

## Leon County Research and Development Authority

### RFQ 11-08 Branding and Website Design Services

#### Questions/Answers

##### Addendum 1 - November 29, 2011

1. On page 3, the RFQ references “recommendations for updating the Innovation Park logo.” Is the Authority requesting that the vendor execute the actual redesign of the logo, or is the Authority merely seeking consultation?

Given how pervasive the current logo (and color theme) is on signs, and monuments around Innovation Park, it's unlikely that the Authority will completely overhaul or replace the current logo this year. Recommendations and feedback on the existing logo are desired. Additionally, quotes for a complete overhaul for budget planning purposes would be acceptable.

2. Regarding the requested “interactive Innovation Park map,” we assume this to include illustration of the map and design and development of “pinpoints” that will dynamically display tenant information (i.e. name, address) upon rollover. Is this correct?

The vendor should make a recommendation.

3. In order to know how we would approach migration of existing website data to the new site (and the level of time and complexity involved in that process), please tell us whether your existing website is database-driven or composed of flat files. Flat Files
4. To clarify, the Authority is seeking the design and development of two separate websites (a new/updated website for Innovation Park and a new website for the Authority), correct? Yes
5. On page 3, the RFQ states, “creation of template documents (MS Office compatible) for newsletters, business cards, letterhead and annual reports.”
  - a. Are the desired newsletters digital, press-ready or both? The vendor should make a recommendation.
  - b. If all documents must be MS Office compatible, is there a specific software application that must be used within the MS Office Suite (i.e. Publisher, Word)? The vendor should make a recommendation.

- c. Can alternative recommendations be made on how to best and most cost-effectively handle these materials according to the knowledge-base and expertise of the awarded firm? **Yes.**
- 6. What is the Authority's budget for this project? **\$15,000 unless additional funding is approved by the Board.**
- 7. Is the authority working with an existing branding, marketing and/or website development firm? **No.**
- 8. On page 6, the RFQ states, "Vendor, if requested, shall upload all content, including updates, to the website within 24 hours of delivery to vendor." Does this statement refer to ongoing updates to the website content post-launch? If so, it would seem to contradict the request that Authority staff be trained on how to use the CMS so that website updates can be made internally. Please clarify whether the Authority seeks to retain a vendor for ongoing website updates after the launch of both websites, or whether the Authority will make updates to the websites internally moving forward, as needed.

**The Authority staff will have primary responsibility to do the updates. However, the vendor may receive requests for more complex updates from time to time. The vendor should provide a quote for these extra services.**

- 9. Based on review, your current website is developed in .asp. Does the authority require that the new websites remain on a Microsoft platform (asp.), or are you open to the websites being developed in another programming language (i.e. PHP) if such a recommendation is justifiable?

**We encourage vendors to make recommendations pertaining to platform, database, and languages.**