

1. Would it be acceptable to provide an electronic version only?

While we would prefer the packet, we understand timing constraints on this project were short. If you are able to get us the electronic version by the deadline, we will accept that.

2. If there is a discrepancy between our proposed deliverables and others will there be an opportunity to adjust?

The bid amount cannot be changed after submission. If something comes up outside of that, we would seek confirmation from the Elko County District Attorney's office before moving forward.

3. Is implementing the rebrand in the website something you hope to do in this project?

We will be adjusting the website to reflect the rebrand but the website itself was just redesigned and we wouldn't necessarily be looking at changing the overall site itself.

4. Will agencies outside of Nevada be considered?

Yes, we will be considering all proposals.

5. What is the budget range?

We do not have a set budget range but are anticipating roughly between \$70,000 and \$100,000.

6. Is there a weighted scorecard of any kind for how proposals will be evaluated that we should be aware of?

There is not a weighted scorecard.

7. There is a mention of compliance with the attorney's office, is there a specific set of guidelines we should be aware of?

This is mostly for us to make sure that we are following the process correctly; however, I will attach a copy of the statutes that were provided to the library. The majority of what should be considered comes down to cost, including bids over a certain amount being required to indicate that they are not boycotting Israel during the length of the agreement.

[Nevada Revised Statute 332 Purchasing - Local Governments \(PDF\)](#)

8. What 'Business and Technical Requirements' are you looking for? (This is mentioned at the bottom of the RFP under cover letter, etc.).

We are essentially looking for any special requirements that we should take into consideration. For example, if part of the marketing involves sending out surveys to residents, is that something the vendor will handle, will library staff be asked to put this together, or will there need to be an entirely different process? Is there specific information that you will need us to provide or special equipment that the plan may need us to consider (such as a large-scale printer for marketing posters/flyers).

9. Will you still be attaching the answers to questions as an addendum?

Yes; the FAQ is to help provide answers in as timely a fashion as possible.

10. What are your goals for this rebranding and ongoing content / marketing support?

While specifics are outlined in the RFP, the main goals include updating our image within our community, including changing our system name to reflect our ideals more so than our geographical location. We would like to create a consistent brand and marketing strategy to use at all of our locations, who until this point have mostly done their own thing. We would like help in promoting the rebranding and engaging the community throughout the process to make sure any transition is seen in a positive light and emphasizes the importance of the library in the community. While the Library Board is open to ongoing services depending on what the proposals offer, we would like the option for this content to be usable in the long-term without ongoing services.

11. Are there any specific growth goals for the organization (adding registered users, circulation numbers, program attendance, etc)?

We are interested increasing our value within our communities and some of the goals we have are:

- Increasing participation within the library system, particularly with adult programming.
- Increased usage amongst library card holders
- increased opportunities for community outreach/partnerships

View our [Strategic Plan 2018-2022 \(PDF\)](#) for a list of current goals.

12. Do you have more than one audience you are requesting research for? Included in RFP are Library System Customers & Key Community Leaders. Are there others?

Not particularly, although we could consider community members who do not currently use the library and non-English speaking patrons.

13. Do you have dates/times for the chosen agency to meet with stakeholders?

We do not have set times. The Library Board meets the third Tuesday of each month at 4PM but we can be flexible throughout this project.

14. If we can be available on the 19th for the board meeting - would that be of value to you?

All vendors are welcome to attend the Board meeting, including virtually through Zoom, although it is not required. Public comment is allowed if you wish to point out any items in particular; however, the board may or may not choose to ask direct questions of vendors. It is at your discretion if you feel that it would be beneficial to be present at the board meeting. The meeting the RFP will be discussed is:

October 19, 2021, at 4:00 PM (PST)  
Elko County Library  
720 Court Street - Library Conference Room  
Elko, Nevada 89801  
[Join Zoom Meeting](#)  
Meeting ID: 947 0786 3787  
Passcode: 227476

15. We see the start date for this project is in late October. When is the deadline for creating and launching this new brand identity?

Ideally, we would be able to launch this new identity by June (or at least in part), to coincide with our Summer programming. We are turning 100 in January and do have a list of planned activities and policy changes that we will be pushing ourselves during this time.