

Cover Page

CITY OF LOCKHART, TEXAS

RFQ/RFP 2026-08



REQUEST FOR QUALIFICATIONS / PROPOSALS FOR
Destination Brand Strategy & Development

SOLICITATION DATE ISSUED:

July 23, 2026

RFQ SUBMITTALS DATE DUE:

August 14, 2026, 3:00 p.m.

RFP SUBMITTALS DATE DUE:

September 18, 2026, 3:00 p.m.

DEPARTMENT CONTACT FOR QUESTIONS:

Tiffany Hutchinson-Padilla
Downtown and Tourism Director
tpadilla@lockhart-tx.org

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**RFQ/RFP # 2026-08 Invitation for Qualifications and Proposals
Destination Brand Strategy & Development
City of Lockhart, Texas**

The City of Lockhart is soliciting Statements of Qualifications (SOQs) and proposals from qualified individuals, firms, or corporations to provide:

Destination Brand Strategy & Development Services

This solicitation will be conducted through a two-phase selection process. Phase One consists of the submission and evaluation of Statements of Qualifications. Selected firms may then be invited to participate in Phase Two and submit a detailed proposal.

Mark envelope in the lower left corner with the corresponding RFQ/RFP Number; and name project, so the SOQs/proposals will not be opened until the appointed hour.

Mailed SOQs/proposals must be received as 1 (one) original and 3 (three) copies, prior to the closing date and time to be considered. Mailed SOQs/proposals must be submitted in sufficient time to be received and time-stamped at the above location on or before the published date and time shown on the RFQ/RFP. The City of Lockhart is not responsible for delays caused by the U.S. Postal Service, couriers, or any other delivery method. Proposals received after the published time and date cannot be considered and will be returned unopened.

- A sealed submission may be submitted by courier or hand-delivered to the Economic Development/Tourism Office.
- A **digital copy must** be submitted; however, a digital submission cannot be emailed.
- Faxed submissions will not be accepted.

All courier-delivered or hand-delivered submissions must be delivered to:

215 E. Market Street.,
Lockhart, Texas 78644

All mailed proposals must be mailed to:

P.O. Box 239,
Lockhart, Texas 78644.

If you have questions regarding the preparation of your SOQ/proposal or for technical questions, you may contact the Department Contact on the cover page. All questions must be submitted in writing.

GENERAL CLAUSES AND CONDITIONS

Two-Phase Selection Process: This solicitation will be conducted as a two-phase selection process. In Phase One, interested firms shall submit a Statement of Qualifications (SOQ) in accordance with the requirements of this solicitation. The City will review and evaluate the SOQs and may select a shortlist of the most qualified firms to advance to Phase Two. Only firms selected by the City following the Phase One evaluation will be invited to submit a detailed proposal in response to the City's project requirements. Advancement to Phase Two does not guarantee contract award, and the City reserves the right to reject any or all submissions at any stage of the selection process.

1. **Protection of Resident Workers:** The City of Lockhart actively supports the Immigration and Nationality Act (INA), which includes provisions addressing employment eligibility, employment verification, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verification Form (I-9). The Contractor shall establish appropriate procedures and controls so no services or products under the Contract Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment.
2. **Laws and Ordinances:** The Contractor shall at all times observe and comply with all Federal, State and local laws, ordinances and regulations which in any manner affect the Contract or the work and shall indemnify and save harmless the City against any claim arising from the violation of any such laws, ordinances and regulations whether by the Contractor or his employees.
3. **SOQ/Proposals** will be received and publicly acknowledged at the location, date and time stated above. Only the name of the respondents responding to this request for proposal shall be released at the proposal opening. Other information submitted by the respondent shall not be released by the City during the proposal evaluation process or prior to contract award. At no time will confidential information, as noted by the respondent, be released.
4. Respondents claiming M/WBE status should attach official documentation from the State of Texas or another qualified certification agency. This information is requested for informational purposes only and will not affect the award.
5. A completed W-9 form will be required within five business days by the apparent most qualified respondent once notification has been received.
6. In submitting an offer, respondent certifies that they have not participated in nor have they been party to any collusion, price fixing or any other illegal or unethical agreements with any company, firm or person concerning the pricing offered.
7. The attached Non-Exclusion Affidavit must be signed, notarized and submitted with bid proposal.
8. A representative of the responding entity who is authorized to enter into contract on behalf of the proposing entity must manually sign applicable submissions in ink. The person signing the proposal must indicate his/her title along with signature. Submissions received without proper signature will not be considered.
9. Any ambiguity in the bid proposal as a result of omission, error, lack of clarity or non-compliance by the respondent with specifications, instructions and all conditions shall be construed in favor of the City.
10. The City of Lockhart reserves the right to reject any or all Statements of Qualifications or proposals, waive formalities and to make an award as deemed to be in the best interest of the City. No proposal may be withdrawn within forty-five (45) days after date of opening.

