



REQUEST FOR PROPOSALS

NRG Towns Regional Brand Workshop

Issued by:	West Virginia Community Development Hub
Available Budget:	Up to \$6,000
Project Period:	Fall 2026 – February 2027
Proposal Deadline:	September 18, 2026

Background

The West Virginia Community Development Hub is working with communities through NRG Towns, a regional initiative focused on strengthening collaboration, quality of life, community capacity, and economic opportunity across communities connected to the New River Gorge region.

NRG Towns has an established visual brand and brand guidelines, including a logo system, color palette, typography, iconography, patterns, and applications. The existing brand provides a visual foundation for the initiative.

The next step is to explore how NRG Towns can function as a meaningful regional brand and how communities, Convention and Visitors Bureaus (CVBs), and other stakeholders can use it together.

The Hub is seeking a consultant to facilitate a regional brand workshop with CVBs, NRG Towns communities, and other regional stakeholders.

Project Purpose

The purpose of this project is to facilitate a collaborative conversation around the strategy and activation of the existing NRG Towns brand.

The workshop should help stakeholders explore:

- What does NRG Towns represent?
- What connects the communities across the region?
- What is the regional story we can tell together?
- How can NRG Towns complement existing community and CVB brands?

What opportunities exist for regional tourism, marketing, storytelling, and visitor experiences?
How can communities and stakeholders participate in and benefit from the NRG Towns brand?
What should the next phase of NRG Towns branding and regional marketing look like?
The goal is not to create a new visual identity. The existing brand identity and guidelines will serve as the foundation for this work.

Scope of Work

1. Review the existing brand and regional context

Review the existing NRG Towns Brand Guidelines and related materials.
Become familiar with participating communities and existing tourism/CVB identities.
Identify key opportunities and questions to address through the workshop.

2. Design and facilitate a regional workshop

Develop a participatory workshop with NRG Towns communities, CVBs, and other regional stakeholders.
Facilitate discussion around regional identity, storytelling, audiences, brand relationships, and opportunities for collaboration.
Help stakeholders identify where a regional brand can add value without competing with existing community and destination brands.

3. Provide recommendations for next steps

Provide a concise summary of key themes, opportunities, and recommendations for activating the NRG Towns brand.

Expected Deliverables

Workshop agenda and facilitation plan
At least one regional brand strategy workshop
Concise written summary of workshop findings
Preliminary recommendations for regional positioning and story
Preliminary recommendations for the relationship between NRG Towns and existing CVB/community brands
Preliminary recommendations for regional marketing and storytelling opportunities
Preliminary recommendations for ways stakeholders can use and participate in the NRG Towns brand
Recommended next steps for brand activation

The final recommendations should provide a practical foundation for the Hub and NRG Towns as the initiative moves into its next phase.

Desired Qualifications

The Hub is seeking an individual consultant or consulting team with experience in:

Regional or destination branding
Tourism marketing or strategy
Place-based branding
Stakeholder facilitation

Community engagement

Regional collaboration

Experience working with CVBs/DMOs, rural communities, or regional tourism initiatives is preferred.

We are particularly interested in a consultant who can facilitate a thoughtful conversation among organizations with existing identities and priorities and help identify opportunities for collaboration.

Timeline & Budget

The project should be completed no later than February 28, 2027, with the workshop anticipated during fall 2026.

The total available budget is up to \$6,000, inclusive of consultant fees and anticipated expenses.

Consultants should provide a proposed timeline and budget with their proposal.

Proposal Requirements

Proposals should include:

- Consultant/firm information, including primary contact and contact information

- Description of relevant experience related to regional/destination branding, tourism, stakeholder facilitation, or community engagement

- Proposed approach to the NRG Towns regional brand workshop

- Proposed deliverables

- Proposed timeline

- Project budget

- At least two relevant references

Proposals should be no more than 5 pages.

Submission

Submit proposals electronically to:

Stacy Henderson

West Virginia Community Development Hub

s.henderson@wvhub.org

Subject line: NRG Towns Regional Brand Workshop RFP

General Agreements

The Hub reserves the right to reject any or all proposals, waive irregularities, request additional information, or negotiate with respondents as appropriate.

