

MEMORANDUM

To: All Interested Vendors

From: Procurement Department, Columbus Metropolitan Library

Date: May 18, 2026

Subject: Addendum No. 1
RFP 26-008– National Brand Strategy and Execution

Pre-Proposal Meeting
Questions and Answers

Due date has been extended to May 22, 2026 at 12:00 noon.

Part 1. Pre-Proposal Meeting:

The Columbus Metropolitan Library (“the library” or “CML”) conducted a Pre-Proposal meeting for RFP 26-008 **National Brand Strategy and Execution** on Thursday, May 7, 2026, at 2:00 PM.

The meeting was held virtually on Microsoft Teams. CML staff in attendance:

- Mona Mawalkar, Procurement Manager
- Sarah Gormley, Director Marketing & Communications
- Dorcas Taylor Jones, Communications Manager
- Wanda Dixon, Procurement Analyst

Representatives from the following companies were in attendance:

- Cordelia Anderson Consulting
 - Inspire
 - Irvin Public Relations
 - Fahlgren Mortine
 - The Shipyard
 - Slidenine
 - Venn Growth
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Part II. Questions and Answers

- Q1. What national conversations does the Library want to lead or participate in?
A1. The Library does not have a predefined list. Firms are encouraged to assess the broader landscape and propose ideas. One example discussed was the importance of reading and lifelong learning, particularly in an era where reading habits are debated. The Library is seeking a framework and informed recommendations rather than predetermined narratives.
- Q2. How should this work align with the strategic plan and brand refresh?
A2. The national media strategy does not need to promote the brand refresh itself. However, the upcoming strategic plan will influence how we prioritize particular programs and services which will be discussed in the kick-off meeting and stakeholder interviews.
- Q3. How many senior leaders may require media training?
A3. Approximately three to four senior leaders should be assumed for media training. This may include an extended, possibly all-day session, depending on need.
- Q4. Who is the target national audience?
A4. The target is a broad, general consumer audience, not a narrowly defined library-industry audience. The intent is for local residents and stakeholders to see their Library reflected on a national stage and feel motivated to engage, donate, visit, or volunteer.
- Q5. Are there topics the Library wants to avoid?
A5. The Library does not want to focus on partisan positioning and instead emphasize positive impact and leadership.
- Q6. What is the anticipated evaluation and onboarding timeline?
A6. Proposals will be reviewed soon after the May 21 deadline
- Three to five firms may be invited for one-hour presentations
 - Selection is targeted for early June if schedules allow
 - Onboarding will involve structured conversations with executive leadership and stakeholders, coordinated to be efficient and focused.
- Q7. Should execution costs be fully defined in the proposal?
A7. The selection decision will not be based on execution budgets. Execution remains flexible and may be adjusted after a strategy partner is selected. Firms may include ranges or preliminary estimates, but detailed execution costs will be reframed once strategy is finalized.

Q8. Can you provide any guidance on budget, particularly for the planning phase of the proposal? Is there a “do not exceed” we should keep in mind?

A8. We hope to keep the budget under \$25,000 pending approval by the Library.

Q9. How are you defining success at 6 months and 12 months?

A9. The execution phase should be scoped by approach: low level support (helping shape pitches), mid-level support (doing some of the pitching) to full ownership of execution on behalf of CML over the course of 6 months once strategy confirmed.

Q10. Do you have a current agency on record or previous close affiliations with local agencies?

A10. We do not have a current agency on record or previous close affiliations with local agencies.

Q11. What is your budget for expenses?

A11. All expenses will need to be approved, and part of the costs provided in the Proposal.

Q12. Can you share any estimated overall budget projections you have in mind?

A12. See Q8.

Q13. Do you have a budget in mind for any necessary media training?

A13. There is no budget in mind for media training. Please include it as add-on in your Proposal.

Due date has been extended to May 22, 2026 at 12:00 noon.

All Proposals must be received no later than 12:00 Noon on May 22, 2026.

PROPOSERS ARE REQUIRED TO ACKNOWLEDGE THE RECEIPT OF THIS MEMORANDUM (ADDENDUM NO. 1) ON THE ACKNOWLEDGEMENT OF ADDENDA FORM IN THE RFP DOCUMENTS.