

## Branding RFQ Addendum 3

Aug 10, 2017

Here are additional questions we've received about the Community Branding RFQ along with our responses. Thanks for your interest.

*In your addendum, you say we need to have a NC business license and reference the NC Secretary of State as the place to have one issued. There doesn't appear to be anything there relating to a business license. Can you clarify?*

The term we use is "registered" or "authorized" to do business in NC; it is also referred to as a Certificate of Authority. You or your attorney should reference the North Carolina General Statutes Chapter 55, Article 15, Foreign Corporations, for the state law on this topic. From a practical standpoint and prior to issuing a contract for services, we will go the NC Secretary of State's Office website and use the "Search by Corporate Name" feature to certify that your company is able to do business with us. See: <http://www.sosnc.gov/search/index/corp>.

*Who do you consider your "competitors"? What cities or townships are considered to be "competition" for Cary, NC for attracting businesses, tourists, and/or residents? For example, a business may consider Cary, NC and Gainesville, FL as locations for its future HQ's because of favorable business taxes and access to a highly educated population. In this case, Gainesville, FL would be a competitor.*

AND

*Who do you consider your "competitors"? What cities or townships are considered to be "competition" for Cary, NC for attracting businesses, tourists, and/or residents?*

Cities Cary often competes against include: Austin, TX, Nashville, TN, Atlanta, GA, Boston, MA, and San Francisco, CA.

*When you compare yourself vs other towns, what measurements/criteria are you comparing? What are your measurements? Cost of doing business?*

Talent, Global competitiveness, momentum index, future index. A study Cary helped commission compares our metro vs. those we compete against most is at: <http://metro.raleigh-wake.com/>

*Who are your primary audiences for your current marketing efforts?*

Cary currently doesn't lead any specific economic development or tourism marketing efforts; we tend to 'tag along' to those of Wake County and the metro area since our target audience is the same, including quality companies in target sectors looking to expand or relocate.

*What are the target demographics of your targeted audiences?*

Cary does not currently do any type of direct talent recruitment, i.e. marketing to people to move to Cary. The type of person that is attracted to Cary is the type of demographic very appealing to the employers that we court: well- educated, knowledge worker appreciative of recreational and cultural

amenities; one who does not want the lifestyle of a major metro area; relocating from a major metro. That said, Cary would like to be more appealing to a younger demographic as well.

*What type of corporations / companies are you targeting for recruitment to Cary?*

We target certain industry clusters that Cary and this region have a great workforce to support, including: Information Technology, Life Sciences, and Clean Tech/Smart Grid.

*What are the key market segments for the corporations/companies you're targeting to recruit to Cary?*

We look for: corporate headquarter location/relocation; research and development corporate arm expansion; financial, sales and back office services.

*Do you have an agenda in mind for the Branding Workshop or are we able to create a Workshop Program/Agenda that is unique to our process?*

We do not have a prescribed agenda. We would expect the consultant(s) to develop a recommended agenda for our review, input, and ultimate approval.

*As an out of state business, do we need to have a license to operate as a business in North Carolina when we submit our RFQ or is it ok if we have filed for it and are waiting to receive it?*

Consultants must be licensed to do business in NC prior to a contract for work being signed but not prior to submitting the RFQ response.

*Is there a stated timeframe for this branding initiative?*

Other than work beginning in Winter 2018, a timeframe has not been established.

*What is the total budget for this project?*

\$250,000 was included in this year's annual budget to expand economic development activities, including the branding initiative.

*We notice on page 26 that you ask that all deliverables be created in CAD. We want to confirm that CAD is not relevant for this project.*

Whoops -- great catch! No, CAD is not part of this project.

*Is there an incumbent for this project?*

No.

*What are your expectations around the workshop deliverables?*

That has not been decided, and we look forward to the recommendations in consultants' responses.

*Do you have a sense of what kind of logo you are looking for (typography, iconography, combination)?*

We do not.

*What are your expectations for testing the messaging and concepts? Can audience testing be included in this scope?*

Other than what's discussed in the RFQ, we have not articulated expectations. Yes, audience testing could be included in this scope.

*Have you identified/set aside a budget for the overall project?*

\$250,000 was included in this year's annual budget to expand economic development activities, including the branding initiative.

*On page 3 for #7. Multi-piece collateral design & copywriting – Can you be more specific on the deliverables you are looking for in order to scope this properly? What assumptions do you have for this line item? For example, are you thinking of the collateral for a full-blown public campaign, or are you looking for a general list of prices per type of piece (print ad, video, social banners, etc.)*

This has not been decided, and we look forward to recommendations in the consultants' responses.

*On page 3 for #8. Message architecture – Can you be more specific as to what this means or entails?*

We are referring to hierarchical words, terms used in creating messaging frameworks.

*On page 3 for #10. Rollout plan - Does this need to include costs for executing the plan, or just creating the plan itself?*

AND

*Should the proposed budget cover not only the development of the brand and brand strategy, but ALSO the activation of the brand?*

This project does not currently contemplate the consultants being tasked with executing the rollout plan; for the project; we do expect a detailed plan to be developed that includes cost estimates.

*Are we permitted to include a cover letter/letter of interest and does it count against the overall page limit?*

You should submit whatever you think best meets the RFQ, keeping in mind that every page submitted counts toward the total maximum.

*On page 6, Section 3 – can these be references be for specific proposed personnel and their projects, or are they required to be firm references?*

You may include any references you feel will provide us with the most accurate and complete information on whether your firm is the best choice for this project.

*On page 6, Section 3 – can you please clarify what you are looking for in the status and comments piece of number 6?*

Project status refers to whether a referenced project is anticipated, underway, or complete. Comments is for anything else you think we should know about the project.

*Are resumes permitted? If so, are they included in the 9-page requirement of Section 2, or can we include them elsewhere?*

You should submit whatever you think best meets the RFQ, keeping in mind that every page submitted counts toward the total maximum.

*On page 7, Selection Criteria – are each of the evaluation points weighted evenly?*

What or even whether a weighting criteria might be has not been determined.