



Henry County
Purchasing Department
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ADDENDUM #1
Issued September 8, 2020

RFP # 21-18
Henry County Branding Initiative
Due Date and Time: September 22, 2020, 3:00 PM

The following items take precedence over referenced portions of the documents for the above-named project and in executing a contract, will become a part thereof. Where any item in the documents is supplemented hereby, the original requirements will remain in effect. All supplemental conditions will be considered as added thereto. Where any original item is amended, voided or superseded hereby, the provisions of such items not so specifically amended, voided or superseded will remain in effect.

This Addendum #1 must be signed and attached to proposal to acknowledge receipt of Addendum.
Failure to acknowledge any addenda will result in a non-responsive bid.

Revisions: The following has been revised:

B. SCOPE OF SERVICES

The highest scoring firm selected by the County will work with County Management and the Public Information Staff to plan, develop and present a new visual identity. With this in mind, the selected firm will execute the following steps:

- ~~Review and/or refine/develop the County's current Mission, Vision, and Values and evaluate whether these elements support the strategic goals of the organization.~~ **Develop a Mission and Vision statement for the County, and review and/or refine current Statement of Values and evaluate whether these elements support the strategic goals of the organization.**
- Conduct an inventory/audit of current graphics, use of the official County seal, and the Henry County Style Guide.
- Conduct at least six (6) community outreach efforts through meetings and surveys for public and stakeholders input.
- Offer design options for an updated graphic identity that are flexible enough to give departments and agencies the flexibility to develop compatible visuals that are unique to the programs and services they provide.

 Company's Name

 Date

 Authorized Representative's Name

 Authorized Representative's Signature

RFP #21-18
Henry County Branding Initiative
Questions and Answers

- 1. Question:** Will this be to replace the existing Henry County Government logo or all logos associated with Henry County? School Board, Police Department, Fire Department, Water Department, Visitors Bureau, etc? Are there any other documents that are supposed to be included with this request for bid?
Answer: **This is to replace the logo for Henry County Government (Board of Commissioners) only. It does not replace any logo associated with the Henry County Fire or Police Departments or any logo belonging to another entity. All documents required are listed in the RFP.**
- 2. Question:** Is there any set budget, or a range? / What is the budget for the proposed Scope of Work?
Answer: **This information is not available**
- 3. Question:** Do sample marketing materials need to be included in the proposal?
Answer: **Yes; include previous designs for County, City or units of government. Provide under Section 4 of the Technical Proposal.**
- 4. Question:** Would you like support defining who should be included in the community outreach and surveys or has that already been defined?
Answer: **Seeking support/assistance in defining Community Outreach efforts**
- 5. Question:** Are any in-person meetings required during this process or can meetings be held virtually? This includes client and community meetings.
Answer: **Meetings can be virtual, at least one (1) in-person meeting**
- 6. Question:** Section II B. With the six community outreach efforts are any of those required to be in person/group events?
Answer: **Please refer to question 5 for answer**
- 7. Question:** Will the county be providing one main contact person to act as liaison with firm Project Manager?
Answer: **Yes**
- 8. Question:** How many individual departments will have to utilize/adapt the new brand to meet their needs? Can the selected firm's layout these secondary logo's?
Answer: **This RFP does not include any secondary logos for departments. One secondary logo for the 2021 bicentennial is included. All departments of Henry County Government with the exception of Fire and Police will utilize the new brand.**
- 9. Question:** Is the development of the 2021 bicentennial elements/logo included in this Scope of Work?
Answer: **Yes**
- 10. Question:** What is the timeline for completing this Scope of Work?
Answer: **Nine months from date of Notice to Proceed. The 2021 bicentennial elements/logo will be the first priority with final draft due to the County March 1, 2021.**
- 11. Question:** Will preference points be awarded to State Contractors?
Answer: **No**

