



REQUEST FOR PROPOSAL + ADDENDUM

BRANDING PROJECT FOR THE CITY OF GAHANNA

**ISSUED: MARCH 31, 2017
PROPOSALS DUE: APRIL 21, 2017**

INVITATION

The City of Gahanna is requesting proposals from qualified, prospective ad agency partners to develop and implement an umbrella brand for the City. **Proposals are due April 21, 2017.**

OVERVIEW

The City seeks to develop an insights-based, distinctive brand identity that has the ability to be adopted by community stakeholder organizations to achieve marketing continuity and synergies across the Gahanna community. The new brand will resonate with businesses, visitors and residential audiences and help elevate the City as a leading, progressive community in the Columbus region, the State of Ohio and beyond. Resulting deliverables will directly shape the City's marketing, promotional, public relations and community outreach efforts. The goal is to complete brand development and validation in 2017 and begin the launch in Q1, 2018.

BACKGROUND

The City of Gahanna, Ohio represents one of the most diverse communities throughout central Ohio. Gahanna is comprised of 12 square miles and has a population of over 33,000. Named as one of Ohio's Best Hometowns by Ohio Magazine, Gahanna offers more than 750 acres of parkland and waterways, vibrant neighborhoods, one of the best school districts in central Ohio and is home to more than 1,700 businesses. The City's unique location puts it within minutes of John Glenn International Airport, downtown Columbus and Easton Town Center. Gahanna also holds the designation of Herb Capital of Ohio.

SCOPE OF WORK

The Scope of Work will be conducted in two phases: 1) Research & Brand Development, and 2) Brand Implementation. Prospective agency partners are invited to submit proposals on one or both phases. Proposals for both phases should be presented as two distinct components.

PHASE 1: RESEARCH & BRAND DEVELOPMENT

This phase requires an agency with experience in community branding and includes primary research, competitive analysis, brand strategy, positioning, validation, development of brand lockups and the creation of brand standards and training.

Scope of Work

- Conduct an analysis of competitive benchmarks / markets and their corresponding branding, positioning, marketing investment and communication efforts.
- Analyze the City's existing research including the National Citizen Survey (2016), Open Town Hall public forum on branding (2016) and other commissioned studies.

- Design and implement a research program to uncover the essence and emotional benefit of brand Gahanna and translate these into a compelling positioning statement. This research should include, but is not limited to, key stakeholders, residents, business community members, community leaders as well as targeted audiences in Central Ohio. Your proposal must outline in detail the qualitative and quantitative approaches and timelines for each that will be used to develop and validate the strategy, positioning and branding. The research program should also include an overlay to gain insights into the existing Gahanna branding.
- Develop an umbrella brand for the City, its various departments (Service & Engineering, Mayor's Office, Parks & Recreation, etc.) and community stakeholder organizations (Gahanna Convention and Visitors Bureau, Gahanna Area Chamber of Commerce, Gahanna-Jefferson Public Schools, etc.) that is effective when tailored with messaging for various targets including residents, businesses and visitors.
- Illustrate how the umbrella brand will apply to logo treatments for:
 - City of Gahanna*
 - City of Gahanna departments (such as Parks & Recreation, Service, etc.)*
 - Ohio Herb Education Center (operated by City of Gahanna)*
 - Gahanna-Jefferson Public Schools*
 - Gahanna Convention and Visitors Bureau*
 - Gahanna Area Chamber of Commerce*
 - Gahanna Community Improvement Corporation*
 - Creekside District Alliance*
- Present findings at key milestones in the project to audiences that may include the City, City Council and other stakeholder groups. The agency partner may also be required to attend and/or moderate a public meeting(s) during the research and development process.
- Create a comprehensive brand standards manual and conduct up to three brand training workshops for City staff, community stakeholder organizations and the City's agency partner for Phase 2 of this Request for Proposal.
- Establish a detailed timeline for Phase 1.

PHASE 2: BRAND IMPLEMENTATION

This phase requires a creative, innovative agency with experience in launching new brands and developing comprehensive implementation plans. This includes re-imaging existing brand touchpoints, traditional and non-traditional media strategy, media buying, media measurement, creative services and production.

Scope of Work

- Translate the Phase 1 strategy, positioning and branding into an action plan for disseminating the new brand and bringing it to life. Develop a comprehensive implementation plan to include two major executions. Each execution should include a

media plan for traditional and non-traditional media, advertising production and other collateral and creative support material.

