

EXPERIENCE-BASED PRODUCT DEVELOPMENT AND MARKETING

Scope of work

REQUEST FOR PROPOSAL

OREGON CITY ECONOMIC DEVELOPMENT DEPT.

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ROTATOR is a studio of artists, designers and strategists, specializing in building communities. We believe that the creative mindset has the ability to transform trajectories and community outcomes. We have a strong track record of applying our problem-solving skillset to the most complex challenges and we're looking for people we can help.

PROJECT APPROACH & SCOPE OF WORK

We understand this project is to develop the design, execution, and promotion of a unique and compelling visitor experience for Oregon City. We believe the outcome of this project, if successful, will be to increase interest in the city, the unique elevator experience and to create conditions that will encourage visitors to linger longer and contribute more dollars to the Oregon City economy. To achieve this outcome, we propose a scope of work that includes extensive engagement with stakeholders, an updated assessment of the area's character-defining features specifically as it relates to the elevator aspect, and a final deliverable of an event-based strategy that entices visitors to experience the full vitality that Oregon City has to offer. We anticipate breaking the project down into these four processes: Stakeholder and Community Engagement, Assessment and Ideation, and Implementation and Execution, and Promotion. These processes will overlap.

ROTATOR will have dynamic involvement throughout this project. ROTATOR's successful track record with community engagement allows us to ensure that the strategy and solution are easy to understand for individuals who will engage with this one-of-a-kind experience.

PROCESS 1

Stakeholder and Community Engagement

ROTATOR will participate in the community engagement element of the project. This part will be critical to ensure that the final experience design is effective and compelling and that stakeholders feel included in the process. We will work with the City and other identified critical voices to understand the key variables that will lead to successful solutions. We will also develop a draft of responsibilities and expectations for the desired outcomes from the beginning. We want to respect the time of stakeholders while ensuring any meetings are productive. We envision at least 2 meetings for the engagement process, but anticipate early follow up conversations with some stakeholders on an individual basis, depending upon their expertise.

We anticipate the following tasks associated with Process 1 – Stakeholder and Community Engagement:

INITIAL MEETING AND STAKEHOLDER CONVERSATIONS

We will meet with appropriate stakeholders to discuss their expectations for the project and to begin to identify key voices to include in the process. We will draft the stakeholder responsibilities/expectations.

KICK-OFF WORKSHOP

This will be a meeting with the stakeholder group to identify desired outcomes, current ideas, what has worked and what has failed, if anything. There are a lot of exciting things happening in Oregon City and we want to understand the synergies of these variables.

FOLLOW UP CONVERSATIONS WITH STAKEHOLDERS

We will follow up with individual calls to make sure all significant input has been gathered and added to the list of goals and outcomes. Often times people have thoughts once the topic has been introduced and we want to make sure all those great ideas are gathered and considered.

DELIVERABLE 1:

Memo Summarizing Initial Meeting(s) with Stakeholders

ROTATOR will submit a memo after we have had our various meetings with the stakeholders, summarizing our efforts to date and the content of those meetings as well as our assessment of the area's character features and opportunities in regards to this project.

PROCESS 2*Assessment and Ideation:*

After determining the district’s character-defining features, Desired outcomes and influencing factors, ROTATOR will begin the ideation process using these variables to create a broad swath of possible solutions to the creative problem-solving issue at hand. As we develop these open-ended ideas, the better ones will begin to distill and reveal their potential. These new potential solutions will consider the spectrum of styles and visual language from the mid-century design of the elevator, the connection to the Oregon Trail, the Mills and character-defining architectural details, storefronts, and streetscape that all add up to a uniquely differentiating style from other municipalities in the region. The best ideas that emerge will be refined and enhanced.

We anticipate the following tasks associated with Process 2 – Assessment and Ideation:

BRAINSTORMING AND CONCEPTING

ROTATOR will exhaustively explore a full range of concepts, ideas and solutions that have the potential to effectively engage community, particularly in the 25-34 age range, but also with a broad demographic appeal..

REFINE LEADING IDEAS

ROTATOR, after extensive ideation, will distill the collection of ideas into a short list of the solutions with the greatest potential.

3-5 BEST OPTIONS

ROTATOR will present the leading ideas to the stakeholder group. Through two rounds of refinement, we will finesse and adapt these concepts to a specific implementation strategy and plan of execution.

DELIVERABLE 2:*Presentation of Best Options*

ROTATOR will present a range of best solution concepts that have been refined and ready for final review. This will ensure the level of detail executed meets expectations. This will also be an opportunity to discuss, with the stakeholder group, the ideas for final implementation to be included within the solution.

PROCESS 3*Implementation and Execution*

ROTATOR will deliver the design, strategy and total solution for the experience-based marketing product for Oregon City. We will create the physical implementation of the approved solution/experience. Depending on the final form of these experiential implementations, we will accompany the physical solution with documentation to equip all involved with how best to rollout the solution and how best to leverage the opportunity. ROTATOR puts a high priority on how the intended audience as well as the local community interacts with the final implementation, with the goal of clear and concise conveyance of the quality and character of the district and the resulting satisfaction of an experience that energizes the participants to eventually leave with positive feelings that prompts them to share organically through social media and word of mouth. The desired outcome of this experience-based solution is to both inspire stakeholders as to how they can leverage the historic character of the neighborhood and create a framework that helps them succeed as the area grows and flourishes.

We anticipate the following tasks associated with Process 3 – Implementation and Execution:

DESIGN REFINEMENT

ROTATOR will develop the final design for the technical implementation of the approved solution, documenting all necessary elements that support this experience.

IMPLEMENTATION STRATEGY

ROTATOR will manage full production and execution of the physical aspects of the solution, based on an approved implementation strategy.

EXECUTION

Execution will likely have multiple facets which may include such things as printed materials, physical installations, activity-based processes, guidelines, digital/interactive elements, and mobile-friendly aspects.

DELIVERABLE 3:

Full execution of design concept into actionable physical form

ROTATOR will oversee the final implementation of strategy and execution of all physical aspects of the approved plan.

PROCESS 4*Promotion*

A critical factor in implementation of this experience-based solution is the promotion that allows this to take hold in the minds of our intended audience and to create the desired response which will encourage those visitors to take action and to linger longer, contributing more dollars to the Oregon City economy.

We anticipate the following tasks associated with Process 4 – Implementation and Execution:

DELIVERABLE 4:

Develop/Design Print Promotions

ROTATOR will create compelling print promotional pieces that will have the intended result of drawing people in and exciting them about the potential of visiting Oregon City.

Create Social Media Strategy

ROTATOR will create the social media strategy and assets necessary to promote this experience via this medium. This could include motion graphics animated gifs, facebook posts, instagram content, mail chimp efforts and similar strategy elements.

While the exact duration of this project depends on a number of factors, ROTATOR believes a six-month timeframe is appropriate.