

Q: Does the scope include development of a refreshed visual identity (logo, typography, colors), or is the consultant expected to only provide recommendations and guidelines for potential future design work?

A: The scope does not include a full visual identity refresh. The consultant is expected to provide recommendations for refining the existing MMCD logo to enhance clarity and brand recognition, but not to create a new one.

Q: For rollout planning, is MMCD expecting the consultant to support execution (e.g., creating templates, collateral) or primarily provide a roadmap and recommendations for the Public Affairs team to implement?

A: MMCD expects the consultant to support execution by creating templates and collateral. This includes developing a state fair/county roadmap for Public Affairs and an education toolkit for the public affairs team to implement.

Q: For stakeholder research, does MMCD anticipate a light-touch approach (a few interviews/surveys) or a more comprehensive process involving multiple touchpoints including activities like focus groups, interviews, etc across the seven-county area?

A: MMCD anticipates a light-touch approach to stakeholder research. This will primarily involve consulting with and surveying key stakeholders, including the Executive Committee and board members.

Q: Are there existing community perception surveys or brand perception studies the consultant can build upon, or will all research start from scratch?

A: MMCD has an in-house CRM that can be used. However, any necessary perception studies or community surveys would need to be conducted from scratch as part of this project.

Q: Does MMCD have a target completion date for the brand strategy development and rollout plan?

A: The brand strategy development and rollout plan will be completed in tandem with our strategic goals. We anticipate a rollout timeframe of 12-18 months.

Q: While pricing is not requested at this RFQ stage, does MMCD have an anticipated budget range for this engagement that shortlisted firms should be aware of when preparing proposals?

A: MMCD does not have an anticipated budget range to share at this time.

Q: If our submission file is larger than 25MB due to creative samples, may we provide a secure link (e.g., Google Drive or Dropbox) instead of attaching everything directly by email?

A: Yes, providing a secure link for file submissions over 25MB is acceptable.