- Manage the implementation of the media plan including development of creative executions to support the plan.
- Develop a plan for prioritizing and implementing re-branding to existing touchpoints.
- Develop a plan for measuring impact and effectiveness of the brand launch efforts.
- Create templates for applying the branding to the City's new website (currently in development; launches summer 2017)
- Create usable / vector file re-branded templates for key touchpoint items for major community stakeholder organizations. (Stakeholder organizations may use the templates to fully execute the rebranding with their own agency partners.)
- Establish a detailed timeline for Phase 2.

SUBMISSION CRITERIA

For evaluation purposes, each proposal submission should include at least the following items in the order listed below with tabs or dividers between each section. If the proposal does not respond to a specific requirement, the City may eliminate that prospective agency partner from consideration. The City reserves the right to accept or reject any or all proposals. After evaluating the proposals, the City of Gahanna will rank each firm from most qualified to least qualified, and then select one from the most qualified for each of the two phases of the project.

1. TRANSMITTAL/COVER LETTER

The cover letter must be signed by a representative authorized to legally bind the firm, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal.
- Identification of the firm as a corporation or other legal entity

2. FIRM'S EXPERIENCE

Outline your agency's experience and other credentials that illustrate its qualifications to undertake this project. If proposing on Phase 1, provide at least two examples of community or destination branding that your firm has completed within the last three years. If proposing on Phase 2, provide at least three examples of translating a brand strategy into an implementation plan including re-imaging brand touchpoints, media planning and buying and developing creative materials for production.

3. PROJECT TEAM COMPOSITION

Provide a description of the team that will be assigned to the project including resumes for all team members. Identify the capacity in which team members will be used, and identify the Project Manager for on-going contact. Only include descriptions and resumes for individuals who will have continuous or substantial involvement in the project. Any work intended to be subcontracted must be disclosed, including the name of the subcontractor and specific tasks that will be subcontracted.

4. REFERENCES

Provide a minimum of three references for services comparable to this project. Include the reference's name, address, project owner's representative, title, telephone number, the time period when the services were rendered and description of services rendered.

5. APPROACH TO THE PROJECT

Provide a detailed description to your firm's approach to achieve the Scope of Work. The Scope of Work elements may be expanded to provide further detail or modified to reflect specific or proprietary procedures unique to your firm.

6. TIMELINE

Provide an outline of the timeline and major milestones for the Scope of Work.

7. COST & COMPENSATION

Provide a detailed outline of project costs for completing the Scope of Work. This should list the phase of the work, the tasks associated with each phase and the estimated material and labor hours and costs to accomplish each task with a "not to exceed" figure. The cost information you provide will illustrate your understanding of the scope of the project. If your proposal includes Phase 2, it should detail the markup on media and other outside purchases.

8. STATEMENT OF PROJECT COLLABORATION

Provide a statement confirming your firm's willingness to collaborate with the City's partners including its agencies that may be involved in other phases of the project.

9. NUMBER OF PROPOSALS

Please submit 6 copies of the proposal and one flash drive with the presentation in PDF form. Proposals should be limited to 25 pages.

Proposals must be received no later than **5 p.m. EST. on April 21, 2017.**

David Kusz, Director of Marketing & Communications
City of Gahanna
200 S. Hamilton Rd.
Gahanna, OH 43230

SELECTION CRITERIA

The City of Gahanna and its Branding Project Committee will evaluate proposals and reserves the right to reject any and all proposals in whole or in part received in response to this request. The committee may waive minor defects which are not material when no prejudice will result to the rights of any other respondents or to the public. Proposals will be evaluated on criteria including, but not limited to, the following:

1. QUALITY OF RESPONSE

- Clarity and thoroughness
- Responsiveness to criteria and terms set forth

2. ORGANIZATION, PERSONNEL AND PROJECT MANAGEMENT

- Experience with similar branding and implementation projects
- Qualifications and expertise of staff
- Ability to work cooperatively and closely with City staff, partners and agencies
- Ability to complete the project on time and within budget
- Sufficiency of resources needed in performing the contract (staff, financial, etc.)

