

Town of Old Orchard Beach Maine



**ADDENDUM #1 FOR PROPOSALS
TO REDESIGN THE TOWN'S BRAND IDENTITY,
MARKETING STRATEGY AND TOWN WEBSITE**

May 7, 2021

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ADDENDUM # 1 – Redesign Brand Identity/Marketing/Website continued

Here are questions that we have received with answers:

1. Has a Q&A or an addenda been released yet? **This is the first addendum released**
2. Is the due date still the same? **Yes**
3. Do you have a style guide or a brand guide? **We currently do not have a style guide or brand guide which is why this task was included in the RFP.**
4. Do you have a budget you are able to share? **We welcome your company to offer a high/low scale in budget planning**
 - o Does the budget include tech support and hosting? **The Town would like for budgetary number to be provided in proposals for support and hosting.**
 - o What was the investment in the previous website? **The cost of our previous Redesign & Conversion in 2017 was \$6,000 plus an additional cost of \$1,500 for each of the 4 subsite pages (Fire, Police, Town Clerk & Recreation).**
5. Does the Town have a CMS preference? Open source? Drupal/WordPress? **The Town did not have a preference however Drupal is currently used. We would welcome suggestions that fit into the model of stated needs in the RFP.**
6. Who are your primary and secondary users? **We have 3 site admins and would like at least 1 secondary user from each of the Town Departments**
7. Would you like detailed research in terms of your audience in the form of an audience needs assessment? **The Town would be looking for a detailed plan on how the research would be conducted with results brought to the committee for review.**
8. Do you have a desired launch date? Is there a specific event driving the launch date? **A specific launch date has not been determined and we hope to gather information during the review and interview process.**
9. What is the current hosting environment? **Civic Plus**
10. How many visitors does the current website receive on a monthly basis? **Jan 2021 6.8K Feb 8.1K, March 10.4K & Apr 9.9K**
11. How many pages of content do you anticipate transferring to the new site? **The Town is looking to migrate all content to the new site and pages of content transferred may be more or less than what is currently present.**
12. What are your current pain points with the existing website? **The RFP as well as the detail given to the website development section, provides information on some of the areas that the Town would like to improve.**
13. What are the current technical challenges (if any)? **Some of the issues include but are not limited to: Linking calendar events to multiple pages, , Embedding video files to a page, & navigation is not intuitive.**
14. How many site administrators will you have? **3**
15. Will you require different levels of admin permissions? **Yes**

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16. Is there a budget, or budget range you can provide for the following initiatives: **We welcome your company to offer a high/low scale in budget planning.**
- Brand Identity Development
 - Marketing (and clarify if this is inclusive of a media budget or just the creative) **As noted in the RFP, the Town is looking for a detailed marketing roll out plan that includes types of media that will be used to reach each target market. This would include templates for social media flyers, press kit, advertisement layouts, video, & photographs. We would like to include the possibility of the company assisting with media buying/planning.**
 - Website Design and Development
17. Do out-of-state vendors come at a disadvantage to in-state vendors? **All companies will be evaluated based on the criteria listed in the RFP, regardless of in or out of state.**
18. Section III, C. Economic Development Portal:
- Will you provide content or will firm create? **Firm to create**
 - Do Social Media logins & channels exist? **Yes, currently the Town holds a presence on Facebook and Instagram. Continuing to build a presence on YouTube**
19. Section III, D. Editing:
- Looking at the current website, will there be any additional templates/pages needed? **The content on our current website will need to be present on the new format created. This may include new templates and/or pages. We are seeking a creative company with the energy and excitement to build a navigable, informative and user-friendly website.**
20. Section III, E. Email List Management
- Do you have an existing platform that you use (i.e. Constant Contact, MailChimp)? **We have explored but do not currently have a platform.**
 - How many data entry templates do you anticipate needing? **This may change as the page is built, but at this time 3 (Urgent Alerts, News/Announcements, Meeting Agendas)**
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21. Section III, F. Forms
- How many surveys do you anticipating needing per month or year? **Our minimum would be 4-5 per year**
 - What will be the approximate length of surveys? **Maximum 10 questions**
 - Do you have an existing survey provider (ie. Survey Monkey)? **No**
 - Do you have an online payment portal already in place? **We link to other payment portals but do not have a Town Specific portal.**
22. Overall:
- Does the chosen firm need to be located in Maine? **Refer to #17**
 - Is there a budget for this RFP? **Refer to #16**
23. Information on any pre-registration required. **The only pre-registration is when you subscribe to Updates to view the RFP.**
24. Clarity on any restrictions on whether the resources should be based out of US region or can they be based in India as well. **We require resources to be based out of the United States.**

