

TOWN OF BERRYVILLE  
Addendum 1 for RFP #2020-02  
Proposal Clarifications

Questions:

What is the anticipated budget?

\$15,000. The budget for the branding phase is \$15,000. This money has been appropriated and is available for this FY ending June 30. While this will obviously extend beyond that date, funding will carry over from the current year.

When was the last time a rebranding project took place for Berryville?

We have not done a specific rebranding before. We did a logo update in approximately 2004.

Do you currently work with a consultant/firm?

We do not currently work with a consultant or firm.

Please provide clarification on the insurance requirements for the awarded vendor for this contract. As listed on page 7 of the RFP, the minimum insurance coverages and limits required for most contracts:

*Professional Services Contracts*

- \$1 million Each Occurrence (Bodily Injury and Property Damage)
- \$3 million General Aggregate that applies on a per project basis
- \$3 million Products/Completed Operations Aggregate
- \$1 million Per Person or Organization (Personal and Advertising Injury)

*Owned and/or Non-Owned Automobile Liability - \$1,000,000 each accident*

*Employers Liability - \$100,000 Bodily Injury each accident/\$100,000 Bodily Injury Disease*

*Each Employee / \$500,000 Bodily Injury Disease policy limit*

*Professional Liability (Errors and Omissions) - \$2,000,000 each wrongful act /\$3,000,000 annual policy claims aggregate (effective date same as contract date with one-three year extended reporting period).*

*Cyber or Identity Breach liability - \$1,000,000 each identity breach*

*Excess Liability - \$2,000,000 each (CGL/AL/EL) occurrence/\$3,000,000 Annual Policy Aggregate*

My question revolves around the necessity of the Cyber or Identity Breach liability, given the scope of work for this particular RFP - is this required?

The Town can waive that requirement.

Also, I am working with a client who has \$1,000,000 per occurrence limit for his Excess Liability (umbrella) - is the limit above (\$2,000,000/\$3,000,000) set in stone?

The ones that you have listed are general guidelines of what we typically see from other vendors doing similar work throughout the state. The Town could lower the limit of the excess(umbrella) policy from \$2m down to \$1m provided the other coverages requested are satisfied.

Would the Town like to see an individual cost per initiative or a total cost bucket of hours?

The RFP requests a cost estimate for services identified in the RFP and a fee schedule. As I am not sure what a "cost bucket" is, I will leave that up to you for interpretation.

Page 1, Scope of Services: "*Development of a brand concept to include a message, tagline, and logo adaptable for a wide range of applications (e.g., tourism, business, residential)*" and "*Concepts and designs will be used in a number of ways and must be adaptable to use on printed material, wayfinding signage, website design, and social media.*" May we assume from this language that the Town is not looking for the execution of the brand concept, but solely the development of the brand concept?

The result of this effort will be a brand that includes the items identified above.

Page 1, Scope of Services: "*The Town of Berryville reserves the right to extend the contract for additional branding and marketing needs beyond the initial contract.*" Will there be a separate budget for additional branding and marketing needs beyond the initial contract?

Yes.

Will there be 1 or 2 people who are serving as a day-to-day point of contacts and decision makers at the Town of Berryville to manage the project? We would imagine that this person(s) would handle things like internal communications, approvals at key waypoints, and collecting internal feedback during proofing rounds.

Christina Dunkle, Community Development Director, will be the point of contact for the project.

What level of coordination for this project and the brand direction is anticipated from other governing/coordinating bodies like regional tourism partnerships (SVTP) or Clarke County?

Clarke County staff, SVTC (Shenandoah Valley Technology Council), and perhaps VTC (Virginia Tourism Corporation) would be coordinating organizations with this effort.

Who are the stakeholders (i.e. town council, staff, citizens) who will ultimately be approving the new brand identity? What will that approval process look like?

Berryville Town Council, Town staff, and residents, also Clarke County staff and Berryville Main Street representatives.

In this article from the Winchester Star, there is discussion about a brand and marketing study, has that marketing research study already happened, or would the selected firm be providing those services as well?

The Town Council Community Development Committee decided to get the branding done as the first phase and then roll into the marketing study.