

TOWN OF BERRYVILLE
Addendum 2 for RFP #2020-02
Proposal Clarifications

Questions:

The RFP suggests that feasibility studies will be provided.

Two studies have been completed. They will be made available to the consultant and will be posted on the state procurement website <http://eva.virginia.gov/> and the Town's website <https://www.berryvilleva.gov/2211/Bid-Procurement-Opportunities>.

Do the studies *include input from local stakeholders including residents, business owners, community organizations, elected and appointed officials, and staff*, or are you looking for the branding agency to develop input and conduct primary research?

The intention is that the branding effort should include those stakeholders identified in the RFP.

Will we have access to a few of those key individuals for some primary research (In-person or phone Interviews)?

Yes, we will have key stakeholders available.

If the offeror's insurance carrier denies all requests to carry out an additional insured, will this disqualify the offeror from being considered?

The additional insured language is a standard request and most insurance carriers can easily add the Town as an additional insured on the contractor's general liability policy. It is important for the offeror to provide the requested additional insured and a copy of the additional insured endorsement.

Does this project have an estimated budget for the time of the contract (estimated 6-9 months)? If there is a budget range, we would like to propose different pricing packages.

The budget identified by Town Council for this project is \$15,000.

The wording on the RFP seems to request only brand services (logo and brand guideline), will there be a separate RFP for the execution of the printed material design and printing, signage design and production, website design and development, and social media management?

The RFP includes the development of a brand concept to include a message, tagline, and logo.

Will the scope of the brand concept include color palette, design assets, photo treatments, and fonts?

The selected concepts and designs must be adaptable to use on printed material, wayfinding signage, website design, and social media. We are not anticipating that an RFP will be issued for the execution of the items you have listed below. The submission should include color palette and fonts.

Are you open to working with agencies outside of Berryville, VA?

Yes.

Does this contract require on-site? Can meeting be help via skype?

We do not have any requirements concerning on-site meetings.

Will you be awarding one or multiple companies?

Likely one company.

Are you only looking for branding services?

Yes.

Can you give examples of other graphic services you may need?

Print, social media.

Will you need printing services?

Likely in the future.

Is this a contract with option for renewal?

Unknown at this time.

It says the RFP must be signed but there is no signature page. What exactly should be signed?

The proposal.

Would you like a price breakdown of all services offered or just the branding proposal?

Branding proposal please.

Have the two feasibility studies included specific brand-related questions?

If you mean the identification of hotel flags, yes.

What research methodologies were used - quantitative, qualitative, both?

Both.

Were all stakeholder segments included in the study?

Yes.

Was the data determined to be statistically reliable?

Yes.

With regards to messaging, could you please provide more clarity?

I cannot. We wanted to leave it up to the consultant.

For the brand concept, are you looking for a mood board or style guide?

We would like a logo that can be used in print, web, and social media applications.

Do you have tourism/visitor data and research and if so, can it be made available to us?

We do not. That would be up to the consultant.

What are the recreational and historic assets in Berryville?

The consultant would identify these assets.

Who/what entity will manage this project and how many people are involved? Can you describe the anticipated decision process?

Town Council would make the ultimate decision after vetting through the Community Development Committee.

As this is an informal RFP process, will you be sharing all submitted questions and your responses publicly? If so, when will those be made available? If not, may we request to review other submitted questions and your answers?

Finance Clerk Heather DeHaven will be posting addenda on the town web site

www.berryvilleva.gov

Please confirm you are still pursuing this RFP, and that no changes had been announced given the situation with COVID-19.

We continue to pursue the RFP. Any changes will be posted on our web site berryvilleva.gov.

Will the offices be open to receive UPS packages for the foreseeable future?

Our offices are open for the foreseeable future. Our offices remain staffed and at this point the RFP is still on track.