

**Addendum #2
to
Request for Proposals
for
Professional Marketing Consultant/Creative Agency Services for Brand
Development and Website Design**

Issued by the

Fort Monmouth Economic Revitalization Authority

Date Issued: May 1, 2014

Responses due by 12:00 p.m. EDT on June 5, 2014

This addendum is being issued to provide answers to questions received after the May 9, 2014 pre-proposal conference.

Requests for Proposals
Professional Marketing Consultant/Creative Agency Services for Brand
Development and Website Design
Addendum #2 - May 21, 2014

Q: Unfortunately we missed the pre-proposal conference and were wondering if attending that was a prerequisite for proposal submission?

A: No, the pre-proposal conference was not mandatory and therefore, not a prerequisite for submission of a proposal.

Q: I missed the pre-proposal conference; will there be any addendum or updates to the RFP resulting from what was discussed?

A: Yes, addendums and any updates to the RFP will be posted on the FMERA website, fortmonmouthredevelopment.com.

Q: Is the current brand set (or flexible)? Is there a brand architecture complete with key message?

A: In the Request for Proposals (RFP) we have asked for the development of a new logo and tagline in the first year of the contract. We are flexible and open to suggestions on brand development. FMERA does not presently have an independent and unique brand architecture; however the State of New Jersey authorized the production of a brand book for use by all of its economic development organizations. The brand book, created on behalf of Choose New Jersey, will be provided to the selected consultant. The consultant should also produce a narrative explaining the rationale for the selected logo and tagline and how they relate to and further FMERA's goals and mission, along with recommendations for incorporating the new branding in FMERA's outreach and marketing efforts.

Q: Has a target audience or their value proposition for those targets been defined?

A: As a public authority engaged in redevelopment and economic development on behalf of the State of New Jersey, FMERA receives inquiries that range from interested citizens and elected officials to entrepreneurs, developers, investors and real estate professionals, and individual companies looking to expand or relocate. Our target audience is each of the groups mentioned.

Q: What current marketing is occurring to attract business?

A: FMERA is in the beginning stages of developing its marketing plan. This RFP is one of the first steps. However, current marketing includes familiarization meetings and tours with interested parties done with FMERA's master broker, Cushman & Wakefield, presentations at trade group events, monthly newsletters and periodic press releases, and marketing flyers and e-mail blast put together by Cushman & Wakefield.

Q: Is the organization expecting a marketing plan – what marketing to do and where (if so what would be the capacity to implement a marketing plan, ie budget and dedicated staff)?

A: The mandatory tasks for the first year of the contract do not include a marketing plan. However, if a proposer would like to outline a marketing plan for the second year of the engagement, inclusive of associated fees, we would welcome that suggestion. Currently, the second year tasks for the contract are undefined.

Q: Currently, is the organization leveraging marketing with regional / state groups?

A: Yes, FMERA collaborates with the New Jersey Partnership for Action, a state-level group headed by the Lieutenant Governor and comprised of the New Jersey Economic Development Authority, the New Jersey Business Action Center (formerly the state commerce commission) and the non-profit Choose New Jersey. FMERA meets with these parties on a monthly basis to coordinate marketing efforts and identify prospects. FMERA also maintains contacts with local and regional government and non-profit organizations and hosts tours and trade group events on Post.

Q: Is there a listing of prime properties to be marketed?

A: Currently, on the FMERA site – www.fortmonmouthredevelopment.com, there is a list of available properties. Cushman & Wakefield also has a marketing website, <http://www.fortmonmouth-marketing.com/>, with prime properties listed. FMERA staff intends to enhance the Available Properties page in conjunction with the overall web site upgrade.

Q: What data will be provided, or will the consultant have to develop?

A: FMERA and Cushman & Wakefield will provide demographic and background data to the chosen consultant, including a recent Monmouth County Comprehensive Economic Development Study (CEDS) and other reports from our consultants.

Q: Regarding Attachments 3 & 4, Where can we download the required forms: Public Law 2005, Chapter 51 Executive Order No. 117 Disclosure and Certification Forms, Affirmative Action Supplement, Ownership Disclosure Form and Fee Schedule?

A: For attachment 3, the forms can be found on the Department of Treasury – Division of Purchase and Property’s website - <http://www.state.nj.us/treasury/purchase/forms.shtml>. It may be helpful to cross reference the forms on Treasury’s site with the ones included in the RFP – so you are filling out the correct forms. Alternatively, you can just fill out the ones included by hand and provide to us.

For attachment 4, that form cannot be downloaded, as it’s a FMERA form, created in house.