

REQUEST FOR PROPOSALS

CANOPY SOUTH

ISSUE DATE: April 15, 2026
RESPONSE DEADLINE: May 15, 2026

Canopy South is seeking proposals from qualified firms to develop a vibrant brand identity system that captures Plaza de la Raza's cultural significance and community-centered spirit — one that resonates with residents, welcomes visitors, and attracts businesses to support ongoing economic development.

REQUEST FOR PROPOSAL (RFP)
Comprehensive Brand Identity for for Plaza de la Raza

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PROJECT OVERVIEW – In partnership with the City of Omaha, Canopy South is reimagining Plaza de la Raza—an iconic gathering place in the heart of South Omaha's most vibrant corridor. The revitalized plaza will become a welcoming park and community destination, complete with an amphitheater, interactive play areas, shaded spaces for connection, public art, and flexible green space designed to reflect and honor the culture, creativity, and diversity of the neighborhood.

The $8 million Plaza de la Raza redevelopment project is moving quickly toward the construction phase. The construction contractor is Kiewit Building Group, and the architect of record is RDG Planning and Design. The project will be managed collaboratively with the City of Omaha's oversight.

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BACKGROUND & CONTEXT
Plaza de la Raza has served as a central gathering spot, often hosting major cultural events and celebrations in the South Omaha community. Redevelopment efforts are transforming the space into a signature destination that celebrates culture, heritage, and neighborhood identity – catalyzing tourism and economic prosperity.

The brand identity should consider:

- Community values and cultural heritage
- Wayfinding and signage needs
- Integration with adjacent businesses and historic district
- Versatility for events, festivals, marketing, and communications

SCOPE OF SERVICES – The Firm will be expected to provide, at minimum, the following services:

- **Discovery + Research:** Including, but not limited to, stakeholder interviews, community listening sessions, focus groups, and independent research.
- **Community Engagement:** Outlines a dynamic community engagement strategy that fosters meaningful feedback, trust building, and co-creating, in collaboration with Canopy South.
- **Brand Positioning:** Develop a clear brand positioning framework for Plaza de la Raza, including purpose, target audiences, personality, core messaging, and differentiators that distinguish the space from other civic and cultural destinations.
- **Visual Identity:** Develop a cohesive visual identity system, including:
    - Logo design
    - Color palette
    - Typography guidelines
    - Iconography and graphic extensions
    - Imagery/photography style
    - Patterns or visual motifs reflecting cultural heritage
- **Brand Guidelines + Toolkits:** Deliver a comprehensive brand guideline manual that includes brand usage standards, application examples, customizable templates for print and digital materials (signage, social media, posters, event banners), and style guidance for tone, voice, writing, and photography to ensure consistent implementation.
- **Implementation Support:** Provide implementation support to ensure effective rollout of the brand, including branded signage and wayfinding strategy for the park, launch support for the brand unveiling, and coordination with landscape designers and architects to integrate the brand into the physical environment.

PROPOSAL CONTENT – Proposals must include the following:

1. **Firm Overview:** Brief description of the firm. Relevant experience with branding,

placemaking, parks, or cultural/public space projects. Experience working with community-based or culturally diverse audiences (preferred)

2. **Project Team:** Resumes and roles of proposed team members, highlighting relevant project experience and certifications.
3. **Understanding of the Project:** Brief narrative demonstrating comprehension of project scope. Proposed approach to brand development and community informed design. Key considerations for culturally responsive branding
4. **Scope of Services & Methodology:** Description of how your firm will complete each task outlined in the Scope of Services section.
5. **Timeline:** Proposed timeline with major milestones.
6. **Fee Proposal:** Total project costs, breakdown by deliverable (preferred), hourly rates if applicable, and identification of any anticipated reimbursable expenses.
7. **References:** Contact information for at least three recent, similar projects.
8. **Availability:** Confirmation of availability to begin immediately upon contract award and commitment to meet project schedule.
9. **Work Samples:** Examples of similar projects, particularly branding for public spaces, parks, cultural districts, or community initiatives. Links or attachments to portfolio materials

ELIGIBILITY REQUIREMENTS

- **Authority to Do Business in Nebraska.** Each proposal must contain evidence of qualification:
    - **Certificate of Good Standing from the State of Nebraska.** *Firms must be in good standing and registered with the Nebraska Secretary of State.*
- **Signed Statement of Assurances on Letterhead.** Provide affirmation of the following items:
    - The Firm is current on payment of Federal and State income tax withholdings and unemployment insurance payments.
    - The Firm has not been rescinded or debarred from any bidding, contractual, procurement or other such programs by federal state or local entities.
    - The Firm's litigation and/or arbitration history over the past seven (7) years including final ruling. Pending cases must be disclosed with a notation that the matter is still unresolved.
    - New Employee Work Eligibility Status. The Firm is required to use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of a newly hired employee.



PROJECT SCHEDULE

Milestones	Date
RFP Issue Date	April 15th, 2026
Proposal Submission Due Date	May 15th, 2026 (by 5:00 PM CST)
Finalist Interviews	June 10th, 2026 - June 15th, 2026
Selection & Notification	July 1st, 2026
Contract Execution & Start	By July 15th, 2026

SUBMISSION INSTRUCTIONS

- Submit proposals, in a single PDF, via email to: **info@canopysouth.org**
- All proposals must be received by 5:00 PM CST on the due date. Late submissions will not be considered.

EVALUATION CRITERIA – Proposals will be evaluated based on the following criteria:

- Relevant experience and qualifications (25%)
- Project approach and methodology (25%)
- Brand Development and Implementation (30%)
- Key Personnel and Team Qualifications (10%)

- Fee proposal competitiveness (10%)

ADDITIONAL INFORMATION

- Canopy South reserves the right to reject any or all proposals or waive irregularities.
- Firms may be invited for interviews or presentations as part of the evaluation process.
- All submitting firms are responsible for costs incurred in submitting their Proposal(s). Canopy South will not provide reimbursement for any costs associated by any and all firms in connection with this process.
- Cost sharing is not required for this project.
- The contract will be based on a fixed-fee arrangement.
- The selected proposer shall provide Certificates of Insurance evidencing the required coverage prior to execution of an agreement:

  Commercial General Liability
  $1,000,000 per occurrence
  $2,000,000 general aggregate

  Professional Liability
  $1,000,000 per claim
  $2,000,000 aggregate
  Coverage shall be maintained during the term of the Agreement and for three (3) years following completion of services.

  Workers' Compensation and Employer's Liability
  $100,000 per occurrence/disease per employee

  Automobile Liability
  $1,000,000 combined single limit per accident.

QUESTIONS?

Questions are due by 5 PM CST on Friday April 22, 2026. Submit questions to info@canopysouth.org.