



**THE FINANCE AUTHORITY OF NEW ORLEANS
Request for Qualifications (RFQ)
Marketing and Consulting Services**

**ADDENDUM #3
October 15, 2018**

The following are responses to questions received regarding the Marketing and Consulting Services received as of the October 12, 2018 deadline.

1. Website – can we have back-end website access?

The selected contractor will have access. Our website is a Wordpress site.

2. Website – can we have read-only access to Google Analytics?

The selected contractor will have access.

3. What primary action would you like the user to take on your website?

This will be answered during meetings with the selected contractor(s).

4. Why do you want a new website?

We are not necessarily looking for a new website at this time; it was re-designed the end of 2017. However, we still need a website contractor to manage major updates which could include some level of re-design or re-development, copywriting, graphics, SEO/analytical data, etc.

5. What is your selected CRM system?

We have selected a CRM but it has not been procured yet. It is anticipated that it will be procured by early November 2018.

6. How large is your existing CRM?

Please see the answer to #5 above. We currently use Mailchimp for newsletters and will need to input contact information from Mailchimp, Outlook and spreadsheets into the CRM.

7. Is there specific data that you would like pulled from your CRM?



This will be answered during meetings with the selected contractor(s).

8. *How much is the bid? Can you provide a range if an exact dollar amount is not disclosed? Can you provide dollar allocations to each area of expertise outlined in the scope?*

We have not procured separately for every service listed in the Scope of Services in the past. We are unable to provide the costs of those few services that have been procured in the past.

Please provide the schedule of hourly rates for the service(s) to which you are responding to. The budgets and timelines will vary depending on the service(s) contracted and this will be discussed in initial communications with the selected contractor(s).

9. *Can you provide a previous annual report as an example?*

We have not produced annual reports in recent years.

10. *Do you have an existing style guide with branding and other guidelines that is already established that you can share?*

A style guide has been established. It will be shared with the selected contractor(s).

11. *Will you have someone on staff that will support any website efforts?*

Yes, however major website updates would be handled by the selected contractor.

12. *Will you have someone on staff that will support social media management?*

Yes, however major social media updates would be handled by the selected contractor.

13. *What is your ideal target audience? Can you provide more clarity on who they are and where they live, i.e. neighborhoods, HHI, etc.?*

This will be answered during meetings with the selected contractor(s). It is anticipated that our programs (and related customer qualifications) will evolve or change in the near future.

14. *Are there services you provide that only certain people qualify for?*

Our current program requirements may be found here, <http://financeauthority.org/programs/own-new-orleans/>. It is anticipated that our programs (and related customer qualifications) will evolve or change in the near future.

15. *What is your mission statement?*



To improve the quality of life in New Orleans by investing in affordable housing and economic development programs that produce jobs and wealth for residents.

16. Give us your top three examples of people who use your service?

Currently, our only program is for homebuyers in Orleans Parish up to 140% of area median income. As noted in earlier responses, it is anticipated that our programs (and related customer qualifications) will evolve or change in the near future. Future programs may involve loans to private businesses (such as real estate developers) or public/government agencies.

17. What are you trying to accomplish with this campaign in year 1? Year 2? Year 3?

This will be answered during meetings with the selected contractor(s).

18. What emotions are you trying to evoke within the community?

This will be answered during meetings with the selected contractor(s).

19. Within Attachment "B", section 4, labeled Fee Schedule, the RFQ states we should provide a Schedule of Hourly Rates. It also states that cost estimates will be considered as "not to exceed" quotations, except to the extent that the assumed scope is changed by agreement in writing.

Our question is after providing the Schedule of Hourly Rates, are you also looking for budget estimates, hours or ranges to complete the type of work based on Attachment "A", Scope of Services items 1-14? Or does the RFQ simply state that the Schedule of Hourly Rates will be considered "not to exceed"?

Please provide the schedule of hourly rates for the service(s) to which you are responding to. The budgets and timelines will vary depending on the service(s) contracted and this will be discussed in initial communications with the selected contractor(s).