

## **Marketing Plan RFP**

### **Questions in Response to RFP**

#### **Budget:**

1. Is the \$45,000 budget inclusive of all campaign elements, including additional suggested strategies not outlined in Economic Development Plan? Has the City developed a budget for the execution of the Plan?

*Yes, the \$45,000 budget is inclusive of all campaign elements (except for production of any recommended pieces, such as x number of copies of a brochure, etc.), including additional suggested strategies not outlined in the Plan.*

*The City has not developed a budget for the execution of the Marketing Plan.*

2. Is the \$45,000 budget detailed on Page 4, Section 1.6, Item H inclusive of all expenses (marketing plan, marketing services and media expenses), or is it a budget allocated exclusively for the writing of a marketing plan? If the latter, are you able to reveal what the budget would be for marketing services and media expenses?

*The \$45,000 budget is for the writing of a Marketing Plan and design (not production) of any recommended marketing pieces (i.e. brochure, postcard, folder, advertisement, video, etc.) We expect media expenses (production, placement of ads, etc) would be under a separate budget.*

3. Under 1.4, paragraph 2, it is clear that you are looking for a plan, messaging, and visual design services. Under the budget, are you looking for proposers to design and produce marketing materials, as it reads in this paragraph? If so, can you specify which materials you want completed in this planning stage?

*Yes, we are looking for proposers to design marketing materials. Production of such materials (as in x number of brochures) is not included in the \$45,000 budget. We do not know which materials (brochure, postcard, folder, advertisement, video, etc.) we want completed in this planning stage. We are looking to the proposer to suggest what mediums to use within the Marketing Plan, and design those messages and graphics.*

4. Is there a particular format in which the City requires the budget proposal be presented? (Hourly cost rate, project cost rate, etc.)

*Project cost rate.*

#### **Timing:**

5. Is the marketing plan to be executed over the 3-5 year timeframe suggested by the Economic Development Plan, or does the City have a shorter timeframe?

*The Marketing Plan and Economic Development Plan do not need to follow the same time frame. We would like elements of the Marketing Plan to be implemented as soon as possible.*

6. From what we understand, notice of award will be issued within 90 days of opening on August 4. To help us devise the timeline requested in Section 1.6, G., can you confirm that award may be as late as November?

*We'd like to interview potential firms the third week of August, with a recommendation made to City Council at the first meeting in September; however, if schedules do not permit, the timeline may be shifted. It could be as late as November, but that is doubtful.*

### **Experience with Communication Firms**

7. Has the City worked with communications resources in the past? If so, please describe the relationship and the primary responsibilities of those communications counselors.

*No, we have not had a long-term relationship with communications counselors. Our experience has been very limited to working with a graphics firm to devise the City logo about ten years ago, and working with two agencies to create two commercials that were shown on national television during the HyVee triathlon three years ago.*

8. What is the most successful economic development marketing that the City has ever done, and why?

*We haven't done any economic development marketing before. The City has been very fortunate in the past in that development has come to us. We now want to be more purposeful about marketing our business environment.*

9. Does the City have a dedicated communications professional on staff whose responsibility includes economic development? If so, to whom does this person report and what is the function of that position?

*The Assistant to the City Manager handles communication regarding the public access channel, the City magazine that is published three times a year, the City Manager blog, etc. Her duties do not include economic development. Plus, she will soon be leaving the City's employ and an existing employee with a different background will be the interim replacement.*

### **Copyright/Creative**

10. The RFP uses the terms "copy-write" and "copy-writable." Can you please confirm that you are wanting to make sure the messaging and graphics package can be 'copyrighted' (i.e., protected from use by others)?

*Yes, we want to make sure that no other community is presently using the same messaging, graphics, etc. We want communication products to be unique to the City of West Des Moines.*

11. What are the City's expectations regarding creative aspects submitted with the proposal?

*We want to see representative examples of work done on completed projects, especially of work done for other cities or public organizations. Since various people will be viewing the*

*proposals individually, we'll need hard copies of all pictures. A website link would also suffice.*

**Relationship to Economic Development Plan:**

12. Does the City prioritize one or some of the Economic Development Plan goals/strategies over others?

*No goals or strategies are prioritized over others. If, due to budget constraints the proposer needs to divide up various elements and only address some, that would be considered.*

13. Are the target audiences on page 2 in priority order? Specifically, are you looking for a campaign that focuses primarily on workforce recruitment? Or do all audiences have the same priority?

*All of the audiences have the same priority. If, due to budget constraints the proposer needs to divide up various elements and only address some, that would be considered.*

14. Are the goals and policies mentioned on Page 1, Section 1.1 the same as the recommendations detailed on Page 49 of the 2010 Economic Development Plan Update report #1 and as a Strategic Plan in report #3?

*Yes, the goals and policies mentioned on Page 1, Section 1.1. (and in the last paragraph of Section 1.4) are the same as the Strategic Plan in Report #3. Page 49 of Report #2 is information that led to that Plan, and so would also apply. (Page 49 in Report 1 is an Appendix, which leads us to believe the question was about page 49 in Report 2.) Page 9 of Report 3 is a listing of all the goals and policies of the Plan. While not all of those goals and policies can be achieved with a marketing effort, we'd like to see proposals address those that can be.*

*We expect that proposers would address the Scope of Services listed in Section 1.4 (A-H), as well as have a solid understanding of the 2010 Economic Development Plan and would refer to that as proposed tactics and timelines are developed.*

We are interpreting the RFP to say you are looking for a vendor to respond with pricing on a marketing plan that will include:

- a. Marketing Strategies
- b. Marketing Tactics
- c. Segmentation
- d. Message Audit
- e. Message Points
- f. Media Audit

*Yes, we want proposals to include marketing strategies (a) (though some have been generally defined in the 2010 Economic Development Plan), marketing tactics (b), and message points (e). Segmentation (c) has been completed by identifying the five targeted industries. If a proposer thinks more segments need to be identified, please include in the proposal. We*

would expect that a proposal would include a review of our present marketing materials, which we assume is what message audit (d) and media audit (f) would entail. Since we have not been very active in marketing, we would expect such an exercise to be short. In order to provide proposers with as much information as possible prior to the RFP deadline, we posted our current materials (folder, WDM magazine, Development Retrospective, etc.) on the RFP website. The media outlets presently used are limited to our website, our local cable access channel, and our city magazine.

15. What are the key objectives of the campaign? How will you judge its success?

*The key objectives are to bring the messages identified in the Economic Development Plan to the appropriate populations. Again, we expect that proposers would address the Scope of Services listed in Section 1.4 (A-H), as well as have a solid understanding of the 2010 Economic Development Plan and would refer to that as proposed tactics and timelines are developed.*

*Overall, its success will be judged by the growth of the City – new businesses and new residents.*

**General:**

16. What are you looking for in a partner, in specific? What makes a good fit for your City and Department?

*Down-to-earth firm. Need partners who drive results.*

*Flexibility/Easy to work with*

*Experience with bringing messages to varied populations in varied mediums.*

*Unique ideas*

*Comprehensive (use of all potential mediums)*

*Phases (as we will not be able to implement all of it at once)*

*Prioritized (which tactics will have the most impact, or are the most time-sensitive)*

17. What is the makeup of the team who will select the consultant?

*There will be representatives from the City, MidAmerican Energy (the local power company), and the West Des Moines Chamber of Commerce.*

18. Do you have a preference to hire a firm that is local?

*While we certainly support the West Des Moines business community, we plan to hire the firm that best suits our needs.*