

Q: Could you please confirm the correct submission date for RFQ No. 20250901 / Brand Strategy Consultant? There appears to be a discrepancy between the documents:

- Page 2 lists September 25, 2025
- Page 4 lists September 19, 2025, by 3:30 PM CST

A: Thank you for the note. We will update the timeline to reflect the correct dates. We will be honoring September 25, 2025, date for submission date.

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.

Q: What circumstances have led the department to move forward with a brand strategy initiative at this time?

A: The department is moving forward with a brand strategy initiative due to a significant disconnect between MMCD and the public. This has led to two main issues: Public Concerns about New Technologies: There is a lack of trust and understanding regarding MMCD's methods. Lack of Awareness: Many residents are unaware of who MMCD is or what they do. This leads to confrontational encounters in the field

Q: When you anticipate this project would start and when would like to have it completed?

A: The department anticipates a rollout timeframe of 12-18 months for the brand strategy and its associated plan. This rollout will happen in tandem with the department's strategic goals.

Q: The RFQ does not request cost estimates. What is the budget for this initiative?

A: MMCD has not established an official budget range for this initiative

Q: What are MMCD's primary communication objectives following an update to your brand?

A: The primary communication objectives are to address two main issues:

Public Concerns about New Technologies: To increase trust and understanding regarding MMCD's methods.

Lack of Awareness: To make residents more aware of who MMCD is and what they do, in order to reduce confrontational encounters in the field.

Additionally, the project goal is to build brand equity and create a more uniformed brand presence.

Q: What customer or category research will be available to the agency selected, should this RFQ move into a formal solicitation?

A: MMCD has an in-house CRM that can be used. However, any necessary perception studies or community surveys need to be conducted from scratch as part of this project. The stakeholder research will primarily involve consulting with and surveying key stakeholders, including the Executive Committee and board members.

Q: Will our response to this RFQ be considered a public record? We can give you more details on past work examples if these submissions aren't available to the public. We can also identify what specifically needs to remain confidential, leaving the rest of our submission open to the public.

A: Any information provided in the RFP will need to be evaluated but likely will be public. Please redact any information if you do not want it disclosed.

Minn. Stat. Section 13.591, subd. 3(b) provides in part:

- “Data submitted by a business to a government entity in response to a request for proposal, as defined in section 16C.02, subdivision 12, are private or nonpublic until the time and date specified in the solicitation that proposals are due, at which time the name of the responder becomes public. All other data in a responder's response to a request for proposal are private or nonpublic data until completion of the evaluation process. For purposes of this section, "completion of the evaluation process" means that the government entity has completed negotiating the contract with the selected vendor. After a government entity has completed the evaluation process, all remaining data submitted by all responders are public with the exception of trade secret data as defined and classified in section 13.37. A statement by a responder that submitted data are copyrighted or otherwise protected does not prevent public access to the data contained in the response.

Under this section, all the information in the RFP is public after the evaluation process unless the information is “trade secret data.”

Minn. Stat. Section 13.37, subd. 1(b) defines trade secret data as:

- “government data, including a formula, pattern, compilation, program, device, method, technique or process (1) that was supplied by the affected individual or organization, (2) that is the subject of efforts by the individual or organization that are reasonable under the circumstances to maintain its secrecy, and (3) that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.”