

ADDENDUM # 1
Place Branding Services for Community Rebranding
RFQ/P NUMBER: 24-0711
Inquiries Answered:

Inquiry 1:

The only question we have relates to the project completion goal of 4-6 months. We have found that a project of this depth, requiring community inputs and consensus building, along with the rigor needed for research, strategy and creative development, requires 7-8 months. Would a longer timeline than 4-6 months, including our rationale for such a schedule, be allowable? Or is the schedule inflexible due to a City event, milestone or budget year requirement?

City's Response to Inquiry 1:

The 4-6 month project completion goal is merely an aspirational goal for the City, realizing that it could take longer to successfully complete the project and accomplish the desired objectives. Proposer's are encouraged to submit in their response a project completion timeline that they feel will be genuinely achievable and consistent with the Proper's work style and typical deliverable output rhythm.

Inquiry 2:

Do you want a separate strapline, logo, and look for Cleveland EDC, or will they be the same as the City's?

City's Response to Inquiry 2:

Yes, a separate, but highly complementary logo and strapline for the EDC is desired/intended, in order to distinguish the EDC as the City of Cleveland's "community and economic development arm". As it relates to the "look" of the EDC collateral, again, the ultimate design is desired to be complementary to what is produced and adopted for the City.

END OF ADDENDUM 1



Name



Date