

## RFP – KLDC #2024-01

### Q & A's

**Q #1. For the website design portion of this project, how many site pages are you anticipating the final redesign to have?**

A. A main page and links/drop downs to the necessary and required documents as seen on current site found at [kingston-ny.gov/klcd](http://kingston-ny.gov/klcd) We are looking to the proposing firm to offer suggestions.

**Q #2. There was no budget listed as your team is prioritizing technical expertise and communication, however, are you providing a range for the cost you anticipate?**

A. We did not list a budget. While cost will be looked at and of course a factor, the final determination will be made based on the proposal submitted, knowledge and expertise of the firm.

**Q #3. If you collaborate with another firm on projects can you submit a single proposal using both firms? (Ex: One firm is website oriented and the other is graphics oriented)**

A. Yes. However, there can only be one RFP submitted. If collaborating with another firm, you will need to decide which firm will be the lead firm.

**Q #4. How many versions of flyers and rack cards?**

A. We're not completely sure what is meant by the question. We would expect there would be at least a couple versions presented before any version becomes final and then we will only be using a single version for the rack cards and 2 to 3 different flyers throughout the year. Our current rack cards for our loan products are 9" x 4" double sided which allows for a generous amount of information to for the potential borrower.

**Q #5. Is the KLDC looking to have the firm print the rack cards and flyers ? If yes, how many to be printed?**

A. The Board would like an idea of what the cost would be *with* proposing firm printing rack cards and *without*. Flyers would most likely be printed in-house but we would need 1,000 rack cards to start with.

**Q #6. What is the current CMS being used for your website?**

A. The [www.kingston-ny.gov/klcd](http://www.kingston-ny.gov/klcd) belongs to the City of Kingston, once the site was designed, the IT department manages the site itself. We (KLDC) manage our own content on our page.

**Q #7. From the current scope we understand your looking for a new design with a fresh look, are you considering a CMS change or satisfied with the current one being used?**

A. The KLDC is a separate entity from the City of Kingston. We require our own website so we will need to start from the ground up.

**Q #8. Will KLDC provide a bank of images for the social media posts?**

A. The Board has not made a decision on this.

**Q #9. Is there any budget allocated for social media advertising and any target of clicks/impressions to be achieved?**

A. Please see Q #2. Social Media advertising is new to the KLDC

**Q #10. What is the frequency of posts per week/month required from the contractor?**

A. Once the website is up and running, the KLDC expects to be able to post for themselves, looking to the contractor for technical support.

**Q #11. Do you have a budget?**

A. Please see Q #2.

**Q #12 Is there an incumbent agency? If so, who are they?**

A. Yes, there is currently an agency for the kldc-ny.org site. The [www.kingston-ny.gov/kldc](http://www.kingston-ny.gov/kldc) belongs to the City of Kingston.

**Q #13. Regarding the fees, do you want separate total costs per service and/or hourly rates? The website redesign will vary based on the number of pages, content etc. Your current website is very short.**

A. Yes, the KLDC would want separate total costs per service and hourly rates. Q #1 speaks to what will be needed. If the LDC's course of direction should change there may be a need for additional pages.

**Q #14. Letter D. sounds like social media management. Do you currently have a SMM tool for scheduling or would you be relying on us for that? Would you like the calendar to be flushed out for the year? Will the targeted ad campaigns be for the year as well?**

A. The KLDC does not currently use social media, this is new to the LDC. We would look to the professionals to make suggestions based on the current function of the LDC.