11. This Contract may be terminated at any time with thirty-(30) days written notice by either the City of Lockhart or successful respondent.
12. The City is not liable for any costs incurred by respondents in replying to this solicitation. This includes costs associated with determining the nature of the solicitation, preparing or submitting an SOQ or proposal, participating in interviews or presentations, negotiations, or any other costs incurred in connection with the selection process.
13. Respondents shall complete all information requested and blanks provided shall be filled in on the provided forms. Failure to provide all requested information may result in the submission being deemed non-responsive.
14. The City is exempt from all sales and excise taxes.
15. The City of Lockhart reserves the right to evaluate deviations from the requirements of this solicitation. Any exceptions or deviations must be clearly identified and fully explained in the respondent's submission. Failure to disclose material deviations may result in the submission being deemed non-responsive.
16. It shall be understood that all SOQs, proposals, responses, inquiries, correspondence, reports, and supporting materials submitted in connection with this RFQ/RFP shall become the property of the City and will not be returned. The City will use discretion with regard to disclosure of proprietary information contained in any response but cannot guarantee information will not be made public. As a governmental entity, the City is subject to making records available for disclosure.
17. All restrictions on the use of data and all information claimed to be confidential or proprietary must be clearly identified in the respondent's submission. Proprietary information submitted in a proposal, or in response to the RFQ/RFP, will be handled in accordance with the Texas Open Records Law and other applicable state statutes.
18. It is the respondent's responsibility to check for any addenda that might have been issued before the proposal closing date and time.
19. Following each applicable submission deadline, the City's evaluation and clarification process will commence. Submissions will be evaluated in accordance with the criteria identified in this solicitation. The City may request additional information, clarification, interviews, presentations, or other materials as part of the selection process.

Financial terms will not be the sole determining factor in the final award. The City will consider the evaluation criteria described in this solicitation, along with any other factors the evaluation team determines may affect a firm's suitability to meet the City's project requirements. Submission of an SOQ or proposal constitutes acceptance of the City's evaluation and selection process.

SPECIAL PROVISIONS

1. DISCLOSURE OF CONFLICT OF INTEREST AND COMPLIANCE WITH ALL OTHER APPLICABLE LAWS

- a. Respondent shall at all times observe and comply with all Federal, State and local laws, ordinances and regulations including all amendments and revisions thereto, which in any manner affect Bidder/Respondent or the services and/or items to be provided, specifically and not limited to any laws relating to conflicts of interest. In particular, Bidder/Respondent is put on notice that City will require compliance with Chapter 176 of the Texas Local Government Code (hereinafter referred to as the "Act") requiring any person who contracts or seeks to contract with the City to disclose potential conflicts of interest as defined in the Act by completing the Conflict of Interest Questionnaire included in this bid proposal and returning it to the City in accordance with the provisions of the Act. Failure to comply with any applicable laws, including the provisions of the Act, may result in: i) the forfeiture by Bidder/Respondent of all benefits of the Contract; ii) the retainage by City of all services performed by Bidder/Respondent, and iii) the recovery by City of all consideration, or the value of all consideration, paid to Bidder/Respondent pursuant to any awarded contract.
 - b. The attached Conflict of Interest Questionnaire shall be submitted with the SOQ/bid proposal submittal. It is the responsibility of the vendor to submit the form.
2. The successful respondent's rights and duties awarded by the contract may not be assigned to another without written consent of the City signed by the City's authorized agent. Such consent shall not relieve the assigned of liability in the event of default by the assignee.
 3. Any deviations from specifications and alternate proposals must be clearly shown with complete information provided by the respondent. They may or may not be considered by the City.
 4. No oral statement of any person shall modify or otherwise change, or affect the terms, conditions or specifications stated in the resulting contract. All change orders to the contract will be made in writing and shall not be effective unless signed by an authorized representative of the City.
 5. The City shall have the right to modify this order subject to an adjustment in the price in accordance with the applicable provisions of the purchase order, if any, or pursuant to mutual agreements. No agreement or understanding to modify this order shall be binding on the City unless it is in writing and signed by an authorized representative of the City.

6. The City reserves the right to require additional technical and pricing information and negotiate all elements which comprise the Vendor's proposal to ensure that the best possible consideration be afforded to all concerned. The City reserves the right to accept all or part of any proposal, to reject any or all proposals and to re-solicit for proposals.
7. The following RFQ/RFP Schedule of Events represents the best estimate of the schedule the City will follow. The City plans to meet the dates described below. If a component of the schedule is delayed, it shall be anticipated that the remaining components will be delayed by a similar number of days. Any significant change to the schedule will be published via RFQ/RFP Addendum.

ANTICIPATED PROCUREMENT SCHEDULE

The anticipated procurement schedule for this two-phase selection process is provided below. Because of the condensed schedule between notification of selected firms and the Phase Two proposal deadline, firms are encouraged to prepare proposal materials in advance.

