



PIEDMONT **HOUSING ALLIANCE**

## RENAMING AND BRAND DEVELOPMENT

Proposals should be submitted, in a PDF format, via email to:  
Simone Joye, Director of Development and Communications,

[sjoye@piedmonthousing.org](mailto:sjoye@piedmonthousing.org)

Proposal format: 12 pt. font, single-spaced;  
Maximum 5 pages.



## NOTICE OF RFP

Piedmont Housing Alliance is seeking consultancy services to develop a comprehensive brand identity. Respondents will absorb all costs incurred in the preparation and presentation of their proposal.

## OBJECTIVE

Piedmont Housing Alliance seeks brand marketing consulting services to develop a distinctive brand identity that will define and “rebrand” Friendship Court to current and prospective residents, the greater Charlottesville community, businesses, and funding sources. Friendship Court Apartments is an apartment complex currently serving 150 families – including more than 250 children – in Charlottesville, Virginia. It is in the midst of a multiyear, resident-led redevelopment process that will result in a community of 450 families.



The concept of a new name and new identity are primarily driven by the residents themselves as they seek to erode past stigma and set a future vision for the community. The unique history of Friendship Court, both its flaws and its celebrations, must inform and drive this process.

Other critical deliverables include a new name for the community, a comprehensive visual system, and a catalog of graphic assets (including environmental graphics) to accompany the rebranded identity to convey the brand message graphically and unify the development’s collateral design language. The process of exploring options must include substantial time dedicated to engaging the residents themselves – ultimately this community is theirs and the identity must reflect their aspirations.

The final piece of the branding and marketing project is developing an integrated marketing communications plan that includes overarching brand awareness efforts and guidance (but not execution) for targeted campaigns for select groups, i.e., prospective economic development targets, visitors, and residents, etc.

Piedmont Housing Alliance has received substantial media coverage for the redevelopment, has prepared a Communications Plan, and promotes the project through our website and social media.

### Friendship Court:

<https://piedmonthousingalliance.org/friendship-court/>

<https://piedmonthousingalliance.org/the-redevelopment>

<https://piedmonthousingalliance.org/resident-centered-development/>

<https://www.cvilletomorrow.org/specials/friendship-court#>

Social Media: Facebook: <https://www.facebook.com/FriendshipCourt>

**DUE DATE:** The response to this RFP must be received no later than **4 pm on Friday, March 25, 2022.** Proposals should be submitted, in a PDF format, via email to Simone Joye, Director of Development and Communications, [sjoye@piedmonthousing.org](mailto:sjoye@piedmonthousing.org) | Use the Subject Line: Branding RFP  
Proposal format: 12 pt. font, single-spaced; maximum 5 pages.

**INTRODUCTION:** Friendship Court Apartments is a Project-Based Section 8 subsidized apartment complex currently serving 150 families – including more than 250 children – in Charlottesville, Virginia.

For over 40 years, Friendship Court has been a place to call home for hundreds of families. For some, the community has been a vital steppingstone, a refuge during a financial crisis, or the first step towards self-determination. For others, especially families or individuals who depend on small, fixed incomes such as disability or social security, Friendship Court will likely continue to be a lasting home.

Currently, there is a resident-led redevelopment underway. Over the next several years, the phased redevelopment of Friendship Court will transform the current 150 townhouse units into 450 units in new apartment buildings and townhomes spread across the entire site. In addition to all the existing Section 8 units, there will be units at different levels of affordability, making Friendship Court a tiered income community.

The goal is to not only provide all current residents with beautiful new homes, but also to eliminate the isolation of Friendship Court and its residents, which negatively impacts a range of issues from accessibility of employment and wealth building opportunities to health outcomes to the perception and social well-being of residents. The redevelopment seeks to address this by providing access to greater resources and more opportunities. In addition to the new homes, there will be expanded resident-serving programs as well as new neighborhood amenities like an Early Childhood Learning Center, an expanded community garden, and a new city park.

### Major Milestones

|                   |                                  |
|-------------------|----------------------------------|
| January 2022:     | Phase 1 Groundbreaking           |
| April 2022:       | Branding strategy process begins |
| November 2022:    | Branding process complete        |
| Summer-Fall 2023: | Phase 1 opens                    |
| 2029 (estimate):  | Redevelopment complete           |

## Additional Information

- Friendship Court was originally named Garrett Square, a name still used by some its residents and in the broader Charlottesville community. Garrett Square was renamed to Friendship Court by the ownership at the time, partly in an effort to alter the negative reputation that Garrett had gained. The rebranding process was not inclusive of residents and with little else changed, the new “brand” did not significantly reduce the stigma associated with this development and its residents.
- In 2017, a robust redevelopment process was launched. A resident-led Advisory Committee was formed at that time and has driven many of the major decisions made around redevelopment.
- The redevelopment will occur in four Phases, with each phase projected to open two years after the previous one is complete.
- A portion of existing residents will move with each phase, and some new residents will move in with each phase. All buildings will have a mix of incomes.
- Friendship Court residents have expressed a strong desire for rebranding to accompany redevelopment, including a name change.

