



Brooks Development Authority
Request for Proposals (RFP)
Public Affairs/Marketing Consultant
Bid #03152017-003
Questions

Respondents will incorporate Brooks' core values as a guidance tool to develop an ongoing program that addresses:

- **Know it is bigger than us.**
- **Stop. Collaborate & Listen.**
- **Think big and fantastic!**
- **Get it done.**
- **Own it.**

1. **Overarching Question:** Please clarify expectations and/or deliverables for the first agency submission in regard to the capabilities. Would you like to see a summary of our capabilities in general (our experience in this field) or do you want a detailed plan related to Brooks (our approach to Brooks)?

ANSWER: Please provide a summary of agency capabilities, experience in this field, and describe how those may be applicable to the Brooks brand.

2. **Agency Selection Question:** Is there a committee assisting with the agency selection? Or, will this decision be made by the Brooks Executive Committee, the Brooks staff or the BDA?

ANSWER: A review and scoring committee has been appointed to include Brooks staff and outside parties. The review and scoring committee will provide a recommendation to the Brooks Board of Directors Executive Committee.

3. Can you please detail what is the exact deliverable for the bullet below?

B. Public Affairs – Internal/External Communications (20 Points) Planning & Research (12 Points)

- Enhance the current branding of Brooks as a mixed-use community and destination to include, but not limited to, big and fantastic goals, methods and strategies to target a local, regional, national, and international audience of Young Professionals (ages 25-34 with \$50K+ HH Income) and Business Decision Makers (ages 35-64 with \$125K+ Income).

ANSWER: Describe how your agency would enhance the current branding of Brooks to include goals, methods and strategies to target the identified audience.

4. Can you please clarify if a “Yes” answer to the item below regarding the “competitive analysis” will suffice or are you looking for the agency to provide a recommendation on how to execute the competitive analysis for Brooks? Also, can you please define and explain in detail what is the expectation and deliverable from the agency regarding the “organizational assessment?”

- Regularly perform a competitive analysis and organizational assessment to measure the effectiveness of the Brooks brand awareness, image, messaging, emotional benefits, and lifestyle tie.

ANSWER: Please describe agency capabilities and recommendation regarding these items. Competitiveness analysis relates to how Brooks is performing in relation to similar entities. Organizational Assessment is related to how Brooks is performing in relation to goals establish by agency, Brooks staff and the Brooks Board of Directors. Also, describe how the agency will measure the effectiveness of the Brooks brand, regularly.

5. Can you please confirm if the agency’s assessment and POV on the “It’s Time” campaign will suffice as answer to the bullet below?

- Provide a strategic long & short-term plan to include, but not limited to, the current “It’s Time” campaign and its necessary evolution, key messages, strategies tactics, timelines and deliverables.

ANSWER: Yes, please assess the “It’s Time” campaign. Also, describe what its evolution will/should be in regards to key messages, strategic tactics, timelines and deliverables.

6. Can you please detail for the three (3) bullet points below what is the exact deliverable requested?

- Develop ongoing internal/external communications and public relations plans to include, but not limited to, media relations and publicity, public relations event initiatives, speaking engagements/conference, and op-eds.
- Crisis Management (4 Points) i. Provide necessary consulting from the Highest-Ranked Senior Executive as matters may arise and/or require discussion/advice. Topics may include, but not limited to, personnel, political, media and/or tenant relations subjects.
- Government Relations (4 Points) ii. Provide necessary consulting from the Highest-Ranked Senior Executive with communication associated with government relations initiatives (Lobbyists) Request for Proposal (RFP) for Public Affairs/Marketing Consultant 4 Proposal #03152017-003.

ANSWER: Describe/outline initiatives Brooks should develop and execute in regards to internal/external communication as identified. Think big and fantastic!

Describe agency capabilities and experience in consulting for both crisis management and government relations.

7. Can you please specify what is the deliverable requested below?

C. Marketing (15 Points)

2. Creative Design (5 Points)

- Provide regular creative design deliverables to include, but not limited to:
 - Corporate Identity Packages (Print & Digital)
 - Newsletters, magazines, brochures, maps (print & digital)
 - Ads and direct marketing materials to enhance the Brooks brand
 - Event flyers and supporting marketing materials
 - Video Production (Shooting/Editing)
 - 3D Print & Video Production

ANSWER: Describe agency capabilities and experience in providing these deliverables. Also, describe agency recommendation on when/how to utilize these deliverables to enhance the Brooks brand. Think big and fantastic!

8. Can you please specified what is the deliverable requested below?

3. Interactive and Social Media Communications (5 Points)

- Develop, manage and execute a plan enhancing interactive and social media communications to include, but not limited to:
 - Website design and development
 - E-newsletters and database marketing
 - Mobile marketing
 - Social networks
 - Online marketing
 - Multimedia presentations
 - Search engine optimization

ANSWER: Describe agency capabilities and experience in utilizing these outlets. Also, describe agency recommendation on when/how to utilize these outlets to enhance the Brooks brand. Think big and fantastic!

9. Can you please specify what is the exact deliverable for all the below items encompassed in the “Special Events” section?

D. Special Events (10 Points)

- Develop, manage and execute a strategic master event timeline/calendar for four event venues (Embassy Suites Hotel, Hangar 9, The Greenline and Brooks Chapel) targeting the Brooks audience.
 - Develop, manage and execute a detailed master event logistical plan; to include a suggested list of resources and vendors.

- Promote events by working with Brooks staff and/or additional entities to include, but not limited to, paid media social media, community outreach, and/or public relations efforts.
- Each event should be consistent with the overall design, look and feel by working with Brooks' staff and/or additional entities.
- Create a suggested and estimated monthly budget per strategic master event timeline.
- Send an event recap/evaluation after each event, to include, but not limited to suggestion(s) for event improvements.
- Assist Brooks staff with at least two events per month; subject to change.
- Planning and execution, on-time and on-budget.
- Assign tasks to volunteers, as directed; provide a pipeline of event staff, labor, and additional manpower, as necessary.
- Take responsibility, coordinate, direct and manage staffing, volunteer teams and /or additional manpower for necessary pre-event, on-site setup and cleanup, and additional tasks, as required.
- Engage and manage relationships with appropriate vendors.
- Attend Brooks Board and Committee meetings, as needed.

ANSWER: Describe agency capabilities and experience in developing/executing a special events program to include each of these items/scope. Also, describe how the agency recommends to utilize the special events program to enhance to Brooks brand. Think big and fantastic!

10. Whether companies from Outside USA can apply for this (like from India or Canada)?

ANSWER: Yes.

11. Whether we need to come over there for meetings?

ANSWER: Yes, regularly.

12. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?

ANSWER: Yes, but regular communication and attendance at various meetings is required.

13. Can we submit the proposals via email?

ANSWER: Per 8 of the solicitation, bids must be received in a sealed envelope at the Brooks Office (3201 Sidney Brooks, San Antonio, TX 78235).