

Branding RFQ QA Web Page

July 11, 2017

Here are the questions we've received about the [Community Branding RFQ](#) along with our responses. Thanks for your interest

Can my company be considered for the project if the owner is a volunteer on the Cary Chamber Board?

Yes, your company can be considered. If your firm is found to be the best candidate, it will be up to the Town Manager to determine if the volunteer activity is an actual conflict and to communicate any necessary remedy (such as resigning from the Board) before a contract is signed.

Are firms based outside of Cary eligible to respond to the RFQ?

Yes, as long as the firm is properly licensed to do business in North Carolina.

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Are firms based outside of the United States eligible to respond to the RFQ?

Yes, as long as the firm is properly licensed to do business in North Carolina.

Will firms be required to travel to and meet in person in Cary, NC as part of the project?

Yes.

Can we respond to the RFQ via email?

No.

Can we perform the tasks outside of the United States?

Some tasks may be performed away from Cary; however, some work will have to be conducted here in Cary in person.

Will the Town mail hard copies of the RFQ and related materials to my firm?

No.

Does my firm need a North Carolina business license?

Yes, and they are issued via the NC Secretary of State's Office. See <https://www.sosnc.gov/search/index/corp>.

How many people will be at the Branding Workshop?

We have not decided, and we look forward to your recommendations in your response.

How much influence will the existing Imagine Cary branding and style impact the in-scope deliverables (logo, tag lines, messaging, etc.)?

This has not been decided, and we look forward to your recommendations in your response.

What are the most widely used channels for communicating the current brand identity of the Town of Cary? Ads? Brochures? Banners? Etc.

Information on our channels of communication may be found in our 2016 Biennial Citizens' Satisfaction Survey, which is available at www.townofcary.org. The website also includes many examples of our communications products and style.

Can you provide some insight into what might be included in the 7.) Multi Collateral Design and Copywriting deliverable?

This has not been decided, and we look forward to your recommendations in your response.

Regarding Number 7 in your deliverables list: Can you give us an idea of sizes and number of pieces, as well as the purpose for these pieces (visitors guide, town map, rack cards, etc)? Does photography need to be included in the cost?

This has not been decided, and we look forward to your recommendations in your response.

What organizations are actively already "at the table" and expect to be included in this project?

Only the Town of Cary and the Cary Chamber of Commerce are currently involved, and we have not decided which if any other organizations will be part of the project. We look forward to your recommendations in your response.

Regarding the comprehensive community plan, Imagine Cary, can we have access to this plan to review?

Yes, it is on our website, www.townofcary.org.

Under 'Submittal Format and Content', it references the "scope of work" several times - where/what is the proposed scope of work to be included?

The Scope of Work should be considered all items presented in the RFQ as well as any recommendations made by the firm and accepted by the Town.

Is there a stated budget range for this branding initiative?

Up to \$250,000 has been budgeted this fiscal year for expanded economic development activities to include the branding project.

What are the names of the countries from which you will accept bids?

Firms from outside the US but licensed to do business in NC may submit responses to the RFQ.

Contact

Susan Moran, APR

Chief of Strategic Communications

(919) 460-4951

susan.moran@townofcary.org

