

	<h1>City of Wilson, NC.</h1> <h2>Addendum 1</h2>
<p><u>Please send inquiries and questions about this RFP to:</u>  Meg Edwards  Downtown Marketing &amp; Communications Coordinator  <a href="mailto:medwards@wilsonnc.org">medwards@wilsonnc.org</a></p>	<p>RFP: 2023-86</p> <p>RFP Due Date: <b>08/23/2024 @ 3:00 pm</b></p> <p>Contract Type: Consulting/Professional Services</p>

Failure to acknowledge and return this addendum may subject your bid/proposal to be rejected based on the below information.

Vendor: \_\_\_\_\_

**RFP Questions**

**1. Was wondering if you could shed any light on the budget allotted for the rebrand? Specifically, the budget for each of the five areas of the scope of work. For the complete scope of market research, brand strategy, brand creative & design, website redevelopment, and social media strategy, do you have any budget ranges you could provide so we can give an informed response?**

There is no set budget. We plan to evaluate proposals as they come to see what is feasible for us. In the proposal, we are asking you to share your pricing structure or an estimated range for a project like this.

**2. Could you give a little more info about what you're looking for regarding the website? Would we be redesigning the existing site or building a completely new one? If a new one, would it be similar in functionality to the current site? Same general content, etc?**

The plan is to update the theme and redesign the existing website. We also want to update the accessibility aspects and have more interactive features.

**3. You've mentioned in the document that you need a website as well. Our team wanted to know whether you have a specific platform in mind or are you open to suggestions?**

We would like to keep Wordpress. We need an updated theme and redesign. We also want to update the accessibility aspects and have more interactive features.

**4. You've mentioned in the document that you want to increase engagement and growth across all platforms. Is Snapchat and X (formerly known as Twitter) also a part of your strategy? Or do you prefer sticking to just META (Facebook & Instagram)?**

Currently, we plan to stick with Facebook and Instagram, and then expand with LinkedIn.

**5. While we have a global presence with offices in USA, Australia, Pakistan and Dubai, are you comfortable communicating and coordinating via Zoom, Teams, or any other platform until completion of the project?**

Yes. However, upon proposal selection, we will require multiple in-person meetings and ways to collect ideas and opinions from local downtown stakeholders.

**6. Could you please provide the actual RFP for this opportunity?**

It can be found at the following link (under documents); updates will be located here also: <https://vrapp.vendorregistry.com/Bids/View/Bid/db2eacc1-deb9-465d-93ec-b51908e9d8db>

**7. What type of existing (and relatively recent) research around the brand currently exists?**

There is no relatively recent research around the current brand. The current brand is more than a decade old.

**8. How comprehensive are your email lists for interested parties (business owners, property owners, nonprofit leaders, residents, etc.)?**

Relatively comprehensive.

**9. Is there a NC HUB or local preference?**

We are excited to review all RFP submittals, including those from NC HUB and local organizations, but there are no specific preferences. We will select the organization that we believe is the best fit for our community and our needs.

**10. Related to the brand architecture, how many different entities do you consider falling under the Historic Downtown Wilson brand (programs, related orgs, etc.)?**

We consider Historic Downtown Wilson a locale or place that has a brand. Also, the two entities/non-profits that help in the revitalization of downtown, Wilson Downtown Development Corporation and Wilson Downtown Properties, Inc. have traditionally shared the same brand as Historic Downtown Wilson.

**11. For the rollout plan, are you only looking for a strategic plan or for the selected vendor to help implement the plan?**

We are seeking a comprehensive strategic marketing plan, as well as some assistance with implementation.

**12. For the website, is this just strategic guidance on what needs to be done or will the vendor implement it? If the vendor will implement the changes, is a full new website expected or would it simply be updates to the existing website? And if a new site is expected, can you share technical requirements, i.e., preferred CMS, host platform, etc.?**

For the website, we are seeking a redesign of our current WordPress website. We want a new theme, more interactive features, and more accessibility.

**13. For social media, again, is this just strategy or will the selected vendor implement the changes?**

We are seeking a strategy that we will implement.

**14. How many social media platforms and accounts do you currently have? If multiple departments maintain their own social media accounts, will they continue to manage their own or will they be consolidated under the primary brand?**

We currently have four platforms, but are only utilizing two. We use Facebook and Instagram, but have a YouTube account and a Twitter account that are inactive. We are open to expanding to LinkedIn and reutilizing Twitter and YouTube, if it's proven to be useful. We are also open to other platforms.

**15. Who will make the final decision to approve the new brand (position vs. group – names are not needed at this stage)?**

Group.

**16. Are you willing to share a not-to-exceed budget?**

Not at this time.

**\*Clarification and updates to RFP timeline for reference below:**

<b><u>RFP Process</u></b>	<b><u>Date and Time</u></b>
<b>RFP Advertisement Date</b>	<b>06/14/2024</b>
<b>Deadline for Written Questions</b>	<b>08/16/2024</b>
<b>City Response to Questions (anticipated)</b>	<b>08/19/2024 end of day</b>
<b>Proposals Due</b>	<b>08/23/2024 @ 3:00 pm</b>
<b>RFP Award</b>	<b>TBD</b>

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