

# **Village of Clemmons**

## **Notice for Request for Qualifications - Proposals: Communications or Public Relations Consultant**

### **Announcement**

The Village of Clemmons is seeking qualifications and proposals for the development and administration of a communications plan. The plan's objectives are to 1) educate the community about fiscal projections and their potential impact upon future budgets, service levels, and capital projects, and 2) solicit and provide detailed summary regarding community's feedback on the plan's projections.

The specific plan methodologies, content, and feedback mechanisms have not been determined and will depend partly upon recommendations provided by the consultant chosen for this task. Therefore, information that demonstrates knowledge and expertise with public relations and communications involving general local governmental policy-making, revenue streams, service levels, and budgeting will enhance favorable consideration in the selection process.

Background information: The Village of Clemmons incorporated in 1986. Viewed as a quality place to live, the village experienced moderately strong growth in the last 23 years and currently has a population of 18,000 within 12 square miles. Approximately 75% of the tax base is residential based and 25 % is commercial. Historically, a policy of limited government services has allowed the village to maintain a very low property tax rate of less than ten (.10) cents per one hundred dollar valuation. Recent planning efforts include a new Transportation Plan and Comprehensive Development Plan as Clemmons prepares for future development, addresses mobility issues, and considers increased services. Clemmons' charter contains a cap of fifteen (.15) cents per \$100 valuation on its tax rate which can only be changed by voter referendum. The governing body wishes to emphasize a 'listening' philosophy relative to our residents in determining the community's future strategy when considering projected financial conditions. This 'listening' philosophy shall provide a two-way learning environment that manages the education between Village Council and citizens.

The consultant chosen will work with Village staff and elected officials to determine plan content.

Proposals should include activities and costs to deliver understanding of:

- The historical Clemmons Village "quality of life" policy
- Village past history and successes (to gain public trust) to go forward
- The deliverables to maintain agreed upon "quality of life" as defined by "the highest quality of life for the best value of any community across the state"
- Communication strategies other municipalities have used to articulate information about fiscal issues.

Activities should include contact and conversations with:

- Members of the Council with special emphasis on members of the Communications sub-committee
- Key Community Leaders
- Broad range of community stakeholders and citizens

Project Completion: A 4-5 month timeline is anticipated. Deliverables should include:

- A simple and repeatable message that the village can use to "brand" understanding of key fiscal issues and solutions
- Recommended measures to benchmark community understanding of fiscal concerns and issues.
- A summary report of the themes, understanding and most supported recommendations emerging from conversations with community leaders and stakeholders

Inquiries and requests for additional information should be directed to Megan Ledbetter, Planner in the office of the Village Manager. Phone: 336-766-7511 e-mail: [mledbetter@clemmons.org](mailto:mledbetter@clemmons.org). Consultant to be identified within 30 days of closing deadline. Please go to [www.clemmons.org](http://www.clemmons.org) for additional information.

**Deadline:** Proposals will be accepted through 5 pm on July 16, 2010.

**Address :**

The Village of Clemmons

**Attention: Megan Ledbetter, Planner**

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