

**Request for Proposals
Economic Development Marketing and Website Design Services
ED 20-011**

A pre-submittal was not held for this Request for Proposals. Inquiries regarding this solicitation were due in writing no later than August 15, 2019.

Question No. 1 Exhibit B: Scope of Work 2. Objective, Page 18: Can you clarify what 'transactional tool' means and what will be included within the site?

Answer: The compilation of content on the page will drive end users to locate their business in Avondale. The combination of demographics, targeted sectors, available sites, incentives and other information on this page will provide information to help drive decisions.

Question No. 2 Exhibit B: Scope of Work 2. Objective Section 2.1, Page 18: This section mentions that the new site will need to have similar brand standards as the city site. Will those standards be shared with the chosen provider?

Answer: The brand standards will be provided to the resultant awarded firm.

Question No. 3 Exhibit B: Scope of Work 2. Objective Section 2.1c, Page 18: Are there any other software/integrations that will need to be included on the site design other than LoopLink?

Answer: The current plans include the possibility of videos.

Question No. 4 Exhibit B: Scope of Work 3. 3.1 Consultant Requirements, Page 18: What is the current Content Management system for <https://www.avondaleaz.gov/>? (i.e. Wordpress, SquareSpace, Web Builder, etc.)

Answer: Vision Live by Granicus.

Question No. 5 Exhibit B: Scope of Work 3. 3.3 Consultant Requirements, Page 18: Does the new subsite need to be built on the same Content Management System?

Answer: No

Question No. 6 Exhibit B: Scope of Work 3. 3.8, Page 19: Consultant Requirements: Can you define what 'other relevant collateral' is required, as well as the quantity of collateral? Will the content and imagery be provided by the City of Avondale?

Answer: In addition to the primary deliverable of website design and development, there are plans for one-page industry overviews of the City's target sectors. The goal would be for the design to be consistent across all platforms – website, collateral and other marketing pieces.

Question No. 7 Exhibit C: Fee Proposal Item 1, Page 21: What is required in terms of scope for the 'brand design'? Is it the overall design of the website itself, or is a separate logo required for the Economic Development Department?

Answer: It is the design of website itself.

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