



North 24th Street
Business Improvement District Association

REQUEST FOR PROPOSALS

June 9, 2025

Marketing and Branding Initiative

The North 24th Street Business Improvement District (BID) Association invites the submission of proposals from qualified marketing and branding consultant firms for the provision of marketing and branding services, including market research, strategy, branding, design, and production.

INTRODUCTION AND BACKGROUND

ABOUT NORTH 24TH STREET

North 24th Street holds an important place in Omaha's history. It is the historical center and heart of the African American community in Omaha, Nebraska.

North 24th Street was a mecca during The Jazz Age, as this uniquely American genre resounded in urban districts nationwide in the 1920s and 30s. Today the North 24th Street corridor is in transition. With a diverse arts community, rich athletics legacy, and civil rights history, the corridor has a strong cultural legacy. Outstanding venues like the Great Plains Black History Museum - one of the country's largest centers of African American culture and history, The Union for Contemporary Art, the Shirley Tyree Theatre, North Omaha Music & Arts and 13 other tourism related organizations and venues are located on North 24th Street.

The North 24th Street business corridor is undergoing a renaissance. Business Improvement District initiatives currently underway include a Streetscape Masterplan, Façade Improvement & Building Restoration program, and Streetlight Replacements. Additionally, millions of dollars in private investment are in various stages of development.

ABOUT THE NORTH 24TH STREET BUSINESS IMPROVEMENT DISTRICT

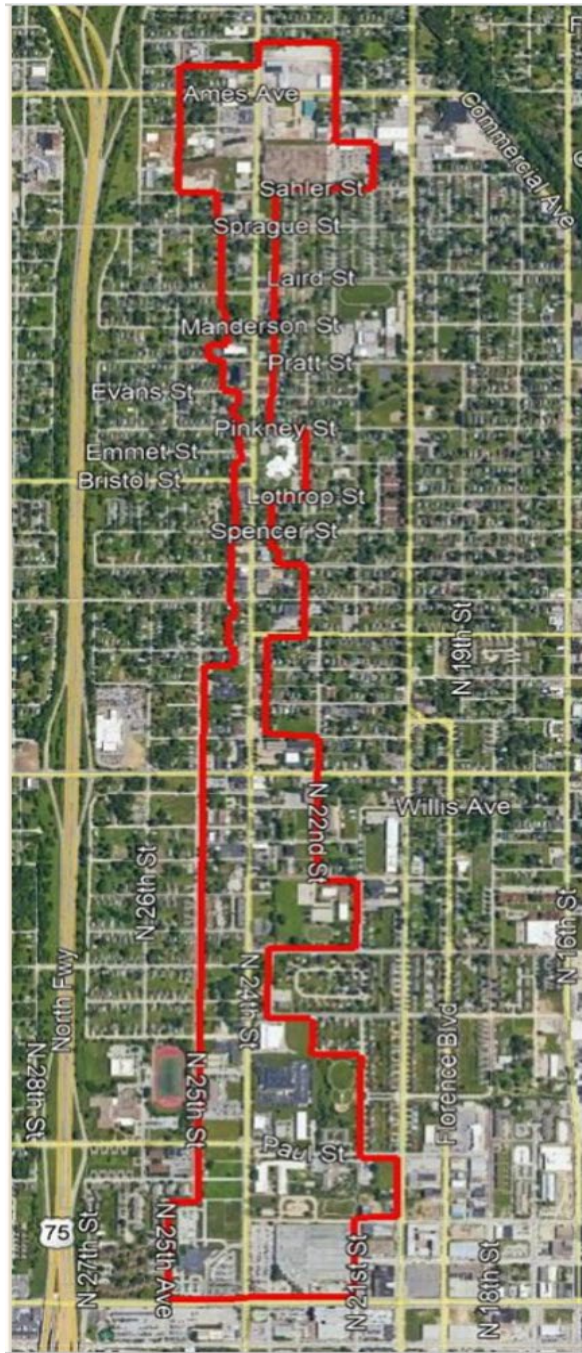
Established in 2020, the North 24th Street Business Improvement District (BID) enhances general maintenance and improvement of the physical environment and infrastructure, promotes the safety, security, and beautification of the BID area as catalysts for economic development in the area. This includes elevating the culture and history of North 24th Street to encourage economic growth through tourism. The North 24th Street Business Improvement District Association is the 501c3 administrative agent for the BID and is the solicitor and administrator for this RFP.

