

ACKNOWLEDGEMENT

REGARDING

ERIE CANAL HARBOR DEVELOPMENT CORPORATION'S

**Buffalo Waterfront Website and
Branding RFQ**

ADDENDUM #1

Date: February 1, 2018

Please Sign and Return this sheet with the Qualifications, as receipt verification of Addendum No. 1 for the above referenced project.

Note:

1) Consultant shall also acknowledge receipt of this Addendum in the cover letter of the Qualifications.

Received By: _____
(print name) (signature)

Company Name:

Date: _____

Buffalo Waterfront Website and Branding RFQ

ADDENDUM #1

February 1, 2018

This Addendum will form part of the Request for Qualifications and is to be read, interpreted and coordinated with all other parts. To acknowledge receipt of this Addendum, **Respondents must follow the instructions on the acknowledgement form (page 1).**

Attachments

Pre-Proposal Meeting Sign-In Sheet

QUESTIONS/ANSWERS

Note: We received numerous questions that were more appropriate to address during the proposal stage once we have shortlisted qualified firms. Since we did not address them, those questions are not included in the below list.

Question 1: Can you review the scope of services?

Answer 1: The preliminary scope of services (page 20) consists of two main parts: website and umbrella brand development.

Regarding the **website development** (item 1), we see the most important (and most robust) feature of our website to be the event calendar. Canalside hosts well over 1,000 events and activities every year and the Outer Harbor hosts around 100 events in addition to regular activities like fitness, kayak/bike rentals, sports leagues and more. On any given day in the summer, each location could be hosting up to 10 events and activities.

As far as content management system goes, both existing websites are on a Wordpress platform, so although that is what we are familiar with, you are not required to build the new site on that, so long as it's user friendly. To clarify, ECHDC and Be Our Guest will do the day to day management of website content. The consultant who wins this contract will build the site and be available for troubleshooting as well as site updates and hosting.

Regarding the **umbrella brand development** (item 4), we are envisioning a simple process to develop the brand, not necessarily one that includes in-depth qual/quant market research. The short-listed firms who will be responding to the RFP will be provided the results of previous

qualitative and quantitative research that was conducted. In addition, we are not implying that the name of the umbrella brand needs to be “Buffalo Waterfront”.

Regarding **introducing the brand to the public** (item 5), we will need recommendations on how to communicate the new brand/website to the public. We do not require a full social media schedule or calendar. In addition, and importantly, we want recommendations on what to do with our existing social media channels – i.e. do we eliminate the separate Canalside and Outer Harbor channels and combine them under the new umbrella brand name or do we keep them separate?

Another big question we have is what to do with the brand standards for Canalside and the Outer Harbor? We don’t want to dissolve the existing brands, but we are open to looking at ways in which they can be combined.

Question 2: What are the MWBE and SDVOB goals for this project?

Answer 2: Empire State Development has established an overall goal of 30% of the total value of the contract for New York State Certified Minority- and Women-Owned Business Enterprises (MWBEs). The directory can be searched here: <https://ny.newnycontracts.com/>. There has been no goal established for New York State Certified Service-Disabled Veteran-Owned Businesses (SDVOB), however respondents are encouraged to search the directory (<https://ogs.ny.gov/Veterans/>) and consider SDVOBs in the fulfillment of the requirements of the Contract. See page 26 of the RFQ for more information.

Question 3: Is there a breakdown to the 30% MWBE goal?

Answer 3: No.

Question 4: Why are there two versions of the Canalside logo in the Brand Guidelines? (Exhibit A)

Answer 4: The Canalside Brand Standards are approximately 4 years old now. The logo was updated approximately 2 years ago, the updated logo is reflected on the “Logo Rules” on page 5 but the old logo still appears in some of the example advertisements.

Other notes from the Canalside Brand Standards:

- “Our _____. Our Waterfront” tag line has been updated to “____ Happens Here” (i.e. Fun Happens Here, Music Happens Here, Fitness Happens Here, etc.)
- Clear Line font is never used, instead use Thirsty Script (see page 6)

Question 5: What do you plan to do with the existing websites?

Answer 5: The URLs will redirect to the new combined website.

Question 6: What about other locations around the waterfront?

Answer 6: We want to initially focus on Canalside and the ECHDC-operated portion of the Outer Harbor Buffalo to start, but can see looping in these other locations in time and including them on the website. In addition, we will likely utilize Visit Buffalo Niagara as at least one stakeholder in the planning process for the new website.

Question 7: Can you provide a budget?

Answer 7: We may provide a budget range in the RFP to the shortlisted firms.

Question 8: Can you provide an approximate percentage breakdown of project budget to the website and the branding portions?

Answer 8: We see the website as the most important part of the project. An approximate breakdown could be 60%/40% to 70%/30%. Again, this is simply meant to underscore the importance of the website to the project and is not meant to be a proposal-stage requirement.

