CITY OF
KISSIMMEE
1883

January 12, 2024

Addendum No. 2

Project: Downtown Kissimmee Community Redevelopment Agency (DKCRA) Brand Strategy
Bid No: RFP 2024-001

TO ALL PROPOSERS:
The following items are clarifications, corrections, additions, deletions and / or revisions, which shall take precedence over the original documents.

Questions: **Public Engagement Meetings:**

a) Could you please confirm if the public engagement meetings are open to all members of the community or if they are targeted towards specific groups?

Answer: Yes; Public meetings will be both open to public and also targeted towards specific groups.

b) What mechanisms or strategies are envisioned to encourage and maximize community participation in these meetings?

Answer: The CRA will rely on selected firm expertise in community engagement to maximize participation in meetings.

Questions**:**   **Stakeholder Involvement:**

c) Does the term "stakeholders" refer exclusively to selected individuals representing partner organizations, or does it encompass a broader range of community members?

Answer: Stakeholders refer to both individuals representing partner organizations and a broader range of community members.

d) How will these stakeholders be identified and selected?

Answer: Refer to Section 3.0 Scope of Work, subsection B. Project Phases, paragraph 1. Research and Community Engagement.

Questions: **Outreach and Promotion Responsibilities:**

e) Who is responsible for reaching out to the public to promote participation in the project – Kissimmee CRA officials or the selected consulting firm?

f) Are there any existing communication channels or platforms that the chosen firm should utilize for this outreach?

Answer: Refer to Addendum No. 1 Question 17.

Questions: **Final Presentation and Approval Process:**

g) Is the final presentation to the CRA Board intended to be a final report requiring approval, or is it expected that further changes might be made following this presentation?

Answer: Refer to Section 3.0 Scope of Work, subsection D. Deliverables, paragraph d. for information on CRA board presentation.

h) Could you provide more details about the nature of this presentation (e.g., format, expected duration, key attendees)?

Answer: The presentation to the CRA will be conducted near the conclusion of the overall project; therefore, more details are not available at this time.

Questions: **Meetings and Communication:**

i) Regarding the four identified meetings, who will be involved in the kickoff meeting, and who will act as the project liaison throughout the project duration?

Answer: The kickoff meeting should involve entire project team from selected firm. CRA staff will include any additional stakeholders that should be present for kickoff.

Refer to Addendum No. 1 Question 21 for project liaison.

j) How are "stakeholders" defined for the purposes of these meetings?

Answer: Stakeholders are defined as businesses, organizations, or individuals with an interest or concern in regards to the Downtown Kissimmee CRA.

k) Will the draft presentation to the CRA Board be conducted in a public or private meeting setting?

Answer: CRA board meetings are open to the public.

Questions: **Project Timeline:**

l) Is there a specific deadline for project completion, such as October 1, 2024, for budget or reporting purposes?

Answer: Refer to Addendum No. 1 Questions 1 and 2.

m) If so, what are the key milestones and their respective deadlines within this timeframe?

Questions: **Additional Clarifications:**

n) Are there any specific requirements or expectations regarding the branding elements (such as logos, fonts, color palette) in relation to the existing City of Kissimmee branding guidelines?

Answer: Branding guidelines are attached

o) Could you specify any budgetary constraints or guidelines that need to be considered while formulating the proposal?

Answer: Refer to Addendum No. 1 question 3.
Further guidelines are listed within Sections 1.1 thru 2.9 of RFP.

Question: In Addendum No. 1 – there was a question about previous Initiatives and Branding Efforts:

13. Are there existing branding elements or guidelines that the new strategy should align with or consider?

Answer: The City of Kissimmee has existing branding guidelines that should be considered in the development of the branding for the Downtown Kissimmee CRA. City of Kissimmee brand guidelines are included here.

The Answer said that the Kissimmee brand guidelines are included here, but there was no attachment.
Can we please get a copy of the existing branding guidelines? Or can you direct me to where they are found?

Answer: Branding guidelines are attached.

Question: **Fee / Budget**

1. How should the fee breakdown be presented?

Answer: Refer to Addendum No.1 Questions 3 thru 5 for fee/payment information.

Question: **Partners**

1. Are you currently working with any company or entity on a similar scope of work?

Answer: No.

2. Do you have a front runner identified for this project?

Answer: No.

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Question: **Branding**

1. We noticed that there are a few logos included in the documents. The request asks that logo design be complementary to the existing logo. Can you please share which is the primary brand logo which we should be leveraging as an initial reference point for our work

   Answer: Refer to City of Kissimmee logo for reference point. The City of Kissimmee seal is used for ceremonial purposes only.

2. Should branding strategy focus on the full Kissimmee / St Cloud municipality or only Kissimmee Downtown?

   Answer: Refer to Section 3.0 Scope of Work, subsection A. Introduction and subsection C. About Downtown Kissimmee CRA for information on branding strategy focus.

3. What have been the successes and failures of previous branding campaigns?

   Answer: The Downtown Kissimmee CRA has not initiated any previous branding campaigns.

4. Previous campaigns seem to have focused on the proximity to Disney World. Is Kissimee looking to build an identity separate from Disney or can this still be a part of the branding / identity?