Event	Date
Solicitation Published	July 23, 2026
Deadline for All questions- must be submitted via email	August 5, 2026, 5:00 p.m.
SOQ Submission Deadline	August 14, 2026, 3:00 p.m.
Public Opening/Acknowledgment of SOQs Time and Location	Immediately after deadline Large Conference room 105 S Colorado St Lockhart, TX 78644
Evaluation of SOQs	August 17, 2026
Interviews with Selected Firms	August 24 –September 4, 2026
Notification of Selected Firms to Submit Proposals	September 9, 2026
Proposal Submission Deadline	September 18, 2026, 3:00 p.m.
Staff Evaluation of Proposals	September 21, 2026
Staff Presents Recommendations to Advisory Board	September 21 – October 2, 2026
Selection of Firm(s) to proceed to Council	October 2, 2026
City Council Approval	October 21, 2026
Tentative Start Date	October 22, 2026

8. Respondents shall complete the following required documents as applicable to this solicitation. Failure to include required forms may result in the submission being deemed non-responsive.

DISCLOSURE OF CERTAIN RELATIONSHIPS WITH LOCAL GOVERNMENT OFFICERS; PROVIDING PUBLIC ACCESS TO CERTAIN INFORMATION

Check List:

- ☐ Conflict of Interest Questionnaire
- ☐ Non-Exclusion Affidavit

Chapter 176 is an ethics law that requires certain local government officials to disclose employment and business relationships with vendors who conduct business with local government entities. The law defines a “vendor” as any person who enters or seeks to enter a contract with the city. The term also includes an agent of a vendor.

Local government officers subject to this law are a city council member, director, superintendent, administrator, president, city manager, or any other person who is designated as the executive officer of the local government entity. A municipal officer’s family member would include the officer’s spouse, father, mother, son, daughter, father-in-law, mother-in-law, son-in-law, daughter-in-law, or step-child.

The law applies to any written contract for the sale or purchase of real property, goods, or services. A contract for services would include one for skilled or unskilled labor, or for professional services.

A vendor is required to file a conflict of interest questionnaire if the vendor has a business relationship with the city and has:

1. An employment or other business relationship with an officer or an officer’s family member that results in that person receiving taxable income that is more than \$2,500 in the preceding twelve months; or
2. Has given an officer or an officer’s family member one or more gifts totaling more than \$250 in the preceding twelve months.

A vendor is required to file a questionnaire not later than the seventh business day after the later of the following:

1. The date the vendor begins discussions or negotiations to enter into a contract with the city or submits an application or response to a bid proposal; or
2. The date the vendor becomes aware of a relationship or gives a gift to an officer or officer’s family member.

CONFLICT OF INTEREST QUESTIONNAIRE

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor or other person doing business with local governmental entity

FORM CIQ

**This questionnaire reflects changes made to the law by
H.B. 1491, 80th Leg., Regular Session.**

This questionnaire is being filed in accordance with Chapter 176, Local Government Code by a person who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the person meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the person becomes aware of facts that require the statement to be filed. See Section 176.006, Local Government Code.

A person commits an offense if the person knowingly violates Section 176.006, Local Government Code. An offense under this section is a Class C misdemeanor.

Name of person who has a business relationship with local governmental entity.

OFFICE USE ONLY

Date Received

Check this box if you are filing an update to a previously filed questionnaire. _____

(The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date the originally filed questionnaire becomes incomplete or inaccurate.)

1. Name of local government officer with whom filer has employment or business relationship.

Name of Officer

This section (item 3 including subparts A, B, C & D) must be completed for each officer with whom the filer has an employment or other business relationship as defined by Section 176.001(1-a), Local Government Code. Attach additional pages to this Form CIQ as necessary.

A. Is the local government officer named in this section receiving or likely to receive taxable income, other than investment income, from the filer of the questionnaire?

____ Yes ____ NO

B. Is the filer of the questionnaire receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer named in this section AND the taxable income is not received from the local governmental entity?

____ Yes ____ NO

C. Is the filer of this questionnaire employed by a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership of 10 percent or more?

____ Yes ____ NO

d. Describe each employment or business relationship with the local government officer named in this section.

Signature of person doing business with the governmental entity

Date

Adopted 06/29/2007

Non-Exclusion Affidavit

Federal, state, and local government agencies, not-profits, and other organizations that use federal money to fund all or part of any program or project are required to follow specific requirements regarding the use of such federal funds. One of these requirements is that no contract, subcontract, grant, financial assistance, or other forms of assistance provided using federal funds may be awarded to individuals or entities that have been suspended, debarred, or otherwise excluded from participation in federally funded programs.

The U.S. federal government maintains a Web site known as the "System for Award Management" (SAM) at www.sam.gov. One of the purposes of the SAM Web site is to provide a comprehensive list of all individuals, firms, and other entities that have been suspended, debarred, or otherwise excluded from participation in federally funded contracts, subcontracts, grants, etc. SAM provides a simple means of helping government, non-profit agencies, and other organizations ensure that they do not award federally-funded grants, contracts, subcontracts, or other financial or non-financial benefits to any individual, firm, or other entity that has been excluded by any agency from participation in such federally funded activities.

I, _____ (Contractor Representative), hereby certify that neither I nor _____ (Name of the company or organization I represent) nor any subcontractors that I or said company may employ to work on any federally funded activity have been suspended, debarred, or otherwise excluded by any federal agency from participation in any federally funded activity. I further acknowledge my understanding that, before entering into a contract with me or with the company or organization I represent, City of Lockhart staff will perform a search on www.sam.gov to verify whether I, the organization I represent, or any subcontractors I may employ to work on any federally funded activity, have been excluded from participation in any federally funded activity.