3. CAPACITY & CAPABILITY

- Understanding of the project and ability to meet scope of services
- Methodology for developing and validating the brand (Phase 1)
- Ability to design, conduct, analyze and synthesize research (Phase 1)
- Ability to develop brands and positioning including validation (Phase 1)
- Ability to develop brand standards and conduct training (Phase 1)
- Ability to develop comprehensive implementation plans (Phase 2)
- Ability to plan, buy and measure media (Phase 2)
- Ability to produce creative materials including production and vector files

4. COST

- Ability to summarize and present costing
- Ability to work within the City's budget

5. REFERENCES

- Communication
- Project management
- Ability to meet timelines and adhere to budgets

Presentations

Prospective agency partners will make up to two presentations to the City's branding project team, leadership and/or Council as part of the selection process and answer questions about their proposals. The City will contact the prospective agency's designated representative to schedule the time, date and method of the interview (e.g., in-person presentation or conference call). If in-person interviews are requested, the respondent must comply with no cost or obligation to the City. A respondent's refusal to make a presentation as described shall result in the respondent being rejected from consideration for the project.

Selection and Negotiations:

Based on the evaluation of proposals, the City will attempt to negotiate a contract with the prospective agency partner most qualified for the Scope of Services. If negotiation with the highest ranked agency fails to result in a mutually acceptable agreement, the City of Gahanna will notify that firm in writing of the termination of negotiations. The next highest ranked respondent will then be invited to enter into negotiations with the City. If negotiations again fail, the same procedure shall be followed, with each next most qualified agency until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

TIMING

The City of Gahanna will adhere to the following schedule, which should result in a selection of an agency partner in May 2017. If deemed necessary by the City, this schedule may be amended and prospective agency partners participating in the RFP process will be notified.

- Issue Request for Proposal: March 31, 2017
- Deadline for submission of questions regarding this RFP: April 12, 2017
- Publish answers to submitted questions: April 14, 2017
- Deadline for submission of proposals for this RFP: April 21, 2017
- Notify finalists: week of May 1, 2017
- Finalist interviews/presentations: week of May 15, 2017
- Notify agency partner of selection: week of May 22, 2017

TERMS & CONDITIONS

Acknowledgement of Amendments

Each prospective agency must acknowledge receipt of any amendment to this RFP by signing and returning the amendment along with its completed proposal. The City of Gahanna must receive acknowledgment at the time and place specified for the receipt of proposals.

Questions Regarding this RFP

Questions regarding this RFP must be submitted in writing via email to david.kusz@gahanna.gov. **All questions must be submitted no later than 5 p.m. EST on April 12, 2017.** Responses to the submitted questions will be posted to the City of Gahanna website and emailed to the primary contact at each prospective agency partner on or before April 14, 2017.

Applicable Laws Shall Apply

The contract awarded shall be governed in all respect by the laws of the State of Ohio, and any litigation with respect thereto shall be brought in the courts of the State of Ohio. The firm awarded the contract shall comply with applicable Federal, State, and local laws and regulations.

Late Submissions

Any proposal received after the deadline will not be accepted or considered.

Nonconforming Terms and Conditions

Any proposal that does not conform to the terms and conditions in this RFP is subject to rejection as non-responsive. The City of Gahanna reserves the right to permit the respondent to withdraw non-conforming terms and conditions from its proposal prior to action by the Gahanna City Council to award a contract.

Withdrawal of Proposal

Respondents may withdraw all or any portion of a proposal at any time during and after the review and award process up to the ratification of an agreement between the City of Gahanna and the designated agency partner.

Withdrawal of Request for Proposal

The City of Gahanna retains at all times the right to cancel or withdraw this RFP, to refuse to accept a proposal from any respondent and to modify or amend any portion of this RFP.

ADDENDUM

April 14, 2017

This addendum addresses questions submitted by candidate agencies. Some of the questions have been paraphrased or condensed and like topics have been encapsulated into a single response.

Question: What are the budgets for Phase 1 and Phase 2 of the project?

Answer: The total budget available for this project is up to \$210,000 for both Phase 1 (Research & Brand Development) and Phase 2 (Brand Implementation) including two major executions (media, production and re-branding some number of existing touchpoints).

We are looking for recommended budgets for Phase 1 and Phase 2. We expect Phase 2 to be greater than Phase 1.

We do not have a dollar amount specifically assigned to research. Given that depth of research can vary, you may want to describe your methodology and associated cost. If you feel it's necessary, provide two suggested designs with respective costing. Given the project objectives and the overall budget established above, you should be able to determine an appropriate depth of research while allowing for costs related to other parts of the project.

The City is funding this entire project and all of the dollars are budgeted for 2017. Some of the implementation costs may need to be encumbered for expense in 2018.

Question: What is the desired timing for Phase 1 and Phase 2?

Answer: We'd like to have a brand finalized by Q4, 2017 and with implementation to follow thereafter.

