

City of Tacoma

## Questions and Answers

### Marketing Design Services RFP Specification No. ED22-0367F

All interested parties had the opportunity to submit questions in writing by email to Ryan Foster, Senior Buyer by date questions were due. The answers to the questions received are provided below and posted to the City's website at [www.TacomaPurchasing.org](http://www.TacomaPurchasing.org). Navigate to [Current Contracting Opportunities / Services Solicitations](#), and then click *Questions and Answers* for this Specification. This information IS NOT considered an addendum. Respondents should consider this information when submitting their proposals.

**Question 1: Is there a need for new photography and/or illustration services?**

Answer 1: The City of Tacoma will provide photography however limited illustration services may be necessary, for example, if the selected contractor proposes using an info-graphic for some of the material.

**Question 2: What are the specs (size, number of pages) of the current "MakeltTacoma brochure"?**

Answer 2: This brochure includes 12 color pages and is folded like a booklet. Each individual page is 8.5"X11".

**Question 3: Do you expect the specs (size, number of pages) to remain the same for the "updated MakeltTacoma brochure"?**

Answer 3: Yes, it will remain the same and will include content updates and limited image or design updates.

**Question 4: Can you please provide more information about the ad campaign so we can determine how many hours to allot to conceiving, design, etc? What is the goal of the campaign? What kind of publications will it be running in?**

Answer 4: Periodically the City's Community and Economic Development Department will place an ad in South Sound Magazine, the Puget Sound Business Journal, site selection magazines or similar. It is not a campaign, but periodic placement typically associated with some relevant content the publication intends to include or due to a sponsorship by the City. We also occasionally may use the same image/messaging for posting at a trade show or other event.

**Question 5: For each of the pieces listed in the RFP, what is the goal, audience and intended impact for each?**

Answer 5: The primary audience for the collateral is to encourage business attraction, retention and expansion in Tacoma, i.e. private investment and job creation. The Neighborhood Business District "information sheets" are marketing pieces that would encourage shopping and patronage in Tacoma's neighborhoods.



City of Tacoma

## Questions and Answers

**Question 6: What are the goals, anticipated audience, placement and use of the :30 second spot?**

Answer 6: The “30-second spot form” listed in the RFP is intended to be a concise “elevator pitch” leaders and staff can use to quickly and concisely explain why a business investment in Tacoma is a good idea. Depending on budget we may opt to create a video as part of this scope or may use our internal video productions capabilities to create a later video using the script.

**Question 7: What existing content and graphics design assets will be provided from the City for use in creating the deliverables?**

Answer 7: Besides photography, City will share existing materials, its brand guidelines, and assist with content data for updates, as well as the InDesign file for the Make It Tacoma brochure.

**Question 8: The RFP lists two one-page flyers and two brochures as deliverables and also states materials need to be “viewable by computer or by mobile phone.” Does this refer to downloadable/clickable PDFs for digital viewing or for the materials to be converted into web-based formats?**

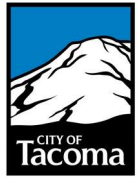
Answer 8: We are requesting creative suggestions from the selected Contractor. Due to the richness of our graphics PDFs tend to be quite large and unwieldy for sending, via email, however less and less of our business is conducted today in hardcopy format. Marketing design expert guidance on the best way to deliver rich content via email is welcomed.

**Question 9: The RFP also states the need for editable templates and possible staff training. Which design programs does your staff use and what is the preferred format (e.g., Canva, InDesign, Photoshop, etc.)?**

Answer 9: As stated in the RFP, we are requesting a user-friendly tool such as Canva. Current staff has no experience with using anything other than Publisher, which we don’t believe will meet our needs. We believe In Design and Photoshop are too sophisticated for non-designer project management staff.

**Question 10: What is the anticipated interface for the project between the City and the contractor? Will the contractor have one primary point of contact?**

Answer 10: Yes, the contractor will have a single point of contact, other expertise will be shared via the single point of contact.



City of Tacoma

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**Question 11: I would love to see the different formats of your logo and the brand style guide with elements.**

**Could you provide those so that I can review?**

Answer 11: Please see our [MakeltTacoma.com](http://MakeltTacoma.com) website. Our brand guidelines will only be shared after a contract is executed.

**Question 12: Whether companies from Outside USA can apply for this? Whether we need to come over there for meetings? Can we perform the tasks (related to RFP) outside USA? Can we submit the proposals via email?**

Answer 12: We do intend to have in-person meetings with the selected Contractor and the budget advertised in the RFP would include any necessary travel and accommodations. Please refer to section 1.55 in the standard terms and conditions and see the RFP for submittal requirements and process.