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25. The approximate budget for the project. **Refer to #16**
26. Proposal format (Word /PPT). **Word or PDF format is preferable, but Powerpoint is acceptable.**
27. The RFP lists 3 different audiences that you're targeting for branding and marketing: **potential year-round residents, visitors/tourists and potential business owners** → do you have data points or insight for these categories that you can share? **We increase our population from 9000 year round residents to approximately 75,000 year round and seasonal residents in the summer. Tourists increase our foot traffic close to another few thousand. The majority of businesses are seasonal, and we are looking to attract more year round businesses.**
- Could you rank the 3 groups in order of importance – which is the most important and why? **They are each equally important for the success of the Town**
 - What are the key opportunities for OOB in attracting each group to the town? **We have 7 miles of oceanfront beaches, hiking and walking trails, close to winter skiing, lakes and shopping.**
 - What unique incentives does OOB currently (or future) offer to appeal to each group? **We hope to use data from the research to identify potential incentives**
28. What is your current communication with OOB businesses and how do you currently engage with potential NEW businesses to encourage an OOB business operation? **Our current communications would center around licensing and safety compliance. The Chamber of Commerce works with their membership for promotions.**
29. Can you share the challenges you've experienced in trying to attract each of these 3 audiences in the past and any learnings that would be helpful to know? **We are just beginning the process to update our identity and what needs to be done to attract the target market.**
30. What does "success" look like to you for this rebranding campaign and what metrics will be used to measure that success? **Success will not be immediate but will be based on the growth of our year round residents and businesses & the increase in tourism**
31. What do you hope residents / businesses in OOB (5-10 years from now) will say about the town and the community vibe? **We would like to be thought of as a family friendly year round community**
32. Are there any major plans or improvements in the works for OOB (e.g. entertainment, schools, parks & rec, venues, etc.) that could be used as incentives for this marketing campaign? **At this time no.**

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33. We want to confirm that the “discovery phase” noted in the RFP refers to the Learning and Strategic development *prior* to logo/tagline, etc. creation? (This is an extremely important step in establishing the right integrated messaging for OOB to ensure every dollar you spend is maximized.) **correct**
34. What is the difference between the OOB Chamber of Commerce website **oldorchardbeachmaine.com** and **oobmaine.com** site? (Please confirm which is to be redone.) **the Town’s site is oobmaine.com. The Chamber of Commerce is its own entity.**
- How/why do the two sites overlap in information-giving? **Some events are co-sponsored by the Town.**
 - Are the organizations running these sites the same, or separate groups? If so, what are their goals, remits? **No**
35. Could you define what is needed for the “calendar system” request in the RFP, as each could vary in labor/cost depending on deliverables? **We have multiple meeting calendars that are connected to the calendar on the front page, we would like to easily post from the main calendar to each of the respective boards/committee calendars. The ability of the ser to filter for specific information on the mail calendar would be helpful.**
- Bring multiple calendars into one
 - Various viewing options of calendar
 - Personalizing/Filtering request
 - "Ability to track RFP posting detail to include dates RFP was posted, dates and reason for addendums, and the editor responsible for the posting."? **We would like a report of feature that we could see the dates and user data for current and closed RFPs.**
36. Could you please explain the request and requirements for an Intranet structure within the public site? This function would likely be a separate functionality and require a discussion with internal IT personnel, based on your current structure for comms and file sharing. **We would like the ability to have an intranet link for employees to be able to access, with the understanding that the company would work with the Town’s IT personnel.**
37. Email blasts and subscriber management are typically handled through a CRM or email marketing service, is there a reason you request the website should do this OR are you looking to engage a CRM platform service that works in tandem with your website? **We currently have multiple listservs that we would like to continue but to also have templates ready to plug in data and send.**