Question: Why is the project divided into two phases? What is the likelihood one agency will be awarded both phases?

Answer: We realize that some firms specialize in strategy, insights and brand development, and others are better equipped to handle media and execution. We will select the partner(s) for the project from the most qualified firms that fit the requirements stated in the RFP.

Question: What is meant by "two major executions" required for Phase 2?

Answer: Two major marketing calendar segments/events including some breadth of media support, i.e., an initial brand launch plan plus a plan for sustained support beyond the initial launch. The Phase 2 agency will be involved as long as the media and marketing activity continues and until post-reads and measurements are available, i.e., your proposal will determine the duration of the work.

Question: What has been your media budget the past 2-3 years?

Answer: Historically we have purchased very little media. Our spending has been primarily social / digital platforms and print. About \$10k-15k per year.

Question: What is the primary purpose of the new brand?

Answer: The goal of the project is to:

- 1) Establish a brand and strategy rooted in research and real insights that gets to the emotional benefit of Gahanna.*
- 2) Create an umbrella brand that can be adopted by community stakeholder organizations (like the Chamber of Commerce, Convention and Visitors Bureau, etc.) ... to drive cohesion and synergies in marketing and communications efforts for the overall Gahanna community.*
- 3) Reinforce “brand Gahanna” with residents; create a rallying point for the community.*
- 4) Introduce the brand in a meaningful way that resonates with prospective business, resident and visitor markets.*

Question: Do you expect stakeholder organizations to adopt the new logo?

Answer: Our ambition is that stakeholder organizations will embrace the new Gahanna mark but be able to customize it to their specific organization. As an example, a potential lock-up for the Gahanna Area Chamber of Commerce might be the new Gahanna mark + the words “Area Chamber of Commerce”. We are open to exploring approaches, but the goal is to create a single visual identity for the Gahanna community – the City itself and its stakeholder organizations – so marketing materials are instantly recognized as Gahanna regardless of who publishes them.

Question: Will preference be given to agencies that submit proposals for both Phase 1 and Phase 2?

Answer: No. From a continuity perspective, it would be easier to award the project to one agency but we are looking for the best methodology, talent and value for money. We expect to announce the winner(s) for Phase 1 and Phase 2 in late May.

Question: How extensive do you expect the research to be in Phase 1?

Answer: This is an insights-driven branding project and we seek your recommendation on a proposed methodology for gathering qualitative/quantitative data to shape the brand strategy and positioning and to validate it.

The agency partner will propose research design: the type of research, the number and kinds of respondents required, devise a plan to recruit for the research, etc. The City will absolutely facilitate introductions with community stakeholders and business leaders in Gahanna. The City will help, where possible, with introductions beyond our domain. It’s in the City’s best interest to facilitate in this regard.

Question: Why a new brand now?

Answer: One of the opportunities identified in our Economic Development Strategic Plan was that Gahanna lacked a cohesive and strong brand. We learned that companies like being based in Gahanna and doing business here, but they have a difficult time at articulating what Gahanna is. This was further reinforced in 2016 when the Mayor and City’s development team visited over 100 local businesses.

Furthermore, in 2016, the City engaged the community in developing a strategic plan. Yet again, lack of a unifying identity surfaced in discussion with residents.

Based on these insights, the branding project became a strategic initiative that's reflected in GoForward Gahanna, the City's long-term strategic plan. Both City Council and the Mayor support this project and money has been allocated accordingly.

Question: What is the City's current brand identity?

Answer: The current brand is really just a logo. It's an arch icon with a "G" on it and the city's name immediately below. There is no data to suggest that research was used to develop the current brand. To the best of our knowledge, the City has never done a branding exercise comparable to this RFP.

Question: Do you intend to keep the "arch" icon?

Answer: Our current brand should be included in the research so we can understand its value. If research suggests there's a more compelling brand treatment for Gahanna, we are prepared to adopt a new identity. The research may also be an important data point for conversations in the community about why we are investing in a new brand.

Question: Do you know what touchpoints will be re-branded in Phase 2? What touchpoints are common across all the departments and audiences?

Answer: We have begun to compile a list of touchpoints with an overlay for optics, involvement, cost to change, time to change, etc. The ones we'd consider to be high optic include: website, social media platforms, printed and electronic newsletters, signage (buildings, parks, streets, gateways to city, etc.), lamp post banners, miscellaneous forms and permits, business cards, name tags, uniforms (primarily field staff), water division materials (bills, inserts, door hangers, etc.), the Gateway (Parks & Rec booklet that reaches about 15,000 homes and businesses x 3 editions per year), email signatures, voice mail greetings, City staff (service touchpoints), business development packet, etc.

