



CITY OF SEGUIN
Purchasing Department
PO Box 591, Seguin, Texas 78156-0591
Phone: (830) 401-2451 Fax: (830) 401-2414

May 1, 2015

ADDENDUM NO. 1

RFP # TF-2015-24

2015 Branding Campaign

This addendum modifies, supplements, and is hereby made a part of the bid document referenced above.

Questions received from potential respondents followed by the City's response:

Q1: Does your organization already have a working relationship with an advertising or marketing agency capable of fulfilling this scope of services? If yes, have you been satisfied by the work of that agency, and do you expect that agency will put forth a response to your RFP?

A1: Seguin's CVB has previously worked with an advertising/marketing firm and was satisfied with the services provided. The company was notified of the current solicitation.

Q2: Will any local preference be given to firms in the immediate area?

A2: The selection of a firm will be based on the criteria established in the RFP document.

Q3: Regarding Page 1, Item 3 Scope of Work, Deliverables – Does the City want a price to design the various pieces of collateral needed to disseminate the new brand, or just the marketing plan that identifies what those items are and how they should be rolled out?

A3: The City desires a plan that identifies what those items are and how they should be rolled out at the minimum. Firms are free to provide estimates regarding the potential costs of those items furnished by others and/or to suggested firms to work with on producing the marketing items at some point in the future.

Q4: Does the City of Seguin currently operate under an existing overall marketing plan?

A4: No.

Q5: Does the City of Seguin currently operate under a strategic business plan?

A5: No.

Q6: Who are the stake-holders/decision makers? Who will make the decision to accept the brand and by what process?

A6: Stakeholders include, but is not limited to those groups listed in our RFP Phase I Research. Decisions about this solicitation will be made by a committee including representatives of City Council, CVB, Main Street, City management and staff. City Council has the final decision in all matters.

Q7: Is there a projected budget for the project?

A7: The City does not have a fixed budget set for the project. Sufficient funds are available to begin the process immediately following Council's approval of the contract with the selected firm as a result of this RFP. As we move into Fiscal Year 2016 beginning October 1, 2015, we will have the opportunity to budget an appropriate amount to complete the project based on the negotiated price with the selected firm.

Q8: Does the allocated budget include customized market research funds?

A8: The negotiated and agreed contract price with the selected firm will include funds to conduct the necessary research for this project.

Q9: Regarding Page 4, Item 8, Project Phases questions: In Phase 1 the questions are asking the RFP response to discuss what the process would be in the research phase. In Phase 2, the questions are asking for the RFP response to answer or discuss questions that are undetermined prior to Phase 1. Do the questions in the four phases need to be answered directly or to be used as general points of discussion?

A9: The City desires specific information about the respondent firm's research plan as suggested by questions mentioned in Phase 1. Questions in Phase 2 will need to be answered specifically after the selected firm conducts their actual research. For the RFP response purposes, questions in Phase 2 should be used as a general point of discussion.

Q10: With the City website under reconstruction and redesign, will this process be placed on hold until the brand campaign is completed so it may be incorporated into the site?

A10: The City expects to incorporate the new brand into all informational and marketing materials, including the newly redesigned website(s). The RFQ for website design services is expected to be issued within the next few weeks.

Q11: Does the City or CVB have any existing research or analytics that may be utilized in this process?

A11: The Seguin Economic Development Corporation has subscriptions to Buxton and CoStar, both of which provide historical, current, and future demographics. The selected firm will have access to the demographic information from these two services.

The selected firm will also have access to the research conducted by Anderson Marketing Group in 2010 as part of a tourism branding campaign. This research included one-on-one interviews, a competitive analysis and a SWOT analysis.

Q12: What are your expectations of the research process and how in-depth would you like for the agency to go?

A12: Firms should expect to conduct sufficient research to meet or exceed the City's expectations as provided in the RFP.

Q13: Are there any potential "hot button" issues we should be aware of?

A13: The City considers a wide community input very important.

Q14: Is it your intention that the brand serve together the municipal, tourism, and economic development purposes or is the brand focus on the municipality alone with hopes for adoption by others?

A14: It is the City's intention that the new brand serve all three purposes.

---End of Addendum No. 1---

Twila Wood
Purchasing Manager
City of Seguin