



Addendum No. 3 to RFP No. 2023/24-002
Branding and Marketing Services

August 28, 2023

To Whom It May Concern:

The City of Sedona, Arizona is issuing this **Addendum No. 3** to the Request for Proposals cited above as originally issued at the time of solicitation for proposals for the Branding and Marketing Services project. For any proposal to be considered responsible and responsive, receipt of this addendum must be acknowledged.

This Addendum contains five (5) pages, including this page.

This Addendum clarifies the following:

QUESTIONS

1. Submitted question:

QUESTION: We read that you need both a brand and marketing plan as well as ongoing services. Is your intention to hire a full-service agency who can do both? Or are you looking to hire a second agency to provide ongoing services after the brand and plan are completed?

RESPONSE: We would like to hire one agency who can do both. We recognize that ongoing services will be needed in addition to the branding and destination marketing components.

2. Submitted question:

QUESTION: Our destination brand development 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. This process requires an engagement cost north of \$80,000. Is this pricing an acceptable minimum for this project? Or please share any not-to-exceed budget if that has been established.

RESPONSE: Please refer to the response to Question No. 1 of Addendum No. 2.

3. Submitted question:

QUESTION: Section 4 of the proposal outline asks us to list the most significant relevant contracts from the last 5 years for key personnel. Would you like us to include a project list for each assigned personnel, or may we choose the 5 most significant projects that the team has worked on together? Additionally, would you like us to attach case studies and examples of work for the 5 listed projects?

RESPONSE: The list of the five (5) most significant municipal branding, marketing, and public relations contracts performed in the last five (5) years that are similar to this project may be a culmination of individual key personnel's experience and the team's experience. Proposers are not required to list five (5) projects per key personnel. Proposers are welcome to attach case studies and examples of work.

4. Submitted question:

QUESTION: Appendix B-4 asks us to provide a minimum of 3 references from projects completed in the past 5 years. Additionally, section 2 of the proposal outline asks us to provide

references for the Project Manager's relevant experience, and section 4 asks for the contact information of clients from a maximum of 5 past projects. May our 3 references for Appendix B-4 suffice our reference requirement, or do you require references and contact information to be provided for each of these sections?

RESPONSE: The City requires references for each section cited above; however, the same three (3) references a proposer asks to complete Appendix B-4 may also be listed in Sections 2 and/or 4 of the "Submittals with Proposal" where applicable. For example, in Section 4, proposers are to provide a list of five (5) past projects. Three (3) of the five (5) projects listed could be the same clients a proposer asked to complete Appendix B-4. This would provide the City with three (3) written references and two (2) additional references the City may contact, if necessary.

5. Submitted question:

QUESTION: Is there no option for an electronic submission of the proposals?

RESPONSE: At this time, there is no option for an electronic submission of proposals.

6. Submitted question:

QUESTION: With regard to "Ongoing services" (an estimate for ongoing/on-call services to support implementation, marketing, and public relations services), this seems to be the least defined of all of the stated deliverables. Do you have specific deliverables in mind for this section that we can use as a base for estimating, or is it enough to just provide an hourly fee-for-service pricing schedule to meet the requirement of this item?

RESPONSE: At this time, we don't have a list of deliverables, but we recognize that there is a high probability that additional marketing support/services will be needed. The City is relying on the experience and expertise of proposers to anticipate an approximate cost of what proposers believe, based on the City's scope of work, may be necessary.

7. Submitted question:

QUESTION: How does the City currently handle, or intend to handle, public relations and earned media efforts for Sedona tourism? Since PR is not listed in the "Optional Services" is it safe to assume that it will either be handled in-house, or through a future RFP?

RESPONSE: Correct.

8. Submitted question:

QUESTION: Is there an incumbent for this RFP?

RESPONSE: No, the City is not currently under contract with another branding and marketing firm.

9. Submitted question:

QUESTION: To help us shape the best response could you let us know your ballpark budget for all of the services listed, please?

RESPONSE: Please refer to the response to Question No. 1 of Addendum No. 2.

10. Submitted question:

QUESTION: Will the four meetings with the Tourism Advisory Board and report to City Council be expected to be delivered in-person, remote, or a combination?

RESPONSE: A combination is acceptable, especially if the proposer is out of state.

