



Midtown Detroit, Inc. Comprehensive Rebrand + Website Development Request for Proposal

Midtown Detroit, Inc.
644 Selden Street, Suite 210
Detroit, Michigan 48201

DATE OF REQUEST	Monday, January 26, 2026
QUESTION DEADLINE	Friday, February 6, 2026 by 5:00 p.m. EST <i>All questions must be submitted in writing via email to admin@midtowndetroitinc.org.</i>
RESPONSE TO QUESTIONS	Wednesday, February 11, 2026 by 5:00 p.m. EST <i>All responses will be via email and posted on our website at www.midtowndetroitinc.org.</i>
PROPOSAL DUE DATE	Monday, February 23, 2026 at 2:00 p.m. EST <i>Submit proposal to Midtown Detroit, Inc. Melanie Markowicz, Executive Director 644 Selden Street, Suite 210 Detroit, MI 48201</i>
FINALIST INTERVIEWS	Beginning Monday, March 9, 2026
SELECTION + AWARD	Monday, March 23, 2026
PROJECT KICKOFF	April 2026
EXPECTED COMPLETION	6 – 8 Months from Kickoff

PROPOSALS MUST BE SUBMITTED TO THE MIDTOWN DETROIT, INC. OFFICE AT OR PRIOR TO THE EXACT DATE AND TIME INDICATED ABOVE. LATE PROPOSALS WILL NOT BE ACCEPTED.

Midtown Detroit, Inc. (MDI) expressly reserves the right to modify, add, or delete, any item(s) from the proposal it deems necessary prior to the submittal of the bids by addendum(s) to the RFP. MDI reserves the right, to accept or reject any or all items in the proposal prior to the issuance of the award; to accept or reject any or all proposals; to award the proposal in part or in total; to waive any informalities therein; or for any reason, to award the contract to other than the lowest bidder. If, either, a unit price or extended price is obviously in error and, the other is obviously correct, the incorrect price will be disregarded. All purchase orders subject to this award are to be exempt from all taxes, including state and federal taxes. Exemption certificates will be furnished upon request. All proposals shall be firm for ninety (90) days from the deadline listed above. All proposals must be submitted to the address indicated above and include one (1) hard copy original, two (2) additional hard copies, and one (1) digital copy of in a single Portable Document Format (PDF) file on a USB flash drive. Digital copies must follow this naming convention: MDI Rebranding_RFP Response_FirmName



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1.0 PROJECT VISION

Midtown Detroit, Inc. (MDI) is issuing a Request for Proposal (RFP) to seek proposals from an experienced and qualified branding and graphic design team to provide services for the comprehensive rebranding of the organization and the community we serve, including development of associated website.

Rebrand MDI: develop a master brand identity and coordinated sub-brand logos for individual neighborhoods, park spaces, and events. All sub-brands should reflect local character while fitting into a cohesive Midtown Detroit family identity.

Website Redesign: Consolidate and modernize MDI's web presence by redeveloping one unified website that combines the current nonprofit-facing site with the consumer-facing Visit Midtown site (unless proposer strongly recommends otherwise). The new site should:

- Showcase MDI's organizational work, services, and impact.
- Act as a visitor-facing hub with events, attractions, and cultural resources.
- Include a robust events calendar with public submission and admin approval workflow.
- Provide neighborhood-specific pages with maps, attractions, and business directories.
- Offer clear, user-friendly information on practical needs (parking, wayfinding, etc.).

Design Collateral: Create branded design assets including, but not limited to: neighborhood posters, illustrated maps, brochures, event banners, and social media templates.

Messaging + Storytelling: Develop authentic, engaging language to describe MDI and Midtown, avoiding jargon and ensuring accessibility. Messaging must reflect inclusivity and celebrate Midtown's cultural heritage.

Strategic Process: Lead a robust discovery process, including stakeholder interviews, workshops, and review of existing data/market research. Branding and messaging must emerge from this process, ensuring it reflects authentic community voices. Coordinate with MDI's PR team on positioning.

Midtown Detroit, Inc. is coordinating the project with the community we serve, engaging with Midtown businesses and property owners, and major community stakeholders and organizations. This project is made possible through the generous support of the Kresge Foundation.

