

# Strategic Growth RFP Vendor Q&A

October 29,2024

Question: Has funding for this project been secured and approved yet?

*Answer: Yes, funding for this project has been secured. Final project approval will be granted by the S3R3 Solutions board upon the selection of a vendor and completion of budget discussions.*

Question: What is the budget range for this project? Is there a budget range or do not exceed that can be supplied for this project?

*Answer: We don't have a specific budget range or cap for this project. Our priority is to achieve strategic, results-oriented business development outcomes, and we have the necessary funds to support this. As a small team of three, we're looking for an approach that maximizes impact and aligns with our capacity.*

Question: If the project scope is too broad for the approved budget, are you interested in a reduced proposal that is within your budget range, if so, what are your top priorities/must haves?

*Answer: While there is no specific budget range for this project, S3R3 would consider adjusting the scope of work if necessary, following proposal and budget reviews. We would collaborate with the selected vendor to prioritize the most critical components based on their expert recommendations.*

Question: Do you have an existing vendor?

*Answer: The services identified in this RFP represent new operational direction for S3R3 Solutions which are not provided by existing vendors. S3R3 Solutions does work with a firm to service our website upon our request, for minor needs.*

Question: Will the existing vendor be bidding on this project? Are you unhappy with them and looking for a new vendor, or is this just a procurement requirement to renew their contract?

*Answer: This is a new project with a unique scope of work; it is not a renewal of an existing contract. It's entirely up to any of our current vendors whether they choose to respond to the RFP.*

Question: Who will be on the selection committee?

*Answer: The selection committee will include members of S3R3's staff and a few representatives from partner organizations.*

Question: Is there a preference for a local vendor?

*Answer: S3R3 will evaluate all proposals based on the criteria outlined on page five of the RFP, with no specified preference for location.*

Question: How many trade missions and conferences do you plan on attending annually?

*Answer: We anticipate attending between 8-12 trade missions or conferences annually with existing staff. Our focus is on selecting a number of targeted and purposeful trade missions and conferences, guided by the findings of ongoing research.*

Question: How many qualified leads would you like to generate?

*Answer: We don't have a specific target number of leads; rather, we're looking for a balanced approach that supports our business recruitment goals while considering our existing staffing capacity.*

Question: What is your approximate ad spend budget for digital and print ads?

*Answer: Ad-spend is not specifically contemplated, however funds are available for targeted marketing if included as a component of a marketing plan that complements our recruitment efforts.*

Question: Is <https://s3r3solutions.com/> meant to be a government page or connected to the website? Currently, the website lacks security. Do you want security on the page (e.g., if it's meant to have secure documents, would security be needed to protect HIPPA, etc.)?

*Answer: S3R3 Solutions is a quasi-governmental organization, and subject to Revised Code of Washington Public Record Act. All documents on the webpage are public records. S3R3 does not store secure documents on the page.*

Question: Do you have a color pallet for your logo? *Answer: yes*

Question: Do you have a brand portfolio? *Answer: Yes*

Question: Where is the website currently hosted? *Answer: Wordpress.*

Question: Where is the server? *Answer: N/A*

Question: What is the CRM you use? *Answer: S3R3 Solutions currently uses Hubspot.*

Question: How old is the website? *Answer: The website was created around 2018- 2019.*

Question: Are you looking for a complete "start from scratch" website?

*Answer: This will be guided by the professional recommendations of the vendor. The answer to this question should be a result of alignment with the objectives outlined in the RFP.*

Question: If yes, do you want a logo redesign with a brand portfolio?

*Answer: The answer to this question should be a result of alignment with the objectives outlined in the RFP.*

Question: Are you looking for this to be a long-term relationship? *Answer: Yes*

# Strategic Growth RFP Vendor Q&A

November 5, 2024

Question: What is the current website platform? *Answer: WordPress.*

Question: What is the current CRM platform? *Answer: HubSpot.*

Question: Do you want to stay on both systems?

*Answer: We are open to exploring different platform options based on what best supports the project's goals.*

Question: Regarding the Website, do you have a short list of what you are feeling needs to change?

*Answer: S3R3 Solutions will work with consultants to curate the functional tools and data to be included on the website. Data which will be considered for inclusion on the website may include "About us", programs, data on the regional economic area, target industry competitiveness, maps, site selection, relocation and expansion assistance, and resources for existing businesses. Consultants will be expected to audit S3R3's website and to propose changes aligned with our strategy and resources. Additionally, S3R3 Solutions would like to integrate website functionality with our CRM platform to serve as the top end of our sales funnel.*

Question: Do you have target demographics? California, Montana etc...

*Answer: Our target demographics will be informed by the target industry analysis currently underway with our research consultant. Once finalized, we'll work with our lead generation consultant to identify specific target demographics that align with the selected industries.*

Question: What market research has been conducted thus far to identify prospects?

*Answer: We are currently conducting a Regional Economic Inventory and Target Industry Analysis, with anticipated insights expected around Q1 2025.*

Question: Considering Print Media, I would imagine a select few periodicals. Do you have a list? Question: Or would you like us to suggest?

*Answer: We will consider print media options based on the recommendation from our marketing consultant, as part of a comprehensive targeted marketing and recruitment strategy.*

Question: Do you see video being a needed service?

*Answer: We will consider video media based on the recommendation of our marketing consultant, as part of a comprehensive and targeted marketing and recruitment strategy.*

Question: are we able to only respond to the Website portion of the RFP?

*Answer: Yes. Page 4 of the RFP states: "Companies may submit proposals for one, two or three of the categories listed in the primary objectives. S3R3 Solutions will consider all firms who demonstrate their experience and expertise in creating sound strategies and assets or plans in each category for which they are submitting."*

Question: One of the main challenges we've identified is a lack of clarity around the overall marketing objectives. While we understand the primary goal is business recruitment, details around budget, target audience, or specific lead-generation targets would significantly aid in crafting an appropriate budget proposal. Campaign budgets can vary drastically, from as low as \$1,000 monthly to upwards of \$100,000 monthly, depending on the expected scale and outcomes. If precise metrics aren't available, could you provide insight into your team's capacity and high-level business recruitment goals? This would allow us to offer a more tailored and precise proposal.

*Answer: S3R3 is a small organization of 2.5 full-time employees with the executive director fulfilling the primary responsibility for outbound business development and recruitment missions. Remaining staff focus on internal operations including scheduling and CRM management. We expect to conduct 8-12 trade missions in 2025, similar to 2024, and would aim for firms to secure at least five meaningful interactions with target industries for each mission/event. Strategies to develop a reasonable flow of leads through other means, outside of trade missions, and in volumes that are sustainable are welcome.*

Question: In your current approach to handling leads, do you primarily engage with businesses directly, or do third-party site selectors also play a role in these interactions? Understanding the range of stakeholders involved would help us better align our strategy.

*Answer: Engaging with businesses directly as well as the site selector community will both be critical components of a future strategy.*

Question: We understand that research is underway; however, could you share a brief overview of what an ideal lead profile looks like for S3R3? This insight would allow us to refine our own research and targeting.

*Answer: Our ideal leads are companies looking to expand or relocate, particularly within targeted industry clusters such as aerospace/defense, medical manufacturing, and logistics. High-priority leads also include site selectors and international firms exploring a U.S. presence.*

Question: Lastly, are you currently using any software such as HubSpot or Salesforce to manage and nurture leads? This would be useful for integrating our proposed solution with your existing systems.

*Answer: We have established a relationship with HubSpot in anticipation of building our Business Recruitment Program. We will collaborate with our chosen consultant(s) to optimize our use of the platform for lead management.*