11. Submitted question:

QUESTION: Regarding “ongoing services” part of the scope, for what timeframe should we create the estimate for?

RESPONSE: One year from the award of the RFP.

12. Submitted question:

QUESTION: Is the logo need for the “Sedona Tourism Program” department or for the campaign identity?

RESPONSE: A logo will be needed only for the Sedona Tourism Program. For the campaign, potentially a slogan would emerge, but it would use the Tourism Program logo.

13. Submitted question:

QUESTION: Do you have a creative or production staff to manage producing assets based on this new branding? If so, how many people will be creating assets for print or digital using the brand guidelines? Is it city staff or in-house graphic designers?

RESPONSE: The City has one person with graphic design specialty that will use the assets in future marketing efforts, but in the destination marketing campaign portion of the deliverable in this RFP, the City expects the selected firm to provide graphic design services in the assets that are delivered.

14. Submitted question:

QUESTION: Are you planning to also launch and create a separate website with the new branding? Or will this brand live on the city website?

RESPONSE: Yes, the City will be launching an entirely new tourism website with this branding.

15. Submitted question:

QUESTION: For the list of marketing collateral listed under “Brand Creation and Implementation” do you anticipate needing branding templates of these as part of the scope?

RESPONSE: It is not expected, but if this is a service a proposer would like to include in their proposal, the City will decide if it wants to choose that in the final award of the RFP.

16. Submitted question:

QUESTION: What are the expectations for “signage” needs as part of this “Brand Creation and Implementation” scope delivery? Are you looking for graphic examples as part of the style guide or actual templates, production files?

RESPONSE: The expectation is that deliverables would include marketing collateral that *could* be included on signs. This could mean banners that hang in a Visitor’s Center, signs at the airport, or whatever is determined when we get to that point of deciding what the destination marketing campaign is and what deliverables will be expected.

17. Submitted question:

QUESTION: We see that “Responsible Destination Management” will be need to be one of the foundations for the development of any brand and marketing strategies. Can you explain what you mean by that?

RESPONSE: The City saw an explosion of visitors during the pandemic, and now, more than ever the City needs to infuse a message of leaving no trace, leaving places better than when you found them, and respecting what makes Sedona so special. Whatever brand or marketing campaigns the City and selected firm come up with, will need to connect back to these ideas.

18. Submitted question:

QUESTION: How will you measure the success of the campaigns? For example, is there a metric or goal you're looking to meet at a particular time?

RESPONSE: The City will be establishing metrics through this process and making sure it aligns with the City's Tourism Advisory Board and City Council's ideas on metrics. This will be fleshed out before the marketing campaign begins.

19. Submitted question:

QUESTION: Is there a budget range for this project that you would be able to share?

RESPONSE: Please refer to the response to Question No. 1 of Addendum No. 2.

20. Submitted question:

QUESTION: Are you primarily interested in contracting with a more local or regional firm or will firms outside of your immediate area be given equal consideration?

RESPONSE: All firms will be given equal consideration.

21. Submitted question:

QUESTION: Are you open to working with a company not located in Arizona as long as their qualifications match your criteria?

RESPONSE: Yes.

22. Submitted question:

QUESTION: Sedona has been recognized nationally for its development of a sustainable tourism management plan. It seems this plan could have an impact on the City's direction-branding moving forward. Is this plan a part of the City's direction (considering the former tourism organization contract is now expired)?

RESPONSE: Absolutely. The City will be working to update the Sustainable Tourism Plan as part of the creation of this new tourism program.

23. Submitted question:

QUESTION: How many members of the City staff are dedicated to tourism management and marketing?

RESPONSE: Currently, five (5).

24. Submitted question:

QUESTION: Is there any recent visitor related research that could assist and/or impact a branding project?

RESPONSE: Please refer to Exhibit A of Addendum No. 2.

25. Submitted question:

QUESTION: Has a not to exceed budget been established?

RESPONSE: Please refer to the response to Question No. 1 of Addendum No. 2.

END OF ADDENDUM NO. 3

ACKNOWLEDGEMENT

I have received Addendum No. 3 for the Branding and Marketing Services project as described above and acknowledge it as part of the Contract Documents for this project.


Print Business Name

Date

Signature

Title

Addendum No. 3 issued by Lauren Browne, Communications and Public Relations Manager, City of Sedona.



Lauren Browne

August 28, 2023

Date