Signature of Contractor Representative

Date

Sworn to and subscribed before me this _____ day of _____, 20____

Notary Public in and for _____ County, _____ (State Name)

QUALIFICATION / PROPOSAL EVALUATION

Statements of Qualifications and proposals will be evaluated according to the applicable criteria outlined below. The City intends to select the respondent determined to provide the best overall value and be best suited to meet the City's project requirements. The City reserves the right to make an award without further discussion or negotiation. Respondents should therefore submit their strongest and most complete SOQ or proposal, as applicable.

Sealed Proposal Submission

Proposals shall be sealed and clearly marked with the Respondent's name and return address and indicate the proposal number and title. Facsimile or e-mail submitted proposals will not be accepted. Proposals received after the deadline cannot be considered and will be returned unopened. The City is not responsible for delays by the U.S. Postal Service, the internal mail delivery system of the City, or any other delivery method employed by the Respondent.

Respondents or their authorized representatives are expected to be fully informed as to the general terms and conditions, requirements and specifications of this Proposal Invitation before submitting proposals. Failure to do so will be at the respondent's own risk.

CRITERIA FOR EVALUATION:

Phase One: Evaluation of Statements of Qualifications

Category	Weight
Completeness and Responsiveness of SOQ	5
Portfolio and Quality of Previous Destination or Place-Branding Work	30
Tourism, Destination Marketing, and/or Municipal Experience	20
Qualifications and Experience of Proposed Project Team	15
References and Past Performance	15
Interview and Presentation	15
Total	100

Phase Two: Evaluation of Proposals

Category	Weight
Understanding of Lockhart's Tourism Goals, Community Character, and Project Vision	25
Proposed Creative and Strategic Approach	20
Research, Discovery, and Stakeholder Engagement Methodology	20
Scope of Services and Quality of Proposed Deliverables	15
Project Timeline and Ability to Complete the Work	10
Cost and Overall Value	10
Total	100

Negotiations may be conducted with responsible respondents whose proposals are determined to be eligible for award. All respondents will be accorded fair and equal treatment with respect to any opportunity for negotiation and revision of proposals. Revisions to proposals may be permitted after submission and before award for the purpose of obtaining best and final offers.

TERMINATION FOR DEFAULT

The City of Lockhart reserves the right to enforce the performance of this contract in any manner prescribed by law or deemed to be in the best interest of the City in the event of breach or default of this contract. The City reserves the right to terminate the contract immediately in the event the successful respondent fails to:

- meet delivery or completion schedules
- otherwise perform in accordance with the accepted proposal and contract

In the event of breach or default, the City may terminate the Contract, engage another firm to complete the work, and pursue any remedies available under the Contract or applicable law.

NON-PERFORMANCE CONDITION

If the services or deliverables do not conform to the requirements of the contract, the selected firm shall correct or complete the work necessary to bring the services or deliverables into compliance at the firm's expense.

NOTICE

The following blank spaces in the contract **are not to be filled in** by the Respondent at the time of submitting his proposal. The contract form is submitted at this time to familiarize the Respondent with the form of the contract, which the successful Respondent will be required to execute. A final contract will be negotiated and executed upon a final selection of a proposal

DRAFT CONTRACT FOR PURCHASE OF SERVICES AND DELIVERABLES

***Do not fill out**

THIS CONTRACT is made and entered on _____, by and between the City of Lockhart, Texas, a Municipal corporation located in Caldwell County, Texas, (hereinafter called CITY), acting through its duly authorized City Manager, Joseph Resendez and _____ located at _____, hereinafter called COMPANY), acting by and through its duly authorized agent.

WITNESSETH: That for and in consideration of the mutual covenants hereinafter set forth, the CITY and COMPANY agree as follows:

I. DESCRIPTION OF SERVICE AND DELIVERABLES

The CITY agrees to purchase and the COMPANY agrees to provide all of the services and deliverables as specified in the contract documents, such services and deliverables generally described as follows:

RFQ/RFP 2026-08
Destination Brand Strategy & Development

for the bid sum of _____ dollars and _____ cents (\$00.00), paid in current funds at the unit or total prices, at COMPANY'S own proper cost and expense, including all personnel, labor, research, travel, materials, software, equipment, subcontractors, insurance, and other resources necessary to complete the services and deliverables, in accordance with the contract documents, hereinafter defined, and subject to such additions and deductions as provided therein.

II. CONTRACT DOCUMENTS

The contract documents shall consist of this written agreement or Contract, provisions of this Contract including General Clauses and Conditions, Special and all other Provisions, the selected firm's Statement of Qualifications and proposal, all addenda issued prior to contract award, the final negotiated scope of services, fee schedule, project schedule, and all other documents identified by the CITY and COMPANY as pertaining to this agreement. The contract documents constitute the entire agreement between the CITY and COMPANY, and all are as fully a part of the Contract as if attached to and repeated in this agreement. The contract documents may be altered, amended or modified only as provided herein.

