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REQUEST FOR PROPOSAL

BID NO. 16-377

MARKETING AND BRANDING

QUESTIONS AND ANSWERS INFORMATION

DATED ISSUED: OCTOBER 31, 2016

Question 1:

What is prompting this project now? Is it tied to any other initiative that the City has underway?

City Answer to Question 1:

The City is releasing Three RFPs. The first one was for an update to the Economic Development strategic Plan. Review of those responses is currently underway. The City will also be releasing a third RFP that will focus on Tourism strategies. That RFP will be released on November 14th.

Question 2:

Have funds been specifically budgeted for this effort? If so, what is the budget allocated for this project (creating the strategy, not implementation)?

City Answer to Question 2:

No, funds have not specifically been budgeted for this effort. The City has TOT funds in reserve to fund the efforts in the RFPs.

Question 3:

What data or research do you have on your target audiences? (i.e. surveys, qualitative research, etc.). Do you have a baseline of what the current resident, business owner and visitor perceptions are of Turlock?

City Answer to Question 3:

No, we do not.

Question 4:

What databases do you have that we would have access to for our research? Do you have a database of businesses? Residents? Visitors? I also assume your chamber would have lists/resources that we could tap into as well.

City Answer to Question 4:

We have a business license data base, but not other data bases. I would suggest looking at the American Community Survey and also Buxton for commercial information.

Question 5:

Will you consider an agency located outside of California?

City Answer to Question 5:

Yes. However the consultant will need to be present for at least one City Council meeting.

Question 6:

I saw on your website that you recently issued an RFP for marketing and branding. After reading it I saw that you mentioned you recently released one for tourism as well. Has that one been decided?

City Answer to Question 6:

The tourism services strategy RFP will be released on November 14th.