Question 9: Regarding timeline for design, development, and launch, are there key future dates that should be considered?

Answer 9: We would prefer to launch the website during one of our programming off-seasons (Fall or Spring). Therefore, we anticipate launching in Spring 2019. However, that is not a hard requirement.

Question 10: Do you have any preferences regarding Content Management Systems (CMS)?

Answer 10: Currently we use WordPress, but if the CMS is easy to use/user friendly we are open to using something else. To clarify, we will be conducting the day-to-day management of website content. The winning bidder would build the site and be available for troubleshooting, as well as updates and hosting.

Question 11: Is there room in the budget for User Experience research such as surveys, interviews, or other direct communication with current/potential users of the site?

Answer 11: There can be, as we can see that being very beneficial. It will be up to an individual bidder to decide, at the proposal stage, if they want to include that as part of their cost proposal.

Question 12: Could you clarify what the difference between a proposal and qualifications responses will be?

Answer 12: At this stage you are providing your firm's qualifications to complete the project only, citing past project examples. Only firms that are shortlisted will be sending a cost proposal based on an RFP that will be provided to them.

Question 13: Are the guidelines in Section V. Point C. referring to this RFQ response or the final proposal?

Answer 13: They are referring to this RFQ response.

Question 14: Who will be our main contact for this project once it begins? (Name and Role)

Answer 14: Jill Clark, Marketing Project Manager for ECHDC

Question 15: Who will be supporting them throughout this project? (Names and Roles)

Answer 15: Specific names can be provided once a contract is awarded. We anticipate there being 3 primary support team members (including Jill) and 2 secondary. This is all subject to change and more details can be provided at the proposal stage, or once the contract is awarded.

Question 16: How much time do they have each week to participate in the branding/website creation process?

Answer 16: Availability on an as needed basis

Question 17: Has this team ever conducted a rebranding or website creation project in the past?

Answer 17: Most have, yes

Question 18: How many stakeholders will need to review and approve key milestones?

Answer 18: We anticipate 2-3 who can be available on an as needed basis.

Question 19: Have these stakeholders experienced a rebranding or website creation project in the past?

Answer 19: Yes

Question 20: Are there any existing websites that you feel are a good representation of where you want the Buffalo Waterfront website to be like?

Answer 20: <http://baltimorewaterfront.com/>, <http://bryantpark.org/>,
<http://www.delawariverwaterfront.com/>, <https://signatureboston.com/>,
<https://www.klydewarrenpark.org/>, <http://militarypark.com/>,

Question 21: Do you have any examples of interactive calendar programs or site maps that you would like to emulate?

Answer 21: <https://www.canalsidebuffalo.com/> (The setup of the calendar on Canalside's website, e.g. having daily/weekly/monthly views and the ability to jump to the next/previous

week/month), <https://www.klydewarrenpark.org/Park-Map/index.html>,
<http://baltimorewaterfront.com/getting-around/visitor/>, <http://bryantpark.org/the-park>

Question 22: Who will be involved in vetting the responses and selecting the shortlisted firms?

Answer 22: A team of 6, consisting of both Erie Canal Harbor Development Corp and Empire State Development employees.

Question 23: What type of internal resources are available (if any) for the selected vendor to partner with, primarily in the areas of development, user experience, and social media?

Answer 23: ECHDC and Be Our Guest can handle managing the day to day content updates of the website, as well as scheduling and developing social media posts. We do not have a developer on staff to partner with the selected vendor.

Question 24: At what stage does the Contractor need to supply written request for requested modifications to the terms?

Answer 24: Any concerns of terms should be made as soon as they are known.

Question 25: If a subcontractor is dual certified M/WBE, could that single vendor fulfil the subcontractor requirements?

Answer 25: Yes.

Question 26: Can a full MWBE subcontractor staffing plan be submitted as part of an RFP response, when there is an opportunity to better define the scope of the project, rather than at the RFQ phase?

Answer 26: You need to make a good faith effort to demonstrate that you plan on soliciting MWBEs for the scope of work, you do not need to commit to those firms at this stage.

Question 27: Is there an opportunity to identify and partner with additional MWBE subcontractors who may not have been identified as part of the RFQ?

Answer 27: Yes.

Question 28: Is there flexibility to change any submitted staffing plan during the RFQ phase at a later time should new opportunities and needs arise?

Answer 28: Yes, changes to the staffing plan are allowed up to the point of signing the contract, so long as any budget impact is addressed and approved and your MWBE goals are still being met.

Question 29: Can there potentially be one vendor selected for branding and one for website?

Answer 29: No, we are planning to award to one contractor or team of contractors.

Question 30: Is there a preferred platform to consider for the retail/ecommerce component of the website?