III. PURCHASE/WORK ORDER

The services and deliverables to be provided under this Contract shall be commenced by COMPANY upon final execution of this Contract and on a date to be specified in a written "Purchase Order" or "Work Order" (whichever applicable), in accordance with the contract documents. Time is of the essence for this Contract.

IV. MODIFICATION AND ASSIGNMENT

This Contract may not be altered; modified or amended except in writing properly executed by the parties and may not be assigned to a third party.

V. TERMINATION

Unless otherwise provided in the contract documents, CITY may terminate this Contract at any time without cause with thirty-(30) day's written notice. Additionally, CITY shall have the right to cancel this Contract if COMPANY fails to provide the services and deliverables in accordance with the Contract Documents after giving seven-(7) day's prior written notice. Irrespective of which party shall effect termination or the cause therefore, CITY shall within thirty-(30) days of termination compensate COMPANY for services performed and deliverables completed up to the effective date of termination. No amount shall be due for lost or anticipated profits.

VI. TERM

The term of this Contract shall begin upon final execution and continue through completion and acceptance of all services and deliverables, unless earlier terminated in accordance with the Contract Documents. Any extension of the Contract must be agreed to in writing by both parties.

VII. GOVERNING LAW AND VENUE

The parties agree that the laws of the State of Texas shall apply to and govern this Contract and venue for any legal proceeding shall be in Caldwell County, Texas.

VIII. INDEPENDENT CONTRACTOR/INDEMNITY

It is agreed for all purposes hereunder, the COMPANY is and shall be an independent contractor and shall not, with respect to their acts or omissions, be deemed an agent or employee of CITY.

COMPANY agrees to indemnify and hold harmless and defend CITY, its officers, agents and employees, from and against liability for any and all claims, liens, suits, demands, and/or actions for damages, injuries to persons (including death), property damage (including loss of use), and expenses, including court costs and attorneys' fees and other reasonable costs arising out of or resulting from COMPANY'S work and/or activities conducted in connection with or incidental to this Contract and from any liability arising out of, or resulting from, the intentional acts or negligence, including all such causes of action based upon common, constitutional, or statutory law, or based in whole or in part upon the negligent or intentional acts or omissions of COMPANY, including but not limited to its officers, agents, employees, subcontractors, licensees, invitees, and other persons.

COMPANY further agrees that it shall at all times exercise reasonable precautions on behalf of, and be solely responsible for, the safety of its officers, agents, employees, subcontractors, licensees, invitees and other persons, as well as their property, while engaged in the delivery of such purchases and/or services pursuant to this Contract or while on City's premises where the services are being provided. It is expressly understood and agreed that CITY shall not be liable or responsible for the negligence of COMPANY, including but not limited to its officers, agents, employees, subcontractors, licensees, invitees, and other persons.

Further, CITY assumes no responsibility or liability for harm, injury, or any damaging events which are directly or indirectly attributable to premise defects, real or alleged, in the vicinity where such purchases and/or services are to be delivered by COMPANY, which may now exist or which may hereafter arise upon the premises, responsibility for any and all such defects being expressly assumed by COMPANY. COMPANY understands and agrees that this indemnity provision shall apply to any and all claims, suits, demands, and/or actions based upon or arising from any such premise defects or conditions, including but not limited to any such claim asserted by or on behalf of COMPANY, including but not limited to its officers, agents, employees, subcontractors, licensees, invitees, and other persons.

It is further agreed with respect to the above indemnity, that CITY and COMPANY will provide the other prompt and timely notice of any event covered which in any way, directly or indirectly, contingently or otherwise, affects or might affect the COMPANY or CITY, and CITY shall have the right to compromise and defend the same to the extent of its own interests.

IX. DISCRIMINATION REGULATIONS

COMPANY, in the execution of this Contract and particularly in the employment practices engaged in, agrees that it will not discriminate on the basis of race, color, religion, national origin, sex, age, handicap or disability.

X. NOTIFICATION

All notices and communications required herein shall be personally delivered or mailed to the other party by United States certified mail, return receipt requested. Unless otherwise changed in writing by the respective party, notice intended for COMPANY shall be sent to the COMPANY's address as shown on COMPANY's Proposal; notice intended for CITY shall be sent to: Department Contact, City of Lockhart, P.O. Box 239, 308 W. San Antonio St., Lockhart, Texas 78644. Mailed notices shall be deemed to have been received three-(3) days after mailing.

IN WITNESS WHEREOF, CITY and COMPANY have executed this Contract in **three (3) counterparts**, each of which shall be deemed an original, the day and year first written above.

[Signature page to follow]

CITY OF LOCKHART

COMPANY

Joseph Resendez, City Manager

Signature

ATTEST:

Printed Name: _____

Printed Title: _____

Julie Bowermon, City Secretary

Acknowledgment

State of Texas, County of Caldwell: Before me the undersigned authority on this day personally appeared _____, known to be the person whose name is subscribed to the foregoing document and known to me to be the _____ (title) of _____

(company name) and acknowledged to me that (s)he executed said document with full authority to do so and for the purposes and consideration expressed therein. Given under my hand and seal of office the _____ day of _____, 20____.