The district encompasses approximately 505 properties along North 24th Street - Meredith Avenue to the north, 25th Avenue to the west, Cuming Street to the south, and 23rd Street to 20th Street to the east in Omaha, Nebraska. Its core and nexus are the North 24th & Lake Streets Historic District which runs along North 24th Street between Ohio Street and Patrick Avenue and Lake Street between 26th Street and 22nd Street within the BID area.

The North 24th & Lake Streets Historic District was listed on the National Register of Historic Places (NRHP) on April 12, 2016, for its significance as a commercial center that was strongly associated with Omaha's African American community. The district includes 28 contributing buildings and five NRHP landmarks.

NORTH 24TH STREET BUSINESS IMPROVEMENT DISTRICT BOUNDARIES

2.3 Mile Corridor From Cuming Street to Meredith Avenue



192 Commercial Properties * 71 City of Omaha Properties *

177 Residential Properties * 65 Tax-exempt Properties *

505 Total Properties within the BID Area

VISION

North 24th Street is a catalyst for achieving a world class destination in community, culture and economic development of the North 24th Street BID area.

MISSION

The mission of the North 24th Street Business Improvement District (BID) is to champion the economic development, infrastructure improvement, promotion and safety of the North 24th Street BID area driven by community collaboration.

NORTH 24th STREET BID AREA STAKEHOLDERS

- Property owners and managers
- Retail
- Restaurants
- Cultural and entertainment venues
- Nonprofit organizations
- Workers
- Visitors
- Residents

WEBSITE www.north24thstreetbid.com

SOCIAL MEDIA ACCOUNTS

Facebook | <https://www.facebook.com/North24thStreetBID>

LinkedIn | <https://www.linkedin.com/North24thStreetBusinessImprovementDistrict>

CULTURAL ASSETS BRAND GOALS AND CONSIDERATIONS

In 2020, the time of its initial establishment, the BID created an organization brand and visual identification/logo. The logo has been a successful identifier and associates the organization with community progress made over the last five years.

In 2023, the BID received its re-establishing ordinance. The accompanying work plan highlighted key initiatives to undertake including consumer marketing to promote North 24th Street as a regional destination, the creation of a North 24th Street map and directory, and North 24th Street area information website.

Also in 2023, we embarked on a facilitated strategic planning process for 2024-2026. We reaffirmed the BID's vision, mission, and critical priorities in the coming years to ensure mutual success for the organization, its stakeholders, and the entire North 24th Street BID community. We also committed to leaning into a previously identified key gap for communications and marketing improvements in the current strategic plan timeframe. This includes creating distinctive branding of the cultural assets within the BID.

Completing our local ordinance re-establishment and internal strategic plan has given us a refreshed perspective and strategic focus for future direction. Branding the North 24th Street business corridor in relation to opportunities for tourism should frame the area as a destination through the lens of the ordinance renewal, internal strategic plan as well as the storied jazz history, sports legacy, and cultural relevance that distinguishes the community.

The brand should be forward looking to the next three years and beyond. In the same way the work of Forever North Multi-Modal Transportation and Housing Strategy is reimagining North Omaha, this is an opportunity to rethink the North 24th Street Business Improvement District brand in every aspect.

We desire to drive the progress of the North 24th Street BID as a premier regional destination through a refreshed narrative and creative marketing campaign that attracts residents, workers, visitors, and investment.

SCOPE OF WORK

The purpose and intent are to establish a contract with one or more qualified firms to develop a coordinated strategy to build a credible and distinctive brand for the North 24th Street BID cultural and creative assets. The branding initiative will comprise six distinct components. Interested parties are invited to submit proposals on any individual components or they may submit a proposal for the full scope of the initiative:

- i. Market Research**
- ii. Brand Strategy**
- iii. Brand Creative, Design, & Execution**
- iv. Wayfinding, Signage, & Visual Enhancements**
- v. Website Development**
- vi. Social Media Strategy**

The selected partner will be collaborative (ability to work with the BID staff, board of directors, stakeholder groups, and consultants/partner firms as needed) and have extensive experience branding companies/organizations (experience with place management organizations, community-based organizations, or nonprofits a plus).

I. Market Research

Conduct market research that will ensure the marketing strategy for the brand is based on sound data and principles. Research should consider the local and regional area and as possible, specifically the BID boundary area.

Task 1: Data Collection and Baseline Assessment

- Compile existing data on demographics, land use, real estate, and employment.
- Map existing cultural and creative assets.
- Identify relevant policies, plans, and zoning regulations.

Deliverable: Baseline conditions report with GIS and data visualizations.

Task 2 : Stakeholder and Community Engagement

Conduct interviews, focus groups, or surveys with:

- Creative professionals
- Business owners
- Community leaders
- Residents and visitors

Identify perceived needs, barriers, and opportunities.

