

**TOWN OF CORNWALL &  
VILLAGE OF CORNWALL-ON-HUDSON  
Orange County, New York**

**REQUEST FOR PROPOSALS FOR A NEW YORK FORWARD  
PROJECT CONSULTANT FOR PREPARATON OF A  
MARKETING, BRANDING, AND WAYFINDING STRATEGY**

The Town of Cornwall and the Village of Cornwall (hereinafter collectively “Cornwall”) have received funding through the New York Forward program to prepare and implement a Marketing, Branding, and Wayfinding Strategy. The project and its scope are detailed in the Strategic Investment Plan which may be viewed at the following link:

[NYF 1 Cornwall Strategic Investment Plan.pdf](#)

The Marketing, Branding, and Wayfinding Strategy will include a plan for branding and destination marketing of Cornwall, and a wayfinding program that will attract visitors to Cornwall, inform them about Cornwall’s attractions, and direct them to local points of interest and facilities. Through this Request for Proposals (“RFP”), Cornwall is seeking a project consultant to assist in preparation of the Marketing, Branding, and Wayfinding Strategy.

The project consultant will develop a written plan setting forth Cornwall’s Marketing, Branding, and Wayfinding Strategy. Particularly, the project consultant is expected to propose means of using social media and other types of public communication to achieve the aforesaid goals of the Marketing, Branding, and Wayfinding Strategy. The written plan should set forth a “Toolkit” and budgets to support Project activities.

As is more fully stated below, the work of this RFP includes, but is not limited to:

- Meeting with Cornwall and conducting community research and making contact with stakeholders to consider community engagement on the subject.
- Preparing a marketing plan and a branding plan including: content creation, marketing actions, design and implementation, and budgeting recommendations; and
- Preparing a wayfinding plan setting forth proposed measures, and a budget for such measures, to inform people about Cornwall’s attractions, and direct them to local points of interest and facilities.

## **Scope of the Work:**

### **A. Branding**

Cornwall enjoys a unique place in the Hudson Valley and, in fact, in the State of New York as the birthplace of the environmentalist movement. Cornwall has a large amount of preserved open space by virtue of the Black Rock Preserve and Storm King State Park. Cornwall also has substantial cultural resources in that, among other things, the Storm King Art Center is located in Cornwall and the Westpoint facility borders Cornwall. Additional information about Cornwall can be found in these links to the Comprehensive Plans of the Town and the Village respectively:—

Town Comprehensive Plan:

<https://cornwallny.gov/Community/Government/Comprehensive-Plan-Committee>

[Microsoft Word - adopted comp plan 2019.docx](#)

Village Comprehensive Plan:

[Comprehensive Plan Committee](#)

Cornwall's branding efforts should include a unified strategy for a new municipal logo, tag line, and other flexible imagery for various applications which capture and portray Cornwall's identity graphically and succinctly.

### **B. Marketing**

The Marketing Strategy should propose a unified strategy by which Cornwall can promote its economic drivers such as: tourism, recreation (i.e., hiking, biking, etc.) local arts, culture, restaurants, history, and points of interest. The Marketing Strategy should include current user/visitor data, and target audiences. The Consultant should conduct community outreach and contact stakeholders for input on the marketing strategy. The Consultant should develop marketing materials that incorporate the branding design such as postings, advertisements, posters / banners, videos, tourism brochures / publications. The Consultant will also work with Cornwall to identify where and how marketing information should be added to the Town and Village websites.

### **C. Wayfinding**

The Wayfinding Plan should include an audit of existing signage and recommendations for the use of effective signage and visual cues. The signage should promote Cornwall's goals of improving navigation through the Town and the Village, supporting economic development, visually connecting the Town and the Village in regard to downtowns, parks, and destination points. The Consultant shall conduct site visit(s) to identify existing signage in Cornwall, prepare a report on wayfinding destinations and points of interest in Cornwall, develop a signage theme with types of new signage, approximate number of signs, and a general plan for placement of new signage (including removal and replacement of existing signage).

### **Content of RFP Response:**

The following must be included in the proposal submission:

- **Project Approach Summary Statement:** Respondents will provide a one (1) page statement summarizing the intended approach to Marketing, Branding and Social Media. Respondents will provide a separate one (1) page statement summarizing the intended approach to wayfinding.
- **Project Experience Profile:** Provide a description of work prepared for similar projects with graphic representations. If a sub-consultant is part of the team, describe their approach and experience with similar projects.
- **Personnel Descriptions:** A description of the Consultant's team members (including any sub-consultants), and a description of their role in the project. This description should identify the Project Manager who will be the primary contact person overseeing daily operations and the lead designer for the work.
- **References:** A minimum of 3 professional references for similar project work completed within the past 5 years. Provide the name, phone number and email address of each professional contact.
- **Fee Proposal:** Respondents will provide a fee proposal providing a fixed amount of compensation and a breakdown of how the fee was calculated based on the anticipated work.
- **M/WBE Participation:** The consultant must demonstrate how they intend to meet the required 15% MBE and 15% WBE participation requirement pursuant to NYS Executive Law Article 15-A and 5NYCRR Parts 142-144. An on-line catalogue of M/WBE certified contractors is at:  
<https://ny.newnycontracts.com/FrontEnd/SearchCertifiedDirectory.asp?XID=8235&TN=ny>

### **Submission:**

All submissions must be addressed to:

Town Clerk  
Town of Cornwall Town Hall  
183 Main Street  
Cornwall, New York 12518

Proposals will be accepted until 12 PM EST on November 17, 2025 at which time all responses shall be publicly opened and the names of each respondent will be read aloud. Proposals received after the noted time and date will not be accepted and will be returned to the respondent

unopened. It is the responsibility of the respondent to see that any proposal submitted shall have sufficient time to be received by Cornwall prior to the opening date and time noted above. The receiving time at the Town Clerk's Office will be the governing time for acceptability of all proposals. Sealed qualification packages may be received by Hand Delivery, U.S. Postal Service or Overnight Carrier Service. Qualifications will not be accepted if sent by facsimile (fax) or e-mail.

**SELECTION PROCESS:**

The Town Board and the Village Board shall review all proposals and determine which, if any, of the Consultants they wish to interview. Interviews shall be conducted either in person or via Zoom or like electronic video platform as Cornwall may direct, after which a preferred firm will be selected by Cornwall to enter into contract negotiations. As the contract at issue is for professional services, the determination of whom to retain shall be wholly and solely committed to Cornwall's discretion. However, in general, the criteria which will be considered in reaching its determination will include, but is not be limited to, staff experience/qualifications, past work performance, experience with the type of project in this RFP, and fee structure.

If contract negotiations with the selected respondent are unsuccessful, Cornwall reserves the right to enter into contract negotiations with such other respondents as it may choose. Cornwall is under no obligation to contract with any party that responds to this RFP.

**RESERVATION OF RIGHTS:**

Cornwall reserves the right to reject any or all proposals received in response to this RFP, to waive any irregularities in proposals received, to request clarification and/or additional information during the evaluation process, to amend or cancel this RFP and to re-advertise for new proposals. By submitting a proposal, the respondent hereby authorizes Cornwall to contact references and make such further investigations as may be in the best interest of Cornwall.

**QUESTIONS:**

Questions related to this RFP are to be submitted in writing to the Town Supervisor via e-mail at [supervisor@cornwallny.gov](mailto:supervisor@cornwallny.gov).