

**Questions asked regarding the Village District RFQ and the Marketing Implementation Plan RFP.**

**Village District:**

1. What amount of money is allocated for this study? \$15,000 has been allocated for this fiscal year.
2. Can this study be integrated with or bid in conjunction with the Marketing RFP? It is possible although the Town will select the best proposal for each study. It may be that one firm/team may be the best but the Town will select the best proposal for each study.
3. How many copies of the RFQ do you require? Five paper copies would be fine. One electronic copy would be appreciated.
4. Do you envision this process to include meetings with stakeholders of the areas selected for the Village Districts? Yes. Although much of this load can be coordinated with and assisted by the Town staff.
5. Will the final product need to be GIS compatible? Yes. At least the mapping portion. The district maps can be easily fit into the existing Town GIS system.

**Marketing Implementation Plan:**

1. How much detail do you expect for phase 2 at this time? In that only the first phase is currently funded at the \$25,000 level, I would expect that most of the effort and detail would be put in phase one. We anticipate hearing about whether phase 2 will be funded from a State grant in the very near future. However we would like to select a consultant who has thought through how phase 2 would be integrated with phase 1.
2. Do you already have a film or graphics consultant working with the Town? No. While the Town and area does have the Farmington Valley Film Commission, no decision has been made as to how this aspect of the marketing campaign would work at this time. We are looking for creative ways to provide these materials to prospective businesses.
3. How should pricing be presented? I recommend that pricing be presented in a format that you can explain easily to the selection committee if you are selected for an interview. Obviously the committee will be looking for the most for its dollar.
4. Which items should be considered for phase 2 versus phase 1 of the marketing plan? It is recommended that you put as much into the currently funded phase 1 as you can. Obviously it should make sense, be able to be accomplished, and fit well into the proposed phase 2.