Deliverable: Stakeholder summary report with key themes and quotes.

Task 3 : Market Demand and Competitive Analysis

Analyze market demand for:

- Cultural programming and events
- Creative workspace and production spaces
- Retail and hospitality services
- Residential and live/work housing

Evaluate competing or comparable creative districts.

Deliverable: Market demand and competitive landscape report.

Task 4: Economic and Industry Assessment

Analyze the local creative economy:

- Key sectors and employment data
- Growth trends and business ecosystem
- Linkages with other industries (tourism, education, tech)

Deliverable: Creative industry profile and economic impact overview.

Task 5 : SWOT and Strategic Opportunities

Conduct SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

Identify high-potential strategies for:

- Business development
- Placemaking and cultural programming
- Policy and funding mechanisms

Deliverable: SWOT analysis and strategy framework.

II. Brand Strategy

- a. Develop a brand platform, as well as positioning, personality, promise, differentiation, and values. This includes guidance on how best to incorporate the cultural assets in the BID.
- b. Develop a comprehensive brand that addresses relationships between demographics, events/programs, location, and the North 24th Street BID.

- c. Develop and help implement a strategy to gain community consensus for the new brand. This should include, but is not limited to, target audiences, key stakeholders, residents, business and community leaders and media. Guide new brand implementation.
- d. Develop implementable strategy for marketing, promotional, public relations, and community outreach effort, with specific details of timelines and tactics.
- e. Create a communications plan inclusive of brand rollout strategy for stakeholders and target audiences. This includes a marketing strategy inclusive of public relations and outreach, internal implementation, and external awareness.
- f. Develop standards for monitoring and measuring brand performance.

III. Brand Creative & Design

Develop the visual identity for the new brand.

- a. Create a visual identity and logo package with brand and style guidelines for its use.
 - i. Logo (full color and one color)
 - ii. Color palette
 - iii. Brand & font guidelines
 - iv. Associated visual and digital elements
- b. Inventory and assess current BID brand and collateral materials.
- c. Collateral development and production (brochures, directory, etc.)

IV. Wayfinding, Signage & Visual Enhancements

Implement a stationary wayfinding system. Update and replace decorative traffic signage, special street name signage and street light banners.

V. Website Development

Create a new website page to reflect new brand identity and incorporate into the existing BID website.

VI. Social Media Strategy

Develop an implementable strategy that reflects our organization's personality, values, and ensures consistent and distinct brand experience across all channels.

- a. Audit current channels, content and analytics.
- b. Create actionable plans to increase engagement and growth across all platforms including how to increase post-performance and strategic insights to innovative storytelling narratives.
- c. Create a content guide that includes best practices and improvement for each platform and suggestions for maximizing content.

PROJECT BUDGET

The total budget for this project will be commensurate with the scope of work and deliverables.

SUBMISSION GUIDELINES

DATES AND DEADLINES

RFP Release Date	June 9, 2025
Questions Submission Deadline	June 16, 2025
Proposal Submission Closing Date	June 30, 2025
Interviews	July 8, 2025
Winning Team Notified	July 11, 2025
Scope of Work Confirmed	July 16, 2025
Contract Signed	July 16, 2025
Project Kickoff	August 1, 2025
Anticipated Project Completion	December 31, 2025

SUBMISSION FORMAT

Electronic proposals should be submitted in PDF format to lavyonya@north24thstreetbid.com with the subject line: North 24th Street BID Marketing and Branding Campaign. Please cc che@north24thstreetbid.com

Electronic proposals must be received by **June 30, 2025 11:59 PM**

QUESTIONS & ANSWERS

Questions regarding the RFP must be in writing and should be directed to Che Barnett via email, che@north24thstreetbid.com

Questions should be submitted no later than **June 16, 2025**. All questions and responses will be shared with all proposers.

SUBMISSION CONTENT

Each of the electronic submissions shall contain the following information:

1. Cover Letter: A brief introduction to the consultant or consulting firm, highlighting relevant experience and key qualifications. (1 page)
2. Firm Experience:
 - i. General Overview: years in business, number of employees, philosophy, operating approach.
 - ii. Specific Experience: A description of services the respondent has previously provided to organizations with similar requirements to those contained herein. Identify work with similar place management organizations, if any.