2.0 MINIMUM QUALIFICATIONS

Proposals will only be accepted from those firms demonstrating a minimum of five (5) years of experience providing the services requested in this RFP. References that verify project experience should be provided.

3.0 TEAM QUALIFICATIONS

Successful respondents to this RFP must present a team of individuals with a diversity of skill sets in order to provide and manage all required areas of the scope of work. Qualified teams will include the following area competencies.

- Minimum of 5–10 years in branding and web development with demonstrated experience in comparable large-scale nonprofit, civic, or district-based projects.



- Must be a full-service firm with in-house capabilities in strategy, design, copywriting, web development, and project management. Boutique firms or single practitioners without demonstrated capacity will not be considered.
- Proven ability to lead community-engaged branding processes that incorporate local art, history, and culture.
- Strong technical expertise in CMS-based web development, ADA accessibility, event calendar integration, and analytics.
- Demonstrates excellent organizational, leadership, financial, and communication skills.
- Experience delivering projects within budget and on tight timelines.
- Successful experience working in an urban environment with a diverse population.
- Ability to navigate sensitive social and political realms while keeping the interests of the project goals at the forefront of communication.

4.0 MDI DESCRIPTION + CONTEXT

Midtown Detroit, Inc. (MDI) is a nonprofit 501(c)(3) dedicated to fostering community and economic development in the Midtown and New Center areas of Detroit through collaboration and partnership with local stakeholders. We work to enhance the quality of life for residents and businesses by promoting cultural and social activities, supporting small businesses, and advocating for the neighborhood's needs. Our goal is to make Midtown and New Center vibrant and welcoming places for all to live, work, and visit.

MDI initiatives cover a 3-square-mile district comprised of nine distinct neighborhoods:

- North Cass (Cass Corridor – North)
- South Cass (Cass Corridor – South)
- Brush Park
- Medical Center
- Art Center (Cultural Center)
- Wayne State University District
- New Center
- Milwaukee Junction
- Virginia Park

MDI's activities span beautification and maintenance, small business support, safety and security, urban planning and development, marketing and communications, and cultural events/programming such as Noel Night, community garden programs, free park events, and seasonal activations.

Under new leadership, MDI seeks to rebrand the organization and the community it serves to reflect the distinct vibrant culture of the Midtown community with a focus on small business, cultural activities, programming, and the MDI organization. We seek to consolidate all organizational websites into one cohesive and intuitive website that is visitor-facing and easy to update internally.

5.0 SCOPE OF WORK + DELIVERABLES

Phase 1: Brand Identity System

- Master MDI brand identity (logo, colors, typography, tone).
- Logos and sub-brand systems for nine neighborhoods and select parks and events.
- Comprehensive brand guidelines document.

Phase 2: Storytelling and Visual Assets

- Professional photography of the Midtown Detroit community.
- Videography of Midtown Detroit community.
- Process and opportunity to include local artists into design collateral.

Phase 3: Website Redevelopment

- Unified site integrating organizational and visitor content.
- Sitemap, content strategy, and wireframes.
- Event calendar with submission/approval workflow.
- Neighborhood landing pages (history, maps, attractions, events).
- Mobile-first, ADA-compliant, SEO-optimized design.
- Integration of social feeds, storytelling, and multimedia.
- CMS training and post-launch support (30–60 days).

Phase 4: Design Collateral

- Business cards, letterhead, envelopes, and presentation template.
- Neighborhood posters and illustrated maps.
- Landscaping and cleaning scope maps.
- General Midtown Detroit brochure.
- Infographic fact sheet.
- MDI Membership packet.
- MDI sponsorship packet.
- Standing event banner.
- Social media templates.
- E-newsletter templates.
- Event flyer templates.
- Event signage templates.
- Park signage.
- Flowerbed sponsorship templates.
- Branded merchandise.

6.0 PROPOSAL CONTENT REQUIREMENTS

To be considered responsive, each proposal to the Midtown Detroit, Inc. Comprehensive rebranding and Website Development Request for Proposal (RFP) must include the following information in its entirety. All pages of the submission must be numbered, excluding exhibits and other supplemental information.

