



REQUEST FOR PROPOSAL (RFP) ADDENDUM

January 27, 2023

Greene County Port Authority

Greene County Local First Marketing Campaign

Due Date: 4:00 pm EST February 22, 2023

SCOPE OF ADDENDUM

This addendum details additions to the RFP based on questions received.

1. What is the estimated budget for the campaign?

Assume a budget of \$40,000.

2. How long is the campaign?

The campaign will run for approximately 3 years before a review to determine if it should continue. A few hours of Port Authority staff time per week is planned to service the campaign after it is up and running.

3. When would you want to start?

The campaign should launch in May 2023.

4. Regarding “branding and naming” – I feel like this indicates we’re starting from scratch for a visual identity/logo, and taglines, etc. Can you confirm?

This is correct. The chosen respondent or responded team will be starting from scratch.

5. Is there potential for web development in the form of a dedicated website or microsite? Maybe that’s where “mobile online portal” comes in to play from your RFP – we generally see much better engagement for community campaigns when we drive users to a dedicated site vs. a government site, which are more clinical in nature.

The mobile online portal should be a dedicated website or microsite that is optimized for mobile and desktop users and is independent of any government site.

6. Could you elaborate on “educational materials,” and would you consider blog content, sponsored content, and infographics to fall under this umbrella?

Yes. Educational materials are meant to mean print and digital media that aims to inform residents, business owners, and institutions about the benefits of supporting local independent retailers, restaurants, and service providers. These could be pamphlets, infographics, videos, blog content, sponsored content, or anything that fits the above description.

7. *Regarding the campaign – how much should delivery be engineered to affect local residents to encourage to shop local, vs. delivery to local businesses to become Local First members? Is there a priority?*

The priority is to affect local residents, business owners, and institutions to do business with local independent businesses. The great majority of resources should be devoted to that priority.

There will be no charge to local independent businesses to be involved in the program. Program involvement would likely consist of representation on the mobile online portal.

8. *Is there a budgetary range, or tiers, to ensure that our scope of work falls under a reasonable expectation for Greene County?*

See question 1.

9. *is that \$40,000 expected budget annual, or over the scope of three years?*

That is the current budget for the design, setup, and first-year run of the program. We expect the majority of costs to be incurred during that time.

We have a working definition of local independent businesses for the program. It is the American Independent Business Alliance's definition which has four conditions:

1. Must have their primary place of business in your local geographic area. (Greene County)
2. At least 50% of the ownership resides in your local area. (Greene County or an Adjacent County)
3. Must be free to make their own decisions on all business matters (not franchises).
4. The business has a limited number of outlets and a limited geographic range.

This is not the final set of requirements, but it is very close and should be sufficient for your planning purposes.