

Warwick Station Development District (WSDD) QA2

Q: The RFP requests a copy of Federal Forms SF-254 and 255. Is a 330 acceptable?

A: We must be consistent with the RFP request for all, thus, we will need completed SF-254 and 255 forms, and not a SF-330.

Q: Is the sign in sheet from the pre-proposal meeting available to us?

A: I will provide the names and businesses to you.

Q: We understand there is a \$400K grant to put towards the development and implementation of Tasks 1, 2, and 3. Does this include all media buys, print production and outside expenses as part of executing the direct marketing plan?

A: Yes, and we are asking respondents to provide their proposed costs in meeting the three tasks in the RFP, as well as how best to allocate those funds.

Q: Do you foresee this budget to include outreach to the public, in addition to the target audiences mentioned in the RFP (Development & Corporate Site Selectors and Investors)?

A: Same response as the previous question.

Q: Do you plan to conduct interviews with a short-list of RFP respondents?

A: That is the selection committee's option, and we may or may not proceed down that path.

Q: With regard to marketing, we understand that the budget of \$400K includes implementation. Can you be clearer on exactly what that means?

A: The RFP does address implementation of the marketing plan, once completed, that could run concurrently with the three Tasks. I would suggest that you tell us how you would allocate your proposed budget over the three tasks for the selection committee's review.

Q: In addition to a website, brand and strategy does it include such things as long term marketing, if so, how long?

A: As long as the existing budget allows us to market the WSDD. Recognize that we are also looking for additional funds to continue marketing the WSDD, but that should not have any bearing your proposal to the selection committee.

Q: Does this fee also include publishing materials?

A: It could, if you feel that published materials are part of your marketing plan.

Q: Are the specific dates outlined for the final segmentation analysis report (January 31, 2013) and final placemaking and brand identity research/testing report (February 28, 2013) hard dates that are set in stone or is there some flexibility with those dates?

A: Both dates are firm.