- iii. **Project Team Composition:** Describe the roles of team members, including qualifications and demonstrated success in branding and/or creative development initiatives. Only include descriptions and resumes of people who will have continuous or substantial involvement in the project.
3. **General Capabilities:** Advertising, branding, public relations, collateral development, etc.
4. **Approach:** Description of the process and project elements you plan to pursue. The scope of work description may be expanded to provide further detail or modified to reflect specific procedures unique to the contractor.
5. **Cost:** Lump sum cost for all basic services described in the scope of work, as well as a breakdown of costs by task components I-VI in the scope of work and/or fee schedule.
6. **Timeline:** including discovery, visioning and execution on all deliverables, including start and end dates and phases.
7. **Clients:** Sample list of past and present clients and list of at least three (3) most relevant references providing contact names, organizational names, addresses, emails, and phone numbers.
8. **Consultants/Partner firms:** Resumes of all consultants, specialists or other firms who would be involved in the project.

SELECTION

The BID will select the respondent which, in the sole judgment of the BID, most successfully demonstrates the necessary qualities to undertake the project, offers the most cost-effective proposal, and best meets the needs and goals of the BID. The BID reserves the full right to reject all proposals if it so chooses. Under no circumstances will the BID pay any costs incurred by a respondent in responding to this RFP. The review or selection of a proposal submitted by a respondent will create no legal submission or equitable rights in favor of the respondent, including without limitation, rights of enforcement or reimbursement. The BID may choose one respondent to execute one or more aspects of the project as defined in the Scope of Services. Furthermore, the BID may choose multiple respondents to execute different aspects of the project.

SELECTION CRITERIA

Criteria on which the BID will base its selection may include, without limitation, the following:

- **Experience** – demonstrated experience in marketing, branding, graphic design, destination promotion and other beneficial expertise. The quality of the respondent's management, reputation, and references.
- **Deliverables** – depth and clarity of the services and process to deliver those services in a fashion that is manageable for the BID to implement, along with the degree to

which the proposal demonstrates the respondent's full understanding of and the ability to perform the services required by the RFP.

- Approach – quality, clarity, creativity, and the success with which the proposal(s) meet the needs and goals of the BID in the undertaking of this project.
- Cost – The cost estimates to complete the project compared to the deliverables offered.
- Relationships - Work done with the North Omaha community.

INTERVIEWS

Interviews may be held with any or all the respondents after receipt of the submissions. Interviews with the BID will be scheduled after initial review of the proposals.

REVIEW OF SUBMISSIONS

The North 24th Street BID Association will review all submissions for completeness and compliance with the terms and conditions hereof. The BID reserves the right to request additional materials, including those it may deem useful or appropriate to evaluate each respondent's qualifications and past experience, or clarification or modification of any submitted proposal. The BID will permit the correction of deficient submissions that do not completely conform to this RFP on a case-by-case basis. Submission of a proposal shall constitute the respondent's permission to the BID to make such inquiries concerning the respondent as the BID, in its discretion, deems useful or appropriate. The BID is not obligated to make any such request or to accept any unsolicited additional materials, clarification, modification, or background information. The BID may conduct discussions with some of the respondents submitting proposals and not others. The BID reserves the right, in its sole discretion, to reject at any time, any or all proposals, and to withdraw this RFP without notice.

MISCELLANEOUS CONDITIONS

The issuance of this RFP and the submission of a response by any responding firm(s) or acceptance of such response by the North 24th Street BID Association do not obligate the BID in any manner. Legal obligations will only arise on the execution of a formal contract by the BID and the firm(s) selected. The BID reserves the right to amend, modify, or withdraw this RFP, to revise any requirements of this RFP, to require supplemental statements or information from any firm, to accept or reject any or all responses hereto, to extend the deadline submission for responses thereto, to negotiate or hold discussions with any respondent and to waive defects and allow corrections of deficient responses which do not completely conform to the instructions contained herein, and to cancel this RFP, in whole or in part, if the BID deems it in its best interest to do so. The BID may exercise the foregoing rights at any time without notice and without liability to any proposing firm or any other party for their expenses incurred in the preparation of the responses hereto or otherwise. Responses to this RFP will be prepared at the sole cost and expense of the responding firm(s). No copies of materials submitted in response to this RFP will be returned.

VENDOR DIVERSITY

North 24th Street BID Association is committed to maintaining a diverse supplier and vendor base and building relationships with suppliers and vendors that reflect the diversity of the North 24th Street BID, its clients and its communities. Vendors are required to demonstrate that ownership/leadership, and personnel working on this engagement reflect the BID's diversity objectives especially racial and gender diversity. Women-Owned Business Enterprises (WBE) and Minority-Owned Business Enterprises (MBE) are encouraged to submit proposals.



BUSINESS IMPROVEMENT DISTRICT

North 24th Street Business Improvement District
P.O. Box 11943
Omaha, NE 68111