

REQUEST FOR PROPOSAL

MT. PLEASANT COMMUNITY BRANDING

ADDENDUM 1 – QUESTIONS AND ANSWERS

1. **Do you have a preference to work with someone local or are you open to considering national agencies?** We are open to considering national agencies, however, it is expected the consultant will be available to visit Mt. Pleasant frequently to effectively engage stakeholder groups throughout the process, especially during the research, implementation and community engagement phases. Meetings by phone or video conference may be considered, but face-to-face meetings are preferred.
2. **Can tasks related to the RFP be performed outside the USA?** Some tasks related to the RFP may be performed outside of the United States, however, it is desired the consultant specify which tasks.
3. **Can we submit the proposals via email?** Email proposals are not accepted.
4. **The last bullet point under the third step which is entitled "Additional Project Deliverables" references meetings with branding project partners on a regular basis. We realize this needs to be a bit open-ended at this point in the discussions, however, it can have a significant impact on time commitments. May we specify a maximum number of meetings to be covered by the estimate?** Absolutely.
5. **Will there be a single designated point of contact from the City or CVB who will be responsible for recruiting research participants and arranging meetings with key stakeholders?** The CVB executive director, Chris Rowley, and the City's public relations coordinator, Molli Ferency, will work together to recruit research participants and arrange meetings.
6. **Are you currently working with an agency? Do you have an incumbent agency or someone in mind for this project?** No.
7. **Was the RFP sent to individual agencies/brand consultants or only posted on your website?** It was sent directly to a handful of firms.
8. **Are you looking specifically for a consultant who has experience with city branding? Would city branding experience outweigh overall experience?** Experience with City or community branding is preferred, but not a requirement.
9. **Beyond negative perception and community alignment, what is the impetus for this project? Is it part of a larger economic development plan for Mt. Pleasant?** It is our hope the

community brand will articulate why the Mt. Pleasant community is a unique and desirable place to live, work and play. Ideally, the brand would be incorporated into the communication plans of our project partners moving forward. This project is not currently part of a larger economic development plan for the area.

10. **What is the primary purpose of this brand, and who is the audience? Are you looking to drive economic development, or are you more focused on tourism?** Due to the diversity of partners involved in this project, we are hoping the brand will support both economic development and tourism.
11. **Has Mt. Pleasant engaged in a similar strategic branding initiative before?** No we have not.
12. **What level of access will the consultant have to community contacts and demographic data?** The project partners have a numbers of contacts from a variety of stakeholder groups. We will assist in the coordination of contacting those groups to participate in the research process.
13. **When and how were the project partners chosen as key collaborators on the project?** Each project partner represents one of the key stakeholder groups that make up the Mt. Pleasant community. We feel representation from each group is necessary to the brand's success.
14. **What level of collaboration will the chosen consultant have with the project partners?** The consultant will have a high level of collaboration with the project partners. The project partners will be integral in the decision-making process.
15. **How many people will be involved in the decision-making process?** It is expected approximately 8-10 individuals will be involved in the decision-making process.
16. **What is the branding, marketing, and communications capacity of your team?** Several individuals among the project partners are public relations/communications professionals.
17. **What level of logistical support do you expect from the consultant as we engage with your community? Do you expect the consultant to promote, book space for, and handle the technical setup for community meetings?** The project partners will assist and/or lead the logistics during the research phase.
18. **Do you have a required amount of focus groups and town hall meetings that are required for this project?** No requirement.
19. **What specific external factors are driving the project's estimated 6-8 month timeline?** We want each step to be completed thoroughly, but want to do so in a timely fashion. The 6-8 month timeframe is a guideline, but we are open to what the consultant recommends.
20. **Your RFP states, "Budget is not to exceed 35,000." Is this there any budget flexibility for the scope of services?** There is no flexibility with our budget at this point.
21. **Can you expand upon what you expect in the "comprehensive community Points of Pride" deliverable?** A list of achievements/assets/qualities of the Mt. Pleasant community that highlight why Mt. Pleasant is a one-of-a-kind, desirable place to live, work and play.

22. **Your RFP states, “Recommended templates for common needs such as municipal signage, brochures, web page layout, PowerPoint, report covers, etc.” Are you expecting only a visual design layout for the homepage or is this the first step in a larger site redesign?** We are requesting a visual design layout at this point. It may be the first step in a larger site redesign, however, funds for that project have not yet been secured.
23. **Do you require us to follow your RFP format precisely?** If the information requested is included in your response, our format does not need to be followed precisely.
24. **Do you have a desired or required page limit for the proposal? If there is a page limit, what information can we include as an addendum?** There is no page limit.
25. **How many respondents do you anticipate having for this opportunity?** At this point, we expect 4 to 5 respondents.
26. **In the “Evaluation of Submittals” section of your RFP, you ask bidders to include pricing by hourly rates—is this a requirement or would you accept a project-based fee structure?** A project-based fee structure will be accepted. Ultimately, we are requesting clear pricing to avoid any unexpected costs.
27. **If scored as a finalist, how do you imagine the “detailed proposal” to differ from the originally submitted response?** If further information is needed beyond your original submission, we will provide guidance as to what to include in the detailed proposal.
28. **When referencing extensive engagement of stakeholder groups, will Mt. Pleasant be able to provide specific contact information for members of the group for research purposes? For example a sample of residents, tribe members, visitors, etc.** Yes. Project partners have a numbers of contacts from a variety of stakeholder groups. We will assist in the coordination of contacting those groups to participate in the research process.
29. **When referencing the “brand champion team” will this be the team providing feedback throughout the process to ensure the final brand and creative is in line with the community? Or is this a “launch team” of sorts to move the brand forward into the community?** The brand champion team will likely be more of a “launch team” as you mentioned to move the brand into the community. However, we are open to the recommendation of the consultant as to how to best utilize this team.