

FAQ for RFP 2020-292

The following Questions were submitted on September 22, 2020 at 2:00 p.m. during the bidder conference.

- Question 1: Can the proposal be e-mailed?
 - Answer: *Yes it can be e-mailed to jgenovese@ocgov.net*

- Question 2: What are the metrics going forward?
 - Answer: *The following metrics of success are:*
 - Inquiries
 - Completion of an intake form
 - Responding to a follow up from the Hometown Ambassador
 - Engagement for relocation services with the Hometown Ambassadors
 - Engaging in the co-working space

- Question 3: What are the benchmarks?
 - Answer:

- Question 4: Can you elaborate on the intake form? What is it and what are you looking for?
 - Answer: *A form that says that you are interested in the program, you are interested in relocating, and asks for initial contact information. We also will want to know what is the tie that brings them back is. Is it an industry sector, family, lifestyle, or job opportunity?*

- Question 5: Do you have a budget, what is the range.
 - Answer: *Not to exceed \$49,000.*

- Question 6: Is the budget annual?
 - Answer: *The budget is for 6 months.*

- Question 7: Do you want Power Point for the Proposal?
 - Answer: *Any digital format is fine.*

- Question 8: Is there any creative material available?
 - Answer: *Yes we do. We, Oneida County, will provide a majority of the creative content. We would like the selected contractor to focus efforts on targeting, media buying, and technical assistance with developing a website.*

- Question 9: Does the budget include website development and media?
 - Answer: Yes.

- Question 10: What geographies are you looking to target?
 - Answer: *Focusing on dense urban areas impacted by Covid-19. We will also be targeting industries that already exist in Oneida County. The County also has migration data available to assist with targeting.*