



ANSWERS FOR QUESTIONS RECEIVED ABOUT Gem City Market Startup Marketing Strategy and Implementation REQUEST FOR PROPOSALS

1. Where should the completed RFP be delivered on April 4th?

Email to: Rachel.DB@COOPDayton.org

-or- Drop-off: Co-op Dayton @ Central State University 840 Germantown St Dayton 45402. Call the office for Rachel DB to meet you at reception (937) 716 - 1717.

2. Has any recent research or data been compiled on the residents within the expected service area of the Gem City Market? Will this be made available?

Yes, we have a recent market study, data we've pulled from ESI, and at least one membership survey. Our collated research will be made available to the selected Agency.

3. Have any buyer personas been created?

No.

4. Are agencies and residents within the downtown district considered a secondary audience? Will marketing efforts be needed to attract and engage these groups?

This is a sticky-wicket and we will be looking for guidance from the selected Agency to help inform those decisions.

5. In the description of the Branding Guide, it mentions "a full suite of branding elements." Is there a more concise list of graphical and digital elements that are expected?

Short answer: not entirely, no. We are looking for a brand refresh (logo update, colors update) and will need branding elements created for mailers, stationery (letterhead, thank you cards, member certificates, business cards), and potentially supermarket supplements. We currently have the logo, a corner detail (copy of member certificate attached), and additional design elements created by an engaged member.

6. How do you see the 3D structural design side of the business and the 2D environmental design (signage, directional signs, decorative branding elements) working together?



Closely. We want all signage to be cohesive making sure decisions by design teams work within a broader brand story. Patterns (on 3d models) and color are placeholders until the Architecture and Interior Design and the selected Agency can collaborate. But architect and interior design team will take the lead on this

7. Will you be making the color deck developed by the interior design company available?

No significant color choices have been made. The Interior Design team to create a color deck in the future, with reference to the brand guide.

8. Should we also be providing a view of expected production costs for printed and digital elements?

Yes.

9. Is there a target budget for the elements requested within the RFP?

No.

GEM CITY MARKET COOPERATIVE

Future Site: 300 Salem Avenue Dayton, OH 45402

Mailing Address: 33 W 1st St Ste 100 Dayton, OH 45402

POINT OF CONTACT: RACHEL DOMINGUEZ-BENNER

Co-op Dayton | 840 Germantown St Dayton, OH 45402 | Rachel.db@COOPDayton.org | (937) 716-1717

ABRIDGED TIMELINE:

Request for Proposal:	March 6th, 2019
Submit questions by:	Mar 18th
GCM Responds to questions by:	Mar 25th
Proposals Submitted by:	Apr 4th, 4pm

Gem City Market reserves the right to discard any and all proposals and may rebid these requirements if we are not satisfied with any or all of them.



THIS COMMUNITY MEMBERSHIP CERTIFICATE IS PRESENTED TO

RACHEL DOMINGUEZ-BENNER

GEM CITY MARKET COOPERATIVE

Incorporated April 10, 2017 under Ohio Revised Code (O.R.C.) Chapter 1729

This certifies Community Membership of the Gem City Market Cooperative and entitles all rights and privileges granted to Community Members by the Gem City Market Cooperative Bylaws, including ONE VOTE in Community Membership elections and Annual Meetings. Members of the Gem City Market Cooperative are helping to bring access to affordable, healthy and fresh food to Dayton, Ohio and are committed to governing the cooperative according to the Mondragon Principals and the Gem City Market Cooperative's mission.

January 16, 2019

DATE

A handwritten signature in cursive script, appearing to read "Elia Fields".

SIGNATURE