Friday, January 6, 2023	RFP release date
Friday, January 27, 2023	Deadline for submission of proposals
Monday, January 30- Friday, February 10, 2023	Evaluation of proposals by the task force
Tuesday, February 14 - Friday, March 3, 2023	Meetings with highest-ranking applicants, as applicable
Tuesday, March 7, 2023	Notice of selection of Consultant
Monday, March 20, 2023	Contract start date
Friday, June 20, 2023	Contract completion date