

Addendum #2

DOWNTOWN DULUTH BRANDING & MARKETING RFP:

QUESTION AND ANSWER LIST

- What is the total budget for the project?

Answer: There is no official budget for this project. The Downtown Development Authority (DDA) is requesting proposals in order to identify what a branding & marketing strategy might look like as well as what the potential cost range could be. One of the general qualifications criteria the RFP lists is the cost estimate for services rendered. It should be expected that the Evaluation Committee will, at its discretion, subjectively make determinations and decisions about each proposal, using cost as one of the factors in choosing the winning respondent.

- How many businesses/retail merchants are within the downtown?

Answer: There are about 30 establishments in the immediate downtown core (Town Green/Main Street/Parsons Alley area). However, there are closer to about 200 total businesses within the entire ½ square mile DDA boundary (see Figure 3 and Figure 4 in RFP).

- Will strategic partnerships with other organizations like Duluth Business Association, Partnership Gwinnett, Duluth Fine Arts League, etc. be considered for possible collaborative marketing opportunities?

Answer: It is a possibility that the DDA may consider implementing strategic partnerships with local organizations in order to develop potential collaborative marketing opportunities.