Cover Letter and Table of Contents

A cover letter and table of contents must be provided with all RFP submissions. Each section of the RFP Response must be clearly identified with appropriate headings.

Signature Page (Form Attached)

An official authorized to commit the bidder to the terms and conditions of the proposal must sign the proposal being submitted. The bidder must clearly identify the full title and authorization of the designated official and provide a statement of bid commitment with the accompanying signature of the official.

Statement of Submission

In your statement of submission please include, at a minimum, the following information and/or documentation.

1. The full legal name of the bidder.
2. The location of the firm's principal place of business and, if different, the location of the place of performance of the contract; The bidder must be authorized to do business in the State of Michigan.
3. A brief description of the project team/firm, including the Federal Employer Identification Number, the type of entity (e.g., corporation, nonprofit, LLC, foreign), the State the firm is incorporated in, the age of the firm's business and the average number of employees during each of the of the last three (3) years.
4. Identify firm/project team leadership, managers and/or officers and provide their CVs.
5. Names, job titles, and professional qualifications of key personnel proposed for assignment to the project and description of experience and qualifications. Their responsibilities for completing the scope of work for the project must be identified. Resumes for staff and key leadership shall be included in the submittal as an attachment.
6. Identify any subcontractors and/or consultants to be used and their information in the same manner as the proposed assigned staff firm personnel. Describe the process used to select the subcontractors.

Respondent Performance History

1. Indicate at least three (3) relevant experiences from the last five (5) years supporting your ability to successfully manage a contract of similar size and scope. Include sufficient detail to demonstrate the relevance of the experience in relation to the proposed project scope of work. Descriptions should identify the projects by name, location, services provided, and the length of time services were provided on each, one (1) associated reference, and identification of key personnel working on the project.
2. Provide a list of professional references who can provide information regarding past performance.
3. Identify any projects in which the bidder's contract was terminated for any reason.



Examples of Work

The following examples of recent work should be submitted with the RFP Response Package as an attachment.

1. Rebranding package(s) completed by the proposed staff assigned.
2. Work samples of logos and collateral completed by the proposed staff assigned.
3. Example of a website(s) completed by the proposed staff assigned.

Project Approach + Methodology

Provide a brief narrative of project process, methodology, and community engagement approach. Please also provide a DEI statement.

Scope of Work Schedule

Provide a scope of work schedule identifying a clear timeline for the project completion, identifying key milestones, and deliverables.

Pricing + Fee Schedule

Proposals must provide a Fee Schedule and cost of all proposed services and activities. Proposals must provide a line-item breakout cost estimate to complete the project scope of work described in the RFP. MDI has budgeted approximately \$75,000 to \$100,000 for this project, inclusive of branding, design collateral, and website redevelopment. Proposals must clearly outline deliverables achievable within this budget and may include costed options or phasing strategies if necessary.

Disclosure of Interests

Proposals must include a disclosure of any interests that the bidder and any contractors and subcontractors, its officers, board members, and employees have in Midtown programs. Please identify any potential conflicts of interest should MDI enter into a contract with the bidder.

6.0 PROPOSAL SUBMISSION

Submitting Instructions and Other Key Information

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SELECTION + AWARD

Monday, March 23, 2026

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April 2026

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Proposal Disclaimers and Conditions

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All purchase orders subject to this award are to be exempt from all taxes, including state and federal taxes. Exemption certificates will be furnished upon request.

All proposals shall be firm for ninety (90) days from the deadline listed above.

Respondents are advised that no oral interpretation, information or instruction by an officer or employee of MDI shall be binding upon MDI.

Proposals shall be opened with reasonable precautions to avoid disclosure of contents to competing offers during the process of evaluation.

Evaluation Criteria + Selection Process

Midtown Detroit, Inc. will competitively select the proposal based on the following Selection Criteria. Proposals will be reviewed by a Proposal Evaluation and Review Committee, following MDI's RFP Evaluation Procedures. The process includes independent scoring, group discussion, and finalist interviews. Confidentiality and conflict-of-interest policies apply.

Project Approach and Understanding 25 Points

- Demonstrates clear and practical vision for achieving all tasks and deliverables associated with the scope of work.
- Identifies a clear timeline for project completion.
- Exhibits excellent communication skills, including clarity, organization, writing style, graphics, and design of proposal package.
- Diversity of leadership team including consideration of woman- and minority-owned business enterprises (WMBEs) and City of Detroit-based firms.