Answer 30: No.

Question 31: Once the website is built, live, and the announcement campaign has completed, what responsibilities does the awarded vendor have, and what does the ECHDC expect the remaining years of the partnership will look like?

Answer 31: It is anticipated that the vendor will be available to assist with website updates and troubleshooting, as well as hosting.

Question 32: On a 100/0 - 0/100 scale, what is the messaging blend and idea of the website - tourism focused, or accommodating locals?

Answer 32: Previous marketing/messaging efforts have been more heavily focused on locals but we believe it is the right time to start to shift that ratio a bit. If we had to put a percentage on it, we'd initially say 60% local, 40% tourism but this is subject to change.

Question 33: How will the success of the parent brand eventually be measured?

Answer 33: Our initial thoughts would be through increased awareness to both Canalside and the Outer Harbor through the parent brand (measured through visitation/event attendance, website visits). Bigger picture, we would like to be able to spur more tourism to the area by making it easier to research the Waterfront. In the end, we will look to the winning respondent to best tell us how to measure the brand's success.

Question 34: Will the selected firm execute ongoing social media campaigns?

Answer 34: No, ECHDC and Be Our Guest will execute social media posts.

Question 35: To ensure that we submit the appropriate response to this RFQ, can you please confirm what needs to be submitted at this initial phase? What format should we adhere to for the Qualifications submission? Maximum number of pages to be included?

Answer 35: The entirety of Section V applies to this RFQ. Qualifications will be scored based on the criteria in Section V.B. Please follow the guidelines in Section V for formatting and from page 22: The Proposal shall be limited to no more than 100 single-sided or 50 double-sided pages. Three-ring binders will not be accepted. Exhibit C - Required Forms do NOT count against the page limit.

Question 36: Schedule (5th bullet in RFQ section V.B.): For proposers that are short listed, could you please list the milestones surrounding the project schedule being referenced, or is this simply a general request surrounding whatever the proposer recommends?

Answer 36: This bullet refers to example projects that the respondent provides as part of their qualifications submission, were those projects completed on time and within budget? Can the references you provide (Section V.C) back that up?

Question 37: Insurance Coverage (3rd bullet in section V.5.): Regarding the Excessive Umbrella Liability Insurance of \$5 mill per occurrence / \$ 5 mill aggregate, could you please confirm that Excess Umbrella Liability Insurance is required for a website -based project of this type?

Answer 37: After consulting with our Insurance team, they have decided to not require Excess Umbrella Liability Insurance for this project.

Question 38: Would you be looking for the agency to host the website or recommend hosting?

Answer 38: Either, so long as the hosting firm is a subcontractor under the prime agency's contract.

Question 39: Can you please share if the current agency/vendor for www.CanalsideBuffalo.com and www.outerharborbuffalo.com will be participating in this RFQ? Are these current sites being managed by Be Our Guest Ltd.?

Answer 39: The RFQ is open for anyone to participate. The sites' content is managed day-to-day by Be Our Guest and ECHDC.

Question 40: Will "Buffalo Waterfront" be the designated name of the umbrella brand?

Answer 40: No, the name does not have to be Buffalo Waterfront.

Question 41: When the Canalside and Outer Harbor sites migrate will into the umbrella site, is it up to the agency of record to devise a brand strategy that gracefully facilitates their integration?

Answer 41: Yes

Question 42: Will the awarded agency have the opportunity to revise the Canalside and Outer Harbor brands to family with the umbrella brand?

Answer 42: We feel the existing brands carry a lot of value but are open to looking at ways in which they can be integrated.

Question 43: You mentioned that you do not want to spend a lot of time on primary research for the new brand. Is it possible to do limited strategic research?

Answer 43: Yes, the firms can propose market research (a budget range may be provided to shortlisted firms at the proposal stage to help with this decision).

Attachment 1:
Pre-Submittal Conference Sign-In Sheet



Buffalo Waterfront Website and Branding: Request for Qualifications

Pre-Submittal Meeting

January 29, 2018 at 12 pm at ECHDC Offices

SIGN-IN

No.	COMPANY	NAME	EMAIL	NYS M/W/BE?
1	MASU INTERNET INC	GIOVANNA SUN	masu.internet@gmail.com	YES (wrc)
2	EMA	MAGGIE HANDEL	mhandel@mauer.com	NA
3	BATM	Ken Foure	Ken@TheBm.com	YES
4	Fourth Isles	Morish Blatts clarys	morish@fourthisles.com	no
5	Brandmint	Renee Vaisto & Sam Tuzzeo	stuzzeo@brandmint.co	NO
6	Tipping Point Communities	Megan Murphy	meg@tippingpoint.com	YES
7	Big Martin Group	Meg Hunter	mhunter@martingroup.com	NO
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