

DEPARTMENT OF FINANCE

**REQUEST FOR PROPOSALS
(RFP #I00221)**

**PREPARATION OF MARKETING PLAN
FOR STAUNTON CROSSING DEVELOPMENT
DUE OCTOBER 6 2021**

**ADDENDUM #1
QUESTIONS & ANSWERS
SEPTEMBER 24, 2021**

TO ALL POTENTIAL OFFERORS:

The following information is being provided for purposes of clarification or in response to questions received from potential offerors. In addition to this addendum being posted on the eVA website and City website at the following links.

- eVA website: <https://mvendor.cgieva.com/Vendor/public/AllOpportunities>
- City website: <https://www.ci.staunton.va.us/departments/finance/procurement>

Questions and Answers

- 1. Is the RFP more creating the plan and then your team members doing some of the execution of it, or would you be looking for a proposal where we fully execute everything in the plan?**

A: As outlined in the RFP, the purpose is for the development of a marketing plan. The Economic Development team will execute the plan.

- 2. Has any discussion or ceiling been determined in developing the budget for this project or will the Department of Finance seek input from firms concerning this component? What is the expected budget for this project? What are the funding boundaries?**

A: The expected budget is not being disclosed at this time. There will be budget discussions held with the firm selected as the finalist. There is a budget range that the City will consider. However, due to this solicitation leading to negotiations with the selected firm, the budget will not be disclosed at this time.

- 3. Who is the incumbent agency, agency of record, or consultant, if there is one? How satisfied was the City of Staunton with their results? Can you indicate the Pros and Cons/ Likes and Dislikes of their performance?**

A: We don't have an incumbent marketing agency; this is a new project.

- 4. Will City of Staunton employees be responsible for implementing the developed marketing plan? If not city employees, then who will be responsible for implementing the marketing plan once developed?**

A: Yes, City of Staunton employees (the Economic Development Department) will be responsible for implementing the developed marketing plan.

- 5. In regards to *IV. SCOPE OF SERVICES Part b.*, will the City of Staunton provide the Consultant with data on economic history, location, infrastructure, workforce data, and site inventory?**

A: No.

- 6. What is the expected time duration (i.e., months, years) for this project scope of services to be completed?**

A: Time frames proposed by respondents will be considered.

- 7. Can companies from Outside the USA apply for this?**

A: Yes, companies from outside the USA could apply as long as they are authorized to work in the USA, and are actively registered with the Virginia SCC.

- 8. Are there in-person meetings that would be required or could they all be attended via video conference?**

A: There will be times when in-person meetings will be required.

- 9. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)**

A: Some of the project tasks could be completed from outside the USA.

- 10. Can we submit the proposals via email?**

A: No, please follow the directions specified in the RFP documentation.

- 11. Is there a preference for working with local vendors?**

A: No

- 12. What are the City's expectations for the duration of the contract?**

A: Time frames proposed by respondents will be considered.

- 13. Will the City expect new branding to be created with "re-evaluate the brand" or just recommendations?**

A: Please refer to the scope of services outlined in the RFP.

- 14. For the multiple-year performance timelines, how many years out does the City expect for planning purposes?**

A: There are no preconceived timelines, please refer to scope of services.

- 15. Beside the city's economic plan, what other reports are publicly available regarding the City's economic development efforts?**

A: We would refer you to the Economic Development Website and the City Website.