Previous Project Experience 35 Points

- Demonstrated experience successfully developing similar branding/website projects.
- Experience with community engagement that is contextual and creative.
- Experience of proposed project leaders/team members on similar projects.

Design Excellence 20 points

- Description of team leadership and commitment to high quality and exceptional design and implementation.
- Creativity, cultural resonance, and storytelling ability.

Price Proposal 20 Points

- Reasonableness and feasibility of fee, broken down into each individual project scope area.

Proposals receiving **80** or more technical evaluation points will advance to the interview stage. Final selection will be made by MDI's Executive Director and Board Executive Committee, based on Evaluation and Review Committee recommendation.

Midtown Detroit, Inc. may utilize all proposals, including pricing information, without regard to proposal's technical score to determine fair market value, when comparing and negotiating prices. MDI is not obligated to accept the lowest price proposal. Small businesses, minority-owned firms, and women's business enterprises are encouraged to apply or to serve as subcontractors. RFP Responses received will be confidentially reviewed and evaluated and may include input from authorized key project stakeholders. Proposals determined to be non-responsive to the requirements of this RFP, including instructions governing submission and format, will be disqualified unless MDI determines, in its sole discretion, that non-compliance is not substantial or that an alternative proposed by the respondent is acceptable.

MDI's review may take up to four (4) weeks after the closing date for submitting proposals. Consultants may be called for an in-person interview meeting. MDI anticipates notifying the selected Consultant of award on or about March 23, 2026.

7.0 CONDITIONS, DISCLAIMERS + DISCLOSURES

General Conditions

The selected firm shall ensure that its employees and agents conform to all Federal (OSHA), State and City safety and health regulations, and shall assume full responsibility for any violations and/or non-compliance with such regulations.

The selected firm shall ensure that all of its employees and agents abide by all safety rules and regulations, which may be promulgated from time to time by either party as they pertain to the Contractor's operations. Contractor will be responsible for regularly informing its employees of all Federal, State and or City safety regulations.

The selected firm shall comply, at all times with any and all City, State or Federal rules, regulations and laws regarding anti-discrimination and equal opportunity in employment. The selected team shall at all times maintain good order among its employees and shall ensure compliance with City rules and regulations (as such may be amended from time to time).

Ownership Rights, Credits, + Deliverables

Midtown Detroit, Inc. shall have full rights to all project materials. MDI shall have a royalty-free right to republish any materials produced under this scope of work. All photos in reports and produced as part of the scope of work must include the photographer name, date, and a caption. Digital copies of collateral submitted to MDI shall include one (1) copy in a raw design format and one (1) copy in Portable Document Format (PDF).

Standards and Other Conditions

- *Independent Contractor:* The Contractor agrees to perform the work described in the quotation as an independent contractor and not as a subcontractor, agent, or employee of MDI.
- *Revisions to Original Contract:* MDI shall have the right to make any changes in or delete services from the work described in the contract and may direct the contractor to perform extra work and the Contractor shall implement such changes and perform such extra work. Should any such change increase, decrease or affect the amount or character of services required in the contract, the price shall be adjusted accordingly. The amount of increase or decrease, if any, in the price shall be determined by agreement between the Contractor and MDI.
- *Standards of Work – General:* All services shall be performed to the highest standard and in accordance with all Federal, State and City laws. The Contractor will be responsible for ensuring that its staff is familiar with and accomplishes the functions and tasks as outlined in the RFP.
- *Rejection of Quotation:* The award will be made to that responsible vendor whose quotation, conforming to this Request for Proposal, will be most advantageous to MDI, price and other factors considered. MDI reserves the right to reject any and all responses to this RFP, in whole or in part, and to waive informalities and minor irregularities in quotations received.
- *Contract:* MDI's award of any proposal is subject to and conditioned upon execution of a formal agreement for products and services between the successful bidder and MDI. In submitting a proposal, the bidder acknowledges that the contents of the RFP will become incorporated within any formal agreement. This RFP does not include every term and provision which shall be included in the formal agreement. In the event that the bidder fails to execute the formal agreement within 14 days of its presentment, MDI may reject the selected bidder, and proceed to accept another qualified proposal, or reject all proposals. A copy of a bidder's suggested terms and conditions may be submitted with bidder's Proposal, however, neither MDI's acceptance of any proposal nor award of any contract pursuant to this RFP shall be construed as any definitive acceptance by MDI of Bidder's suggested terms and conditions. In the event of a conflict in terms, the order of precedence to resolve the conflict will be as follows: Michigan State law, the terms and conditions of the signed contract, the terms and conditions of the RFP, and last, the Bidder's Proposal.

