

SOUTH CENTRAL TENNESSEE DEVELOPMENT DISTRICT

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ADDENDUM NO. 1

RFP SCTDD-2026-MKT-001

Brand Identity, Website Design & Development, and Marketing Content Services — South Central Tennessee Defense Corridor

Notice to Proposers

This Addendum No. 1 answers the written questions received for RFP SCTDD-2026-MKT-001, Brand Identity, Website Design & Development, and Marketing Content Services for the South Central Tennessee Defense Corridor. It is issued under Section 3.2 of the RFP and becomes part of the RFP and any resulting contract.

Item	Detail
Addendum	No. 1
Date issued	October 5, 2026
Questions deadline	October 5, 2026, 4:00 p.m. CT (closed)
Proposals due	Unchanged: Monday, October 12, 2026, 4:00 p.m. CT
Procurement contact	Amy Ezell, CGFM, Deputy Executive Director / Finance Director, aezell@sctdd.org , (931) 379-2929

Proposers must acknowledge this addendum in the Tab A cover letter and in Attachment A by writing "Addendum No. 1" on the addenda line. Failure to acknowledge may result in disqualification (Section 3.2). Questions with overlapping subject matter have been combined, and no further questions will be accepted.

Questions and Responses

1. Which counties do the county profiles cover?

The county profiles in Section 2.3 cover the eleven Corridor counties listed in Section 1.2: Bedford, Cannon, Coffee, Franklin, Giles, Lawrence, Lincoln, Marshall, Moore, Rutherford, and Warren. This is the Corridor Partner Group's footprint, not SCTDD's thirteen-county service area. Cannon, Rutherford, and Warren are included even though they are outside SCTDD's district.

2. Is there an existing supplier list or sites database, and what quantities should proposers budget for at launch? Who supplies the data?

No single consolidated supplier directory or sites database exists. The Corridor has not yet finalized an inventory of regional assets, so no launch quantities for manufacturer/supplier records, sites and

buildings, or strategic map assets are available. Assembling and finalizing this inventory is a major component of the project scope. The selected vendor will work with the Website Committee and Corridor members to do so.

Under Section 2.1, SCTDD and the Corridor partners will supply existing data, photography, and source materials. The vendor provides data-collection templates, identifies gaps, organizes information consistently across counties, and populates the website. Independent primary research (for example, surveying individual companies) is not required. The vendor should use public sources for the labor-market and demographic content in the Talent & Demographics and County Profiles sections. Because quantities are not set, proposers should state the quantity assumptions behind their fixed fee. The website must be scalable so records can be added after launch without redesign (Section 2.3).

3. Is a domain registered? What photography exists, and under what license terms?

No domain has been registered for the Corridor. Per Section 2.3, the domain will be registered or transferred in SCTDD's name. Existing photography will be gathered from SCTDD and the partners at kickoff (Section 2.1). Licensing and usage terms for those images have not been compiled. The vendor must confirm that any image it uses is licensed for the uses in Section 5 (public website, print collateral, social media, and presentations). Images without adequate rights must be replaced with licensed stock or new photography, within the fixed fee.

4. Is USDA acknowledgment required, and what is the approved wording?

Yes, for the website and the marketing collateral, as stated in the "USDA Acknowledgment" paragraph of Section 5. This includes the funding acknowledgment and the USDA nondiscrimination statement, for example "USDA is an equal opportunity provider, employer, and lender." SCTDD will furnish the approved wording and placement requirements to the selected vendor at kickoff.

5. May workshops, committee meetings, check-ins, and training be remote? If in person, where?

Yes. SCTDD will allow the kickoff meeting, the direction-setting workshops, the committee working sessions, the periodic check-ins, and the administrator training (Sections 2.1 and 2.3) to be conducted remotely by video conference, to maximize the project budget. If a vendor prefers to meet in person, the Corridor participants will coordinate that. Under Section 1.4, the contract is fixed fee and SCTDD will not pay travel or other expenses beyond the contract amount, so any travel costs a vendor chooses to incur must be included in its fee.

6. Will SCTDD consolidate feedback from both committees before it reaches the vendor?

Yes. The vendor meets with the Visual, Booth, and Marketing Committee and the Website Committee in their separate working sessions (Section 2.1). Under Section 2.6, all direction is subject to written approval by the Corridor Partner Group through SCTDD. SCTDD will consolidate the committees' comments into one set of written direction for each review round and deliver it to the vendor. The vendor should not act on direction from individual committee members that has not come through SCTDD.

7. May proposers include optional add-on pricing in Tab I?

Yes, but only in the way Section 1.4 describes. The base fixed fee must cover every requirement in the RFP and cannot exceed \$45,000 in total. If a proposer believes a requirement would significantly increase cost, it should identify that item and price it separately, in a clearly labeled section of Tab I that is not part of the base total. SCTDD may phase or fund optional items only if grant funds are available, and is not obligated to buy any of them. Price points under Section 4 will be calculated on the base fixed fee.

8. May the \$45,000 be reallocated across components if the total holds?

Yes. The RFP does not set a dollar amount for any component. Proposers may allocate the fee among the Tab I categories (brand identity, website, Year 1 hosting and maintenance, each collateral item) as they judge best, provided the total for all services stays at or below \$45,000. The payment percentages in Section 5 are illustrative, and the final milestone structure will be set in the executed contract.