12. **Question:** If awarded, is travel expenses reimbursable?
Answer: **Travel must be included in cost proposal.**
13. **Question:** What is the anticipated timeframe for this project?
Answer: **Please refer to question 10 for answer**
14. **Question:** Is there any hard deadline for completion of this project that we should be aware of?
Answer: **Please refer to question 10 for answer**
15. **Question:** Will out-of-state vendors be considered for this RFP?
Answer: **Yes**
16. **Question:** Was there an incumbent to this and if so what was the contract number?
Answer: **No there is not an incumbent**
17. **Question:** Can you share Henry County's current Mission, Vision, and Values statement?
Answer: **This addendum eliminated the review and/or refine of the current Mission and Vision statements and requests the development of the Mission and Vision statements along with the review and/or refine of the current Statement of Values. Statement of Values attached.**
18. **Question:** Has the budget been determined and allocated to a SPLOST initiative?
Answer: **This is not a SPLOST initiative**
19. **Question:** Has additional insight been generated based off the 2017 and 2018 Community Engagement session?
Answer: **Please provide specifics on reference to "Community Engagement".**
20. **Question:** Is the driving intent behind the rebrand focused inward on issues such as educating current residents on services provided or externally on items like focusing growth opportunities connecting major cities along the I-75 corridor and inviting business developments to create new job opportunities?
Answer: **To be determined.**
21. **Question:** Has the 2040 vision been adjusted based on impacts due to COVID-19?
Answer: **No**
22. **Question:** Are County and City entities willing to commit to help disseminate the survey through their digital channels (email databases, social media pages, websites, etc.)?
Answer: **Henry County Government is committed to disseminate the survey through digital channels**
23. **Question:** Is the County interested in stakeholder and community input only or also potentially economic development / business relocation prospects as well?
Answer: **To be determined.**
24. **Question:** Depending on the future with COVID-19 recovery, does the County prefer that community stakeholder focus groups and meetings occur in person or by Zoom/online video?
Answer: **For focus groups virtual meetings are acceptable.**
25. **Question:** Is it the intention of the County to present potential visual identities (e.g., creative design possibilities) to the public for feedback/evaluation in a survey or focus group setting or would this stage of the visual design only be led by outcomes of research findings and only shown to a selected committee?

Answer: It is the intentions of the County to present potential visual identities to the public for feedback/evaluation in an open house.

26. **Question:** What is the ideal timeline for the launch of the new brand?

Answer: Please refer to question 10 for answer

27. **Question:** How many potential departments/agencies might need a customized, complimentary brand identity?

Answer: This RFP only includes one secondary brand identity which is for the 2021 bicentennial. There is no need for customized brand identify for individual departments.

28. **Question:** Are there any specific marketing materials that the County wants to be produced?

Answer: Production of marketing materials is not included in this RFP.

29. **Question:** Should the branding for the 2021 bicentennial be related to or a variation of the revised County branding?

Answer: The 2021 bicentennial can be a variation of the County's rebranding.

30. **Question:** Section 10.b refers to General Contractors, labor and construction. Why would this be part of a RFP for branding? How does it relate to branding?

Answer: This section does not apply to this RFP. It is standard legal language (boilerplate in all RFP's).

31. **Question:** Can you provide a comprehensive list of all the websites that are associated with Henry County? I found <http://henrycounty.org> and <https://www.co.henry.ga.us>. Are there more websites? Does Henry County plan to maintain all of these websites? Are any or all of these websites to be included in the rebranding?

Answer: The websites included in the question are the same just with different addresses. Some departments have individual websites that can all be accessed from the main county website page. Websites will be maintained. Updates will be made to the website to reflect the logo and rebranding elements however; website design or redesign is not included in this RFP.

32. **Question:** What is your planned delivery date for the new identity? What is the delivery date for the bicentennial branding?

Answer: Please refer to question 10 for answer

33. **Question:** Can the expenses for outreach and stakeholder assessments be billed separately from branding development?

Answer: No, all associated cost must be included in cost proposal.

34. **Question:** Is the cost proposal straight time and materials? If more hours are needed, do we need a change order?

Answer: No change orders permitted.

35. **Question:** Will the county need all new brochures, stationary etc? If so, should these be included in the estimate.

Answer: No

36. **Question:** Are there any other documents that are supposed to be included with this request for bid?

Answer: Not at this time.