Contractor Responsibilities

- The contractor must furnish any and all bonding and insurance documents required and be able to comply with all terms and conditions stipulated in the Contract documents.
- The contractor will furnish all supervision, labor, tools, materials, and equipment required to complete the scope of work.
- The contractor will furnish MDI a list of the names and supervisor(s) who will be assigned to this project.
- The contractor must have the skill, and ability to conscientiously, and promptly fulfill the Agreement and shall provide all work required for the development in a professional manner.

- The Contractor shall supervise and direct the work competently and efficiently, devoting such attention, skills and expertise as may be necessary to perform the work in accordance with the Contract documents. Contractor shall be solely responsible for the means, methods, techniques, sequences and procedures. Contractor shall be responsible to see that the finished work complies accurately with the Contract documents.

Insurance

The Contractor shall obtain, maintain, and provide Midtown Detroit, Inc. with a certificate of insurance that complies with the following:

- Name of the insured appearing on the certificate as the insured must match the name on the Contractor’s license to perform the services.
- Insurance Coverages:
 - The Certificate of Insurance shall contain coverage, limits, and endorsements that are in full force and effect as follows:
 - *Worker’s Compensation and Employer’s Liability*

Workers’ Compensation Limits	Michigan Statutory
Employers’ Liability Limits	\$500,000 Each Accident
	\$500,000 Each Employee, Injury by Disease
	\$500,000 Policy Limit, Injury by Disease
 - *Commercial General Liability*

Limit of Liability	\$1,000,000 Each Occurrence
	\$3,000,000 for any Number of Claims arising from any One Incident
 - *Automobile Liability*

Residual Liability Limit	\$1,000,000 Each Accident
Personal Injury Protection	Michigan
Property Protection	Michigan
Coverage shall apply to any auto, including owned, non-owned, and hired. There shall be no Contractual Liability exclusion.	

There shall be no services completed or contractual liability exclusion. The Consultant will require its subcontractors to maintain the same coverages shown above.

This insurance requirement shall include the specific coverage and be written for not less than the limits of liability and coverages provided herein or in the supplementary Condition, or required by law, whichever is greater. The general liability insurance shall include completed operations insurance. All such insurance shall contain a provision that the coverage afforded will not be cancelled, materially changed or renewal refused until at least thirty (30) days prior written notice has be given to MDI. All such insurance shall remain in effect until final payment. Please provide a certificate of insurance detailing your coverage which meets the above requirements.



SIGNATURE PAGE

The individual signing below certifies:

1. They are fully authorized to submit this Proposal on behalf of the Bidder in response to Midtown Detroit, Inc.'s Comprehensive Rebranding + Website Development Request for Proposal, including all assurances, understanding and representations contained within it which shall be enforceable as specified.
2. They have been duly authorized to act as the official representative of the bidder, to provide additional information as required and, if selected, to consummate the transaction subject to additional, reasonable standard terms and conditions presented by Midtown Detroit, Inc.
3. This Proposal was developed solely by the Bidder indicated below and was prepared without any collusion with any competing bidder or Midtown Detroit, Inc. employee or Board Member and Bidder has not entered into any type of agreement of any nature to fix, maintain, increase or reduce prices or competition regarding the items covered by this Proposal.
4. The content of this Proposal has not and will not knowingly be disclosed to any competing or potentially competing bidder prior to the proposal opening date, time, and location indicated.
5. No action to persuade any person, partnership, or corporation to submit or withhold a Proposal has been made.

Name:

Title:

Company Name:

Address:

City/State/ZIP:

Phone Number:

Email Address:

Signature _____ Date _____