APPROVED AS TO FORM:

City Attorney or designee

Notary Public in and for the State of Texas

PROPOSAL INFORMATION

RFQ/RFP

The City of Lockhart is seeking a qualified destination branding firm to develop a comprehensive destination brand strategy and creative identity for Lockhart as a visitor destination.

The project should establish a clear and authentic foundation for how Lockhart is positioned, represented, and communicated to visitors, with the goal of broadening awareness beyond any single attraction or experience while remaining true to the character and experiences that make Lockhart distinctive.

Services may include research and discovery, destination positioning, audience identification, brand narrative and messaging, visual identity, brand guidelines, and implementation recommendations.

Background

Lockhart is a rapidly growing Central Texas community with a strong identity rooted in barbecue, history, downtown, music, arts, culture, outdoor recreation, events, and authentic small-town character. The City recently established a Downtown and Tourism Department to strengthen destination development, visitor services, tourism marketing, and economic impact.

The City seeks to develop a comprehensive destination brand strategy that defines how Lockhart is positioned, represented, and communicated to visitors. The goal is to broaden awareness of Lockhart beyond any single attraction or experience while remaining authentic to the character and qualities that make the community distinctive.

The resulting brand strategy should provide a clear foundation for future tourism marketing, website development, storytelling, content creation, advertising, partnerships, and other visitor-facing initiatives.

For additional information on the City please review the City's Financial Reports on our website at [City of Lockhart, TX \(lockhart-tx.org\)](http://City of Lockhart, TX (lockhart-tx.org)).

Scope of Work

This solicitation will be conducted through a two-phase selection process. Phase One consists of the submission and evaluation of Statements of Qualifications. Firms selected to advance will be invited to submit a detailed proposal and fee schedule during Phase Two. Submission requirements for each phase are provided below.

Phase One — Statement of Qualifications Submission Requirements

Interested firms shall submit a Statement of Qualifications (SOQ) demonstrating their experience, capabilities, and suitability to perform the services described in this solicitation. The SOQ should be concise and include the following:

1. Firm Profile

Provide the firm's name, address, primary contact information, year established, number of employees, office locations, and a brief overview of the firm and its areas of expertise.

2. Relevant Experience

Describe the firm's experience developing destination brands, place brands, tourism identities, municipal brands, downtown brands, economic development brands, cultural brands, or other place-based branding initiatives.

Experience working with public-sector entities, destination organizations, tourism departments, and communities seeking to strengthen or broaden their visitor identity is preferred but not required.

3. Portfolio of Relevant Work

Provide examples of relevant destination branding, place branding, tourism branding, or comparable projects completed within the past five years. For each example, briefly identify:

- Client name.
- Project scope.
- Firm's role.
- Services provided.
- Key deliverables.
- Project completion date.
- Links to publicly available brand materials, case studies, websites, or other examples, where available.

Examples should demonstrate the firm's ability to conduct research and discovery, develop strategic positioning and messaging, create distinctive visual identities, and translate strategy into practical brand applications.

4. Project Team

Identify the key personnel expected to be assigned to the project and briefly describe their roles, qualifications, and relevant experience. Identify any anticipated subcontractors or outside partners.

5. Destination Branding Capabilities

Describe the firm's capabilities and experience related to:

- Destination research and discovery.
- Stakeholder and community engagement.

- Audience identification and visitor segmentation.
- Destination positioning and differentiation.
- Brand strategy and brand architecture.
- Brand narrative and storytelling.
- Messaging strategy, voice, and tone.
- Naming and tagline development, where appropriate.
- Visual identity development.
- Logo and brand system design.
- Photography and videography art direction.
- Brand guidelines and strategic playbook development.
- Brand implementation and rollout planning.
- Coordination with website developers, marketing agencies, content creators, and other external partners.

6. References

Provide a minimum of three and no more than five references for comparable projects completed within the past five years. References should include the client name, contact person, phone number, email address, project dates, and a brief description of services provided.

7. Additional Information

Provide any additional information the firm believes demonstrates its qualifications or ability to successfully complete the project.

Phase Two – Proposal Submission Requirements

Firms selected to submit proposals must include the following components: Organizational Profile, References, Proposal and Fees for Services.

The selected firm shall, at a minimum, perform the following tasks:

1. Discovery, Research, and Destination Assessment

The selected firm shall conduct a comprehensive discovery and research process sufficient to understand Lockhart's current tourism identity, visitor experience, community character, competitive position, existing perceptions, and opportunities for future growth.

Services may include:

- Review of existing tourism materials, research, visitor information, plans, photography, video, digital assets, websites, social media channels, advertising materials, and other relevant resources.
- Review of available tourism, lodging, visitor, demographic, economic, digital, and market data, where available.
- Assessment of how Lockhart is currently perceived and represented as a visitor destination.
- Evaluation of Lockhart's tourism strengths, challenges, opportunities, and points of differentiation.
- Review of Lockhart's established identity as the Barbecue Capital of Texas and consideration of how that distinction can remain an authentic and important part of the destination story while allowing broader awareness of the community's full range of experiences.

