



# County of Roanoke

## FINANCE DEPARTMENT PURCHASING DIVISION

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March 8, 2023

**RFP #2023-081**

### **Economic Development Marketing Plan**

for

Roanoke County

### **ADDENDUM NO. 3**

**Answers to Questions**  
Due Date & Time:  
**April 12, 2023 2:00PM**  
**(Local Prevailing Time)**

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1. Are you able to provide a preferred budget range and timeframe (in terms of number of months) for the project? That would be helpful in determining how to scope the project, including resources we can incorporate.

Answer: The project will be budgeted by phase and will depend on the successful proposal. We plan to start Phase 1 in late May or early June. We anticipate the targeted end date to be 8-12 months from the start, which would be April – June 2024.

2. How many physical copies of the proposal would you like us to submit?

Answer: Each proposal must include one (1) original, marked as such, and five (5) copies, marked as such, must be appropriately signed by an authorized representative of the Offeror, and must be submitted in a sealed envelope or package.

3. In phase 3 of the scope of work, the RFP mentions developing an economic development website. Does Roanoke County ED currently have a website that we would be building off of or a framework in place? Or would the contractor build the website from scratch? If the latter, do you prefer a particular web platform?

Answer: Roanoke County ED does have a website. We are anticipating a new website. The county currently uses CivicPlus but other platforms should be included as part of the proposal.

4. Is Roanoke County ED looking for a new logo that complements the branding (colors, fonts, etc.) of the County, or will you continue to use the current version of the modified County logo (with the addition of a tagline)?

Answer: We plan to use the current version of the logo but may look at modified versions with a tagline for economic development.

5. Do you have an estimated timeline in mind for this project, or are you open to recommendations?

Answer: We plan to start Phase 1 in late May or early June. We anticipate the targeted end date to be 8-12 months from the start, which would be April - June. We are flexible and understand this is a multi-phase project.

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6. Our economic development branding and planning process is comprehensive in order to ensure inclusive inputs and achieve the highest quality outcome. It includes community engagement, quantitative and qualitative research, strategy formation, creative development, and action planning. We are wondering, do you have a not to exceed budget that we should be aware of for this scope of work?

Answer: We plan to budget the project by phase and the successful proposal.

7. Has a budget been established for this work and if so, what is that budget?

Answer: The budget will be based on project phase and the successful proposal.

8. If the budget has been established for this work and can be published, can it break down the allocation per project deliverables? (i.e., website cost vs marketing collaterals costs?)

Answer: The budget will be based on project phase and the successful proposal.

9. Is it possible certain portions of the work could be disseminated between multiple agencies/Offerors? Or is the intent to grant the project to one Offeror?

Answer: We are open to subcontractors. Provide any subcontractors, their roles, contact information, and experience.

10. Will all questions received be published with the associated answers?

Answer: Yes.

11. Will there be a preference to award to locally/regionally based marketing firms?

Answer: No preference.

12. For Phase 1 Research & Discovery - does the agency/Offeror have autonomy to determine methodology and measurement tools for this phase?

Answer: There is no set methodology and measurement tools for Phase 1.

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The agency/Offeror should propose the methodology and measurement tools in the proposal.

13. For Phase 3 Marketing Collateral Development. "Community videos" have been listed as deliverables. Have specifics been established on the caliber and quality of videos. For example, is there a specified number of videos needed, what are the desired lengths of video(s), what is the desired fidelity of video(s) (i.e., broadcast/film quality vs social media quality)

Answer: The videos are expected to be a high-quality showcase of the community. The number of videos will be determined during the project.

14. Will the website be designed and built using ADA Compliant requirements (i.e., WCAG 2.1 AA standards)

Answer: The website must meet all ADA Compliant requirements.

15. Will Roanoke County need help creating new website assets over and above what may come out of this project? (i.e. copywriting, images, icons, etc.)

Answer: This is to be determined.

16. What is the timeline for the website build (when is the target launch date)?

Answer: The timeline for the project is 8-12 months from the end of May/early June targeted start. We understand that the website timeline may extend beyond this timeline and a launch date is negotiable.

17. Does Roanoke County have a preferred content management system (CMS)?

Answer: Roanoke County currently uses CivicPlus. However, we are open to other content management systems.

18. Will there be any integrations of 3rd party applications, API's, platforms, or other special development needs that should be considered? If so, what are these?

Answer: There is a site selector tool developed by Roanoke County GIS Services that would need to be incorporated into the website.

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19. Are there any databases that will need to be considered for the new site?

Answer: Not at this time.

\*\*\*REQUIRED\*\*\*

\*\*\*Sign and return with your bid package\*\*\*

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**Sign Name:**

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**Print Name:**

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**Date:**

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**Company**

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