Question: What are the goals and priorities for the branding project, and more specifically, the implementation phase?

Answer: The goals for the implementation phase include...

- *Rollout of the new brand with media support to drive awareness*
- *Re-branding existing touchpoints for the city (prioritized plan relative to optics, impact, budget, etc.)*
- *Introducing brand standards via training for City staff, partners and community stakeholders*
- *Adoption and implementation of the brand by community stakeholders*

Question: Who are your target audiences and how do you desire that we impact them?

Answer: The new brand needs to resonate with current and prospective residents, current and prospective businesses and tourists/visitors. We want to drive awareness and positive impressions about Gahanna – including its unique offerings and aspects – with those who don't

live or work here. We also want to reinforce the good of Gahanna with residents and businesses based here. The City's most important markets are residents and businesses (current and potential), so Phase 2 should focus on these markets. Visit Gahanna, our Convention and Visitors Bureau, is responsible for attracting visitors and tourists "beyond the 270 loop."

Question: Does the community have a long term growth or community development plan that may inform our response?

Answer: Yes. There are two documents that guide our long-term growth strategies, the [2015 Economic Development Strategy](#) and [GoForward Gahanna city-wide strategic plan](#).

Question: What other Ohio communities are partners/allies?

Answer: There is a collaborative environment across municipalities in the Columbus region. Columbus itself is a key partner, and it's also a key partner to many suburbs and municipalities in the area. Our Advisory Committee includes a representative from Columbus 2020 who has a unique and multi-faceted (ad agency and multiple city entity) perspective on how Columbus developed its umbrella brand.

Question: Who does Gahanna compete with?

Answer: From an economic development perspective, Gahanna has competed directly in recent years with Westerville, New Albany, Dublin, Whitehall, Hilliard and Columbus for both business relocations and new business attractions. The Columbus region competes with Charlotte, Indianapolis, Austin and Nashville – as well as various communities in Georgia and Cincinnati.

We believe from a resident perspective, Westerville, New Albany, Dublin and Bexley are the primary other communities in the consideration set. (And to a lesser degree, Upper Arlington, Grandview, Canal Winchester, Reynoldsburg, Worthington and the Short North.)

Question: What are the "other commissioned studies" referenced on Page 2 of the RFP?

Answer: The other studies available:

- *earlier citizen surveys (2008, 2010 and 2012)*
- *2009 Gahanna audit (study and recommendations focused on supporting downtown Gahanna / Creekside)*

We have posted these, along with the 2016 National Citizen Survey and Open Town Hall public forum on branding at www.Gahanna.gov adjacent to this addendum.

Question: What communities anywhere in the U.S. do you see as models for how you desire to express your brand?

Answer: We've done some benchmarking with communities in Columbus and beyond. The City of Columbus has done a good job of developing an umbrella brand and getting adoption across stakeholder organizations. Our ambition is equal to or greater than Columbus. The Columbus branding program provides leeway on colors of its branding which seems to dilute and create inconsistency.

Question: Who is on the project team and selection committee?

Answer: The project team is comprised of four segments:

- 1) **Project Manager:** *the Director of Marketing and Communications is responsible for the project and will oversee the selection process.*
- 2) **Internal Team:** *a team of representatives from each of the City's departments serve as consultants on the project and have responsibilities for implementation; a select number may serve as consultants in the selection process.*
- 3) **Advisory Committee:** *this group includes representation from community stakeholder organizations who serve in consultant roles on the project including the selection process.*
 - City of Gahanna
 - City Council
 - Gahanna-Jefferson Public Schools
 - Gahanna Community Improvement Corporation
 - Gahanna Area Chamber of Commerce
 - Visit Gahanna (Gahanna Convention and Visitors Bureau)
 - Gahanna business owners and leaders
 - Columbus 2020
- 4) **Executive Committee:** *this is the strategic decision-making body for this project and consists of the Mayor, City Administrator, Director of Development & Planning, Director of Marketing and Communications and City Council President.*

Question: Can we have a copy of the scorecard that will be used in the selection process?

Answer: We will publish the scorecard the week of April 17, 2017.

Question: What is the current capacity of the Marketing and Communications staff?

Answer: The brand development and launch are part of the GoForward Gahanna strategy plan and a priority project for the Marketing and Communications team. It's a team of three experienced marketing and communications professionals with talents in branding, planning, marketing, public relations, social media and marketing collateral production.