Redeveloping Friendship Court offers an opportunity for transformational investment in the lives of current and future residents. By incorporating physical spaces and programs that innovatively create platforms for shared power, build generational wealth, foster healing + wellbeing, and amplify cultural belonging + empathy, this transformation will not only impact the lives of residents but create a model regionally and nationally of what reparative community development could look like.

A cohesive shared identity is a critical component of this transformation. Through that identity, the overall brand will promote the redevelopment and serve as a portal for engagement with all partners. Much focus will be placed on the brand position and communications strategies that raise awareness and understanding about the redevelopment’s importance to a multi-cultural and generational audience.

Piedmont Housing Alliance seeks to contract with a brand development firm to create a brand initiative that does not merely look at slogans or brand marks but instead seeks to package the redevelopment of Friendship Court as an asset instrumental to improving the quality of life of residents and critical to the future prosperity of Charlottesville. Such a shared identity must communicate Friendship Court as a place or thing and as an idea or mission.

This Request for Proposal (RFP) process is intended to provide the organization with the appropriate information to properly select the best team to be our partner in a 7-month tiered contract with an opportunity for renewal should funding be available. The contract begins in April 2022 and should be completed by November 2022.

## **SCOPE OF WORK**

The selected agency/individual will work closely with members of the Friendship Court Advisory Committee, Piedmont Housing Alliance's Executive Director, staff, and consultants' team.

The RFP seeks candidates who can:

- Have experience engaging work through a racial equity lens
- Develop and deliver a strategic branding plan for the rebranding of Friendship Court and its many offerings.
- Work with a broad group of key partners and stakeholders, including the resident-led Advisory Committee, and actively engage the broader group of residents in the process.
- Have experience with successful brand hierarchy and brand adoption by entities and organizations that have (and will retain) an independent existing and embraced brand and mission.
- Have a solid portfolio of brand/graphic design experience and expertise.
- Develop a comprehensive digital and/or print asset map/guide in a format that can evolve.
- Collaborate with the organization's team to conduct a renaming process with Friendship Court residents.
- Collaborate with the redevelopment design team to create a suite of environmental graphics that can be integrated into the physical redevelopment
- Create a promotional materials brand package that the graphic designers can easily implement at Piedmont Housing Alliance. This would include design guidelines for media materials, blog posts, social media standards, promotional materials, etc.
- We are highly interested in agencies/individuals within the State of Virginia, but proposals will be accepted from across the United States.

## **RFP REQUIREMENTS**

All proposals should be submitted in PDF format via email and include the following information. If you are submitting as a team from various entities formed just for this program, please provide this information for each agency or individual represented.

### **Provide an agency overview**

1. What is unique about your firm – what sets you apart?
2. Have you purposefully engaged residents or community members as sub-clients?
3. How have you connected to racial equity-driven work in the past?
4. How will the agency or team be organized, and what are its priorities, core competencies, and core values?

### **Tell us about your talent**

1. Describe your team's structure and how your company's resources would be allocated to supply the deliverables.
2. List the experience of the key agency staff (full-time only) expected to be involved in servicing

the account. In addition, include other accounts they currently service or have in the past.

3. Are you a business owned and/or operated by BIPOC leadership?
4. Explain how staff turnover is handled and what role clients play in the process regarding replacements. How are new account team members brought up to speed on the account?

**Let us see your portfolio**

1. Please provide samples of brand development and implementation and give us a little background about each. Links may be included.

**Tell us how you work**

1. Include a brief description of the process used to develop a brand.
2. Describe how you manage your timeline for implementation and identify milestones in the project.
3. Provide references from at least three (3) clients you have worked with in the past 12 months.
4. Demonstrate your ability to work with a diverse group of key partners and members of the public, including those in marginalized communities.

**Tell us your budget range for this proposed project.** Selections will not be based solely on the budgetary cost of the proposal.

**METHOD OF SELECTION:** The selection team will identify a group or agency with the experience and knowledge necessary to develop the plan. Proposals will be evaluated on creativity, a demonstrated understanding of the project’s scope and goals, including understanding the three key themes identified earlier, ability to work within the budgeted guidelines, and results based on work produced for other clients.

**SELECTION TIMELINE**

|                  |   |
|------------------|---|
| 3/14/22          | Deadline for questions to be submitted.     |
| 3/21/22          | Responses to questions distributed.         |
| 3/25/22          | Deadline for proposals, 4 p.m. EST          |
| 4/1/22           | Finalists notified                          |
| Week of April 11 | Finalist interviews                         |
| Week of April 18 | Contract award announced. Work begins ASAP. |

**Modifications and Amendments:** Withdrawal or rejection: Piedmont Housing Alliance reserves the right to withdraw the RFP for any reason. We further reserve the right to reject part or the entire proposal. Piedmont Housing Alliance is not liable for any costs or expenses incurred by the responder or any other person or entity to prepare their proposals. Thank for your time and consideration.