9. Can SCTDD share the current logo files and any Corridor strategy documents?

SCTDD is making the following available to all proposers at the same time, so that no proposer has an advantage:

- **Logo.** The Corridor's current draft logo is shown in Exhibit A to this addendum. It is the committee's first mock-up and a rough draft. The name and tagline shown in it do not match the Corridor's actual name, and they are placeholders. It is provided for proposal purposes only, to show the committee's work to date, and the selected vendor will refine it as described in Sections 1.3 and 2.2.
- **Strategy documents.** No Corridor strategy documents will be released before award.

Proposers may not use or modify these materials for any purpose other than preparing a proposal.

10. Does Attachment A's Tennessee-authorization certification require foreign-entity registration before proposal submission?

Attachment A requires each proposer to certify that it is authorized to do business in Tennessee. The RFP does not otherwise require a registration filing as a condition of submitting a proposal. Whether a particular out-of-state firm must register with the Tennessee Secretary of State depends on its activities and on Tennessee law. SCTDD cannot give legal advice, and each proposer should consult the Secretary of State or its own counsel. A proposer must be able to make the certification truthfully when it signs. A proposer that has not completed a registration it needs should say so in its Tab A cover letter. **SCTDD will require evidence of authorization before contract execution.**

11. Do SCTDD and the Corridor Partner Group have existing high-resolution photography representing the region's defense-sector employers, facilities, and assets that the selected vendor can use?

Some existing photography will be gathered from SCTDD and the Corridor partners at kickoff, per Section 2.1. Whether that photography is high-resolution or specifically depicts defense-sector employers, facilities, and assets has not yet been confirmed. Supplemental or stock photography should be assumed. As stated in Response 3 above, the vendor must confirm that any image it uses is adequately licensed for the uses in Section 5.

12. What is the structure of the Corridor Partner Group, the Visual, Booth, and Marketing Committee, the Website Committee, and any subcommittees? For example, how many members, and how are the 11 counties represented?

The RFP does not itemize committee membership. Section 2.1 requires the vendor to meet separately with the Visual, Booth, and Marketing Committee and the Website Committee, in each committee's own working sessions, throughout the project. Section 2.6 provides that all direction is subject to written approval by the Corridor Partner Group through SCTDD.

13. What is the decision hierarchy and approval process for brand, website, and collateral milestones?

- Who gives final written approval through SCTDD? **Paul Rosson, Executive Director**
- Must all 11 counties agree before a decision moves forward? **No**
- Where representatives approve on behalf of a county, what constitutes a quorum? **N/A**
- Is there a policy for resolving stalled decisions or conflicting feedback? **Not as of this date.**

Under Section 2.6, all direction is subject to written approval by the Corridor Partner Group through SCTDD, which channels and consolidates that direction to the vendor, consistent with Response 6 above. The specifics above have not yet been established.

14. The RFP names a "Visual, Booth, and Marketing Committee," but no booth materials are listed. Are booth materials (for example, banner or display graphics) expected under this engagement, or only brand guidelines the committee can apply separately? (Sec. 1.2, 2.1, 2.5)

Booth materials are not a deliverable under this engagement. Sections 1.3 and 2.5 list the deliverables as the Brand Identity System, the Corridor Website, and three marketing collateral items (regional overview brochure, executive one-pager, and social media template set); booth or display graphics are not among them. The committee's name reflects its broader role within the Corridor Partner Group and is the venue, per Section 2.1, for working sessions with the vendor on the brand and marketing deliverables that are in scope. The Written Brand Guidelines required by Section 2.2 will let the committee apply the finished brand to booth materials separately, outside this contract.

15. Are there standardized reporting formats or data sources used across the 11 counties? For example, for sites and buildings, workforce data, or company listings.

No. As stated in Response 2 above, no single consolidated database or standardized reporting format exists across the 11 counties at this time. The vendor will develop data-collection templates and organize county information consistently, per Section 2.1.

16. Does SCTDD or the Corridor already have preliminary data or identified sources for this project? If so, can they be shared with the selected vendor at kickoff?

SCTDD and the Corridor partners will supply whatever existing data, photography, and source materials are available at the kickoff meeting, per Section 2.1. None beyond partner websites and public sources are presently compiled.

Effect on the RFP

This addendum does not change the proposal deadline, the Anticipated Schedule in Section 2.7, the \$45,000 budget cap, or the evaluation criteria. Where a response above clarifies or adds to the RFP (for example, remote meetings in Response 5 or the separate pricing of optional items in Response 7), that response controls. All other terms, conditions, and requirements of RFP SCTDD-2026-MKT-001 remain in effect. Oral responses are not binding (Section 3.2).

Acknowledgment of Receipt

Each proposer must return this acknowledgment with its proposal, in addition to noting the addendum in Tab A and Attachment A.

Field	Entry
Firm name	
Authorized signature	
Printed name and title	
Date	

The undersigned acknowledges receipt of Addendum No. 1 to RFP SCTDD-2026-MKT-001.

Exhibit A — Draft Corridor Logo

First mock-up and rough draft, provided for proposal purposes only. The name and tagline shown are placeholders and do not match the Corridor's actual name.

