

2027 Economic Development Marketing Plan RFP — FAQs

1. What does the \$75,000 annual budget cover? Is paid media included?

The \$75,000 not-to-exceed annual budget covers development and implementation of the Economic Development Digital Marketing Plan, including account development/management, strategy and creative services. Paid media/ad buy is separate and comes from the Economic Development budget.

2. What paid-media budget should firms use when developing their proposals?

The City does not yet have an approved 2027 paid-media budget or range to provide. The selected agency will be expected to make recommendations based on Economic Development's approved 2027 budget. For context, the 2026 paid-media plan was approximately \$100,000.

3. What channels has the City used, and is there a required media or programmatic platform?

Previous campaigns have included paid search, digital/programmatic advertising and traditional print advertising. The City does not require a particular programmatic platform or vendor and is interested in the selected agency's recommendations for the appropriate 2027 channel mix and solution.

4. How will media and technology/data charges be handled?

With the current partner, the firm invoices the City for media-related charges. Technology/data charges associated with paid media should be considered part of the ad buy rather than the \$75,000 services budget.

5. Who are the priority audiences?

Site selectors are a key audience, along with business decision-makers and C-suite leaders and companies considering expansion or relocation. The precise audience mix may shift based on business activity and emerging opportunities, and the City welcomes the selected agency's recommendations.

6. Are there priority industries?

Priority industries have included healthcare, technology, entrepreneurs, automotive-related businesses, corporate headquarters and advanced manufacturing. Priorities may change based on current opportunities—for example, the arrival of a new company may create an opportunity to reach similar businesses or industries.

7. Are there priority geographic markets?

In general, the campaign has a Midwest focus. The City has also conducted targeted efforts in individual metro areas. The selected agency should make recommendations based on the Economic Development strategy, opportunities and campaign objectives rather than assume a fixed geographic mix.

8. How does the City define and track a business lead?

The City does not currently use a formal CRM for Economic Development leads. Website form submissions are considered leads, while phone calls and emails are also routed to the four-member Economic Development team and followed individually.

9. Is lead generation the primary measure of campaign success?

Lead generation is an objective, but the campaign also has a broader role in building awareness and consideration of Dublin as a location for business growth and investment, highlighting business success stories and driving quality traffic to the Economic Development website. For digital campaigns, the goal is ultimately to encourage actions such as form completion. The City welcomes recommendations on KPIs and measurement.

10. Will the selected firm receive information about leads and campaign performance?

The selected firm will have access to relevant analytics in real time. Economic Development staff individually follow inquiries received through forms, calls and emails rather than through a formal CRM.

11. Is there an expected quantity or cadence for case studies, white papers, videos or other content?

No. The City has not prescribed a specific quantity or cadence for content marketing. The selected agency should recommend the appropriate types of content and frequency based on the strategy and goals.

12. Will the City provide photography and video assets?

Yes. The City has photography and video assets available through its existing photography and videography contracts and can provide those assets as appropriate. The selected agency is expected to develop the campaign creative, design and copy needed for the work.

13. What will the selected agency be responsible for publishing or managing?

The firm should provide approved assets and copy for placement on the Economic Development website and City-owned social channels, generally LinkedIn for Economic Development. City staff will handle publishing to City-owned properties. The selected firm will manage paid digital marketing efforts, such as paid search, using the appropriate platforms.

14. Where can firms find Economic Development strategy and background materials?

Economic Development strategy documents are available under "Resources" on the City's [Economic Development website](#). Additional research, analytics and other materials can be shared with the selected firm.

15. What brand standards should firms use?

Economic Development follows the City of Dublin brand, including the same colors and logo. Formal brand standards can be provided later; materials available on the Economic Development website may be used to inform proposals.

16. Should firms assume a particular campaign scope or tactical mix?

No. The City has not established a predetermined campaign configuration and is specifically interested in the selected firm's recommendations regarding strategy, channel mix, content and execution.

17. When should work begin, and does the campaign need to launch Jan. 1, 2027?

The anticipated agreement covers Jan. 1-Dec. 31, 2027, but campaigns are not expected to be fully launched on Jan. 1. Time will be needed for research, strategy development and approval of advertising concepts. The City would like to begin initial conversations before Jan. 1 where possible so the selected firm can begin understanding campaign goals and preparing the strategy.

18. Are firms outside Ohio eligible, and are in-person meetings required?

Yes. The City is open to firms outside Ohio, and meetings can be conducted virtually.

19. Is a draft services agreement available?

A draft services agreement is not available as part of the RFP materials. The proposed contract will be shared with firms that advance to the finalist/selection stage.

20. Are there insurance, payment, subcontractor or additional required-form requirements firms should account for?

No additional insurance, payment, subcontractor or required-form terms have been identified beyond the requirements included in the RFP.

21. Will the City issue additional supporting documents or a separate Q&A/addendum?

Strategy resources are available through the [Economic Development website](#), with additional materials to be shared with the selected firm as appropriate. This is a separate Q&A addendum.