- Identification of additional visitor experiences, cultural assets, businesses, events, arts, music, history, architecture, outdoor activities, culinary offerings, community traditions, and other attributes that may contribute to Lockhart's destination identity.
- Review of comparable and competitive destinations to identify opportunities for meaningful differentiation without simply replicating the positioning or strategies of other communities.
- Identification of existing gaps, inconsistencies, or opportunities within the current destination brand and visitor narrative.

2. Stakeholder and Community Engagement

The selected firm shall conduct meaningful engagement sufficient to understand the perspectives of those who live, work, invest, create, operate businesses, welcome visitors, and contribute to the visitor experience in Lockhart.

Engagement may include:

- Meetings or workshops with City staff.
- Engagement with the Tourism Advisory Board.
- Interviews, focus groups, surveys, workshops, or other appropriate engagement with tourism stakeholders, lodging representatives, restaurants, retailers, attractions, arts and cultural representatives, event organizers, community organizations, business owners, residents, and other identified participants.
- Identification of recurring themes, shared values, tensions, perceptions, opportunities, and distinguishing characteristics that should inform the destination brand.
- Development of a process that balances broad community input with professional strategic expertise and avoids allowing the brand to be reduced to a popularity contest or simple preference survey.

The selected firm should recommend an engagement approach appropriate to the size, character, and needs of the community.

3. Visitor Audience and Market Understanding

The selected firm shall identify and define the audiences most relevant to Lockhart's future as a visitor destination.

Services may include:

- Identification of current, emerging, and potential visitor audiences.
- Evaluation of visitor motivations, interests, behaviors, travel patterns, and decision-making factors.
- Identification of priority audience segments based on their alignment with Lockhart's authentic visitor experiences and tourism goals.
- Consideration of geographic markets, drive markets, overnight visitors, day visitors, cultural travelers, culinary travelers, event visitors, leisure travelers, and other appropriate segments.
- Development of visitor personas or audience profiles where useful to guide future messaging and creative decisions.
- Identification of the emotional and experiential reasons visitors may choose Lockhart over other destinations.

The resulting audience framework should be practical and actionable and should inform the destination positioning, messaging, creative identity, and future marketing efforts.

4. Destination Positioning and Brand Strategy

The selected firm shall develop a clear and differentiated strategic position for Lockhart as a visitor destination.

The brand strategy should establish, as appropriate:

- Destination positioning.
- Brand promise.
- Brand essence.
- Brand personality and character.
- Core values.
- Competitive differentiation.
- Emotional and experiential visitor benefits.
- Priority destination themes or brand pillars.
- Reasons to visit and reasons to return.
- The relationship between Lockhart's established barbecue identity and the broader collection of experiences that make the community distinctive.
- A clear strategic framework for expressing Lockhart as a multidimensional destination without losing the authenticity and recognition already associated with the community.

The strategy should identify what Lockhart can credibly and distinctively own in the minds of visitors and provide a durable foundation for future tourism marketing and communications.

5. Destination Narrative and Storytelling Framework

The selected firm shall develop a cohesive destination narrative that communicates the character, spirit, and experience of Lockhart in a compelling and authentic manner.

Deliverables may include:

- An overarching destination brand story or narrative.
- Core storytelling themes.
- Key experiential stories that support the destination position.
- Guidance for translating Lockhart's character into visitor-facing content.
- Recommendations for balancing established tourism strengths with lesser-known or emerging experiences.
- A storytelling framework capable of guiding future website content, editorial features, advertising, social media, public relations, visitor materials, video, photography, and other communications.

The narrative should move beyond a simple list of attractions and help communicate what it feels like to experience Lockhart.

6. Messaging Strategy and Voice

The selected firm shall develop a comprehensive messaging framework that provides consistency across future visitor-facing communications.

Deliverables may include:

- Core destination messaging.
- Primary and secondary messages.
- Messaging by audience, where appropriate.
- Supporting proof points.
- Brand voice and tone.
- Language guidance.
- Sample headlines, calls to action, descriptive copy, and other applications.
- Recommendations regarding words, phrases, clichés, or approaches to avoid.

- Guidance for adapting the destination voice across different channels while maintaining consistency.

The selected firm may recommend a tagline, destination statement, campaign line, or other verbal expression if supported by the research and strategy; however, development of a tagline alone shall not be considered a substitute for a complete destination brand strategy.

7. Destination Name and Brand Architecture

The selected firm shall evaluate the appropriate public-facing identity and brand architecture for Lockhart tourism.

This may include consideration of:

- The City of Lockhart's municipal identity.
- Lockhart's established recognition as the Barbecue Capital of Texas.
- Existing tourism-related names, identities, marks, or initiatives.
- The relationship between the overall destination brand and individual tourism experiences, events, districts, campaigns, or programs.
- Whether the destination should be presented simply as Lockhart or through another visitor-facing identity.