Once the agency partner(s) is selected, the Director of Marketing and Communications will be the primary point of contact. At the tactical level, particularly for implementation, the staff of the Department of Marketing and Communications and select internal team members may interface with the agency.

Question: The RFP requires resumes for the project team. Are short bios including roles, skills sets and experience acceptable substitutes?

Answer: Yes, if you feel bios will provide a strong sense of your team's ability, experience and functional expertise (branding, research, media planning and buying, brand training, etc.)

Question: Who are the City's partners and stakeholder organizations involved with this project?

Answer: The City works with a number of suppliers, contractors and independent graphic designers for brand-related material and is currently under contract with ZED Digital for a website

redesign. If Phase 1 and Phase 2 of the branding project are awarded to different agencies, both will need to collaborate. The City does not have an agency of record and, thus, there is no incumbent in the consideration set.

Community stakeholder organizations:

Gahanna-Jefferson Public Schools
Gahanna Community Improvement Corporation
Gahanna Area Chamber of Commerce
Visit Gahanna (Gahanna Convention and Visitors Bureau)
Creekside District Alliance
Gahanna business owners and leaders

Question: What kind of agency are you looking for? Local or national?

Answer: We're looking for an agency well-suited for the task at hand, and one that fits within our budget.

Question: You've asked for subcontractor information. What if we cannot determine subcontractor needs until we get into the project?

Answer: You should disclose if there are parts of the RFP that likely or clearly outside of your team's capabilities. For example, if it's highly likely that you intend to partner with an outside research company, we should be made aware of that at the proposal stage. Subcontracting does not preclude you from the selection process.

Question: Proposal page limit is 25. Is that for phase 1 and phase 2 combined, or each phase?

Answer: We strongly recommend concise proposals. There is no need to replicate agency background information, team resumes and general information in both Phase 1 and Phase 2 proposals. If your proposal for Phase 1 is 25 pages, your proposal for Phase 2 should be less than 25 pages.

Question: Can we submit proposals via email only for environmental reasons?

Answer: No, but we will recycle printed presentations after the selection process.

Question: How will you measure success of the brand implementation?

Answer: Your proposal should consider metrics like brand awareness, media metrics, social media engagement, increased engagement across existing City communication newsletters and platforms, brand adoption across City departments, brand adoption by community stakeholder organizations, resident and business perceptions, etc.

Question: When will the City's new website go live? What is the scope of the need for templates for the website?

Answer: ZED Digital (Gahanna, OH) is in the early stages of developing the site in WordPress and the expected launch is early August 2017. We are looking to update CSS stylesheets with the new brand logo, colors, fonts and images. We estimate 8-10 templates, but that could change based

on the usability study and other research. We are looking to overlay the new brand elements, not redesign the function of the site.

Question: What are the key touchpoints that will be needed for community stakeholder organizations?

Answer: The goal of this item in the RFP is to seed the brand with our community partners. Thus, we want to apply the new brand to real materials that our partners can implement with their respective agency partners. We are looking for templates, not complete executions.

Gahanna Convention and Visitors Bureau	website/social media, visitor's guide,
Gahanna-Jefferson Public Schools	website/social media, newsletters
Gahanna Area Chamber of Commerce	website/social media, email blasts
Gahanna Community Improvement Corporation	website, print literature
Creekside District Alliance	website/social media

Question: Who was the RFP shared with?

Answer: The RFP was posted to our website and also has received some media attention. The following agencies received the RFP based on benchmarking, previously expressed interest, recommendations from community stakeholders, etc.: Rick Baugh, Cement, Collective Genius, Cult Marketing, DKBrand, Fahlgren & Mortine, Fechtor, FrazierHeiby, Inspire Group, Kevin Dengel, McClain Group, Moorehead Design, Northlich, North Star, Ologie, Christian Peck, Peebles Creative, Posthouse Creative, Roger Brooks, Ron Foth Advertising, Summerfield, Studio Graphique, Thunder Tech, Tree Tree, Upward Brand Interactions, Warhol and Wall St. and 501(c)3 Marketers.

Question: Does the City have a policy regarding woman and minority-owned businesses?

Answer: No, but we encourage all qualified agencies to submit proposals.

Question: Is there an opportunity to post follow-up questions to this addendum?

Answer: Questions on the RFP were due April 12, 2017. If you need clarification on a particular response, please contact David Kusz via phone (614-404-3307).