   Answer: The Downtown Kissimmee CRA has not initiated any previous branding campaigns.

   Refer to Section 3.0 Scope of Work subsection A. Introduction and subsection C. About Downtown Kissimmee CRA for information on branding strategy focus.

Question: **Kissimmee Attractions and Amenities**

1. Can you please share what attractions / amenities are currently in the downtown area and what types of facilities / event spaces is the area zoned for?

   Answer: Refer to Section 3.0 Scope of Work, subsection C. About Downtown Kissimmee CRA for information on amenities and attractions within the DKCRA.

2. Are there any plans or opportunities for Kissimmee to build its own theme park attractions similar to or instead of Orlando?

   Answer: There are no plans at this time.

Question: **Competitive Campaigns**

1. Are there any competitive cities in Florida that Kissimmee wants to emulate in their offerings / branding and or attract a similar population

Answer: Brand strategy should reflect the unique identity of the Downtown Kissimmee CRA district.

2. Are there any branding campaigns for municipalities (in Florida or further afield) that you find particularly inspiring?

Answer: There are no particular campaigns that stand out above others.

Question: **Target**

1. Who is the intended target: local residents? business? tourists? (from Florida / from other parts of the US / from International locations)

Answer: The brand strategy should resonate across many audiences including local residents, businesses, and visitors.

2. Can you share demographic breakdown of target: residents, business, tourists for the city

Answer: The brand strategy should resonate with many audiences and demographics. Demographic information on Kissimmee, FL can be found at https://www.census.gov/quickfacts/kissimmeecityflorida.

Question: **Communication Channels**

1. What channels do you currently communicate in? Are there any channels outside of those noted in the RFP that you might want to see sample ad layouts in?

Answer: Refer to Addendum No. 1 Question 17.

Question: What marketing campaigns has the City implemented in the past?

Answer: Refer to Addendum No. 1 Question 12.

Question: When was the last time the city initiated and implemented a new branding strategy?

Answer: Refer to Addendum No. 1 Question 12.

Question: How will the City measure the success of a new brand strategy? Any specific points of measure

Answer: The DKCRA will rely on feedback from residents and businesses while tracking visitors and outside interests in the DKCRA.

Question: Are there any specific wins, or successful measures, from the current campaign?

Answer: Refer to Addendum No. 1 Question 12.

Question: Any specific losses, or strategies not working to the city's expectations, from the current campaign?

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Answer: Refer to Addendum No. 1 Question 12.

Question: Has the city engaged and implemented an influencer campaign?

Answer: Refer to Addendum No. 1 Question 12.

Question: If the City has implemented an influencer campaign, was it deemed effective?

Answer: N/A

Question: What does the city use to measure effective or ineffective results from an influencer campaign?

Answer: N/A

Question: Is the city willing to completely change their brand identity? Adopt a completely new logo? Or does City have preference to adapt and rebuild current logo design?

Answer: This project seeks to create a brand strategy for the Downtown Kissimmee CRA; the City brand/logo will not be changed as a result of this project.

Question: What strategies and/or tactics have been leveraged in the past for research and engagement?

Answer: The DKCRA has not previously undertaken a brand strategy project.

Question: Which of these engagement and research tactics have shown most effective within your community?

Answer: The DKCRA has not previously undertaken a brand strategy project.

Question: Does the city have any grant opportunities that bring new business to the Kissimmee area? If so, how are those currently being promoted.

Answer: The DKCRA has a variety of grant programs to support existing businesses and also encourage new development/redevelopment. More information can be found at www.kissimmee.gov/cra

Question: Can you detail the level of engagement expected with businesses and citizens. Is your expectation to co-create a brand with the various stakeholders and community groups an/or to inform and engage with them throughout the process.

Answer: The DKCRA has an actively engaged business and resident community. It is our vision to engage with community stakeholders during the first phase of the project, and then to create a brand strategy with strong community buy in.

Question: Can you confirm this project is intended to provide an identity and messaging for downtown Kissimmee (as a destination) as well as for the Downtown Kissimmee CRA (as an organization).

Answer: That is correct.

Question: Can you share the data and research that you currently have that will help with the process, especially with regards to community pride & sentiment and economic development / labor market analysis.

Answer: The DKCRA staff will work closely with the selected firm to share resources.

Question: Can you please share a ballpark budget for the project.

Answer: Refer to Addendum No. 1 Question 3.

Question: If we have additions or exceptions to the proposed sample contract, should we submit those with the proposal?

Answer: Yes, on page 12 of the RFP there is a space provided for exceptions and attach additional sheets if needed.

A. **ACKNOWLEDGMENT OF ADDENDA:**

1. The proposer shall acknowledge receipt of this addendum by completing the applicable section in the RFP. The Proposer shall submit said Form with the proposal.
2. All other terms and conditions of the RFP remain unchanged.

Brandon Durango
Procurement Manager

ACKNOWLEDGMENT OF ADDENDA NO.(S) _____ (IF APPLICABLE)

_____
(Signature)
COMPANY NAME   _____
COMPANY ADDRESS   _____
BY: _____   DATE:_____
          (signature)
_____   EMAIL:_____
          (typed name/title of signer)