The selected firm shall make recommendations based on research, strategic fit, clarity, differentiation, long-term usability, and potential for broad adoption.

8. Visual Destination Identity

The selected firm shall develop a visual identity that reflects the destination strategy and communicates Lockhart's character in a distinctive, flexible, and enduring manner.

Deliverables may include:

- Primary destination logo or brand mark.
- Secondary marks, lockups, or variations.
- Color palette.
- Typography.
- Graphic elements.
- Patterns, textures, illustrations, iconography, or other supporting elements, as appropriate.
- Photography and videography art direction.
- Guidance for use across digital, print, environmental, advertising, social media, visitor-facing, and partner applications.
- Sample applications demonstrating how the brand may come to life across multiple touchpoints.

The visual identity should be capable of functioning across a wide variety of formats and should avoid reliance on trends that could quickly become dated.

9. Brand Guidelines and Strategic Playbook

The selected firm shall provide a comprehensive final brand guidelines document and strategic playbook that allows the City and future partners to apply the destination brand consistently without repeatedly revisiting foundational brand decisions.

The final guide should include, at a minimum, as applicable:

- Destination positioning.
- Brand promise and essence.
- Brand personality and values.
- Priority audiences.
- Brand pillars or destination themes.

- Destination narrative.
- Messaging framework.
- Voice and tone.
- Logo usage.
- Color and typography standards.
- Supporting visual elements.
- Photography and video direction.
- Sample applications.
- Guidance for City staff, vendors, contractors, partners, media agencies, website developers, content creators, and other users of the brand.

The final deliverable should serve as the primary strategic reference for future tourism marketing, website development, advertising, content development, public relations, social media, visitor communications, partnerships, and other destination-facing initiatives.

10. Implementation and Transition Recommendations

The selected firm shall provide practical recommendations for introducing and implementing the destination brand.

Recommendations may include:

- Prioritized short-, medium-, and long-term implementation steps.
- Recommendations for internal and external brand rollout.
- Guidance for introducing the brand to tourism stakeholders, businesses, community partners, and the public.
- Identification of priority visitor-facing touchpoints for initial implementation.
- Recommendations for coordinating implementation with the City's separate tourism website development project.
- Identification of future marketing, content, photography, video, advertising, public relations, social media, or creative needs that should be considered in subsequent phases.
- Recommendations for measuring brand awareness, adoption, consistency, and effectiveness over time.

The selected firm should provide a realistic roadmap that recognizes available City staffing, resources, budget, and implementation capacity.

11. Coordination with Tourism Website Development

The City is separately procuring professional services for the development of a new tourism website. The destination branding firm may be required to coordinate with the selected website development firm to ensure that the website appropriately reflects the destination positioning, narrative, messaging, visual identity, voice, and storytelling framework developed through this project.

The selected firm should be prepared to provide relevant brand assets, strategic guidance, creative direction, and reasonable consultation necessary to support alignment between the destination brand and the new tourism website.

12. Final Deliverables and Ownership

At completion of the project, the selected firm shall provide all final approved materials in formats reasonably necessary for future use by the City and its authorized partners.

Final deliverables may include:

- Research and discovery findings.

- Stakeholder engagement findings.
- Destination assessment.
- Audience strategy.
- Destination positioning and brand platform.
- Destination narrative and storytelling framework.
- Messaging strategy.
- Brand voice and tone guidance.
- Brand architecture recommendations.
- Final visual identity system.
- Comprehensive brand guidelines and strategic playbook.
- Implementation roadmap.
- Final logos, graphics, design elements, templates, and related creative assets in appropriate editable and production-ready file formats.
- Any additional deliverables proposed by the selected firm and accepted by the City.

The City shall have ownership and unrestricted rights to the final approved work product developed specifically for the City under the resulting agreement, subject to any clearly identified third-party licensing restrictions disclosed in the proposal.

Organizational Profile

1. Company name, address and contact information
2. Federal Identification Number
3. Overview of firm
4. Individuals assigned to manage and execute the engagement (location and resources)
5. Samples of previous branding and marketing related work.
6. Any other useful information
7. If company is a partnership, state the name and address of all general and limited partners associated with the office responding to the RFQ/RFP.

References

Include five (5) work references with the following information: name of client, address, phone numbers/emails, dates of contract period, description of services provided and contract amounts. Municipal clients preferred.

Proposed Services and fees for services

If selected to submit a proposal, please provide proposed fees for the complete services and deliverables described in the Scope of Work.

Proposed fees should be provided on an Excel spreadsheet with the following format:

Service	Price	Unit	Frequency*	Additional Info

*Frequency = One-time, Annual, Monthly, etc.

Questions

Respondents are asked to examine this RFQ/RFP upon request. All questions or clarifications shall only be directed in writing via e-mail to Department Contact on the Cover Page, before the

designated deadline for written questions. Questions received after the date specified above may not receive response. Any contact or attempt to contact any other employee of the City regarding this RFQ/RFP may result in the immediate disqualification of the Respondent. Oral and other interpretations or clarifications will be without legal effect. Only questions answered by formal written addenda will be binding.