

## Responses to Questions for Branding/Marketing Strategy for Newtown Economic & Community Development

**Question #1:** Has the Sandy Hook tragedy had a marked effect on Newtown's fiscal strength - or is this an ongoing strategy to create growth?

**Response #1:** The tragedy had an immediate financial/economic impact on the community, especially in Sandy Hook Village and the tragedy remains an incredibly unfortunate part of the history of the community. The current project, however, is an overall effort to brand the town and improve the message and delivery methods to make website and social media use more streamlined and efficient.

**Question #2:** Do you envision the communities within Newtown to have their own brand strategies, or be folded into the Newtown master brand effort?

**Response #2:** It is expected that the brand would be used for the Economic and Community Development efforts of the town. Districts may use their own brand going forward together with, or instead of the Newtown brand. A recommendation would be expected as an outcome of this project.

**Question #3:** Have you undergone a similar effort in the past? How did it perform? Are you open to sharing materials?

**Response #3:** A branding effort for Sandy Hook was undertaken after the Sandy Hook School tragedy. Materials can be found at this link: <https://newtown.org/wp-content/uploads/2015/04/Sandy-Hook-final-presentation.pdf>

**Question #4:** Have you conducted primary research of any kind over the past 5 years?

**Response #4:** There has not been primary research in the past five years that addresses the branding of Newtown, CT.

**Question #5:** Can you confirm which of the following is the final set of deliverables, specifically does this include the development of a website and media placement services or just creating the brand identity - including tagline, naming, logo design and brand identity adaptable for use in business, residential and visitor attraction?

**Response #5:** The final set of deliverables includes a logo(s), etc. suitable for use for the Economic and Community Development Department and/or Economic Development Commission. Website and social media set up are needed. Ongoing support is not necessarily part of this RFP.

**Question #6:** Are you requesting to have a new website?

**Response #6:** Yes, ideally a new website would be designed that will incorporate three current websites into one platform:

<https://newtown.org/>

<https://www.newtownsandyhookeats.com/>

<https://www.fairfieldhills.org/>

If available funds do not support the creation and full implementation of a new website and social media, then a proposed plan with associated costs should be presented.

**Question #7:** Can you please confirm that the \$15,000 budget for this project includes website development and design of all current web properties?

**Response #7:** See Response #6 above

**Question #8:** During the research phase, will we have access to survey/interview town employees, residents, and business owners

**Response #8:** We support the idea of reaching out to the Newtown community and others to understand current perceptions and desired outcomes.

**Question #9:** Can companies from outside the USA apply?

**Response #9:** Anyone can respond to this RFP. An ideal situation would be that a local vendor would be the chosen party - as this is an Economic and Community Development initiative and support of local businesses is paramount - however, the entity deemed to be most qualified for the project will be chosen.

**Question #10:** Do we need to be present for meetings?

**Response #10:** It is preferred that in-person research, understanding of the community and local economic landscape and in-person meetings would occur - but entity deemed to be most qualified for the project will be chosen.

**Question #11:** Can we perform tasks outside the US?

**Response #11:** There is no restriction as to where actual development of website and social media work may occur.

**Question #12:** Can we submit proposals via email?

**Response #12:** As per the RFP for this project, "Respondents are required to submit an electronic copy of their proposal by 3:00 PM on Monday June 24, 2019 to the Office of Economic and Community Development at [christal.preszler@newtown-ct.gov](mailto:christal.preszler@newtown-ct.gov), with "Proposal for Branding/Marketing Strategy" in the subject line." It is preferred that firms present their proposals in person, if chosen to do so by the Town of Newtown. (Preliminary dates: week of June 24, 2019)