CIRDA
CENTRAL INDIANA REGIONAL DEVELOPMENT AUTHORITY

ADDENDUM NO. 1

CENTRAL INDIANA REGIONAL DEVELOPMENT AUTHORITY REQUEST FOR PROPOSALS AND QUALIFICATIONS TO DEVELOP THE BIOHEARTLAND NARRATIVE AND BUSINESS DEVELOPMENT COLLATERAL, INCLUDING A WEBSITE ("RFPQ")

This Addendum No. 1 to the RFPQ constitutes a part of the RFPQ. Unless otherwise defined herein, each capitalized term shall have the meaning ascribed to such term in the RFPQ.

Real Property & Website Information

Q1. Does the database of sites exist? What format is it currently in, roughly how many sites are there?
ANSWER: A database of sites does not currently exist, and it will be created under a different professional services agreement with a planning and/or engineering firm. Information concerning each selected site (apx. 8-14) will be provided to the winning offeror to incorporate into the website and business development collateral ("**BDC**"). The winning offeror and CIRDA will jointly determine the best way to display the information on the website and in BDC.

Q2. Is there a GIS or mapping component desired for the website? Would there be an aspect of the site inventory that would contain shape files or other geocoded information to be represented in a map format, like site locations or more detailed site boundaries?
ANSWER: No there will not be GIS or mapping components that require shapefiles or geocoded information. A static map (perhaps at a county level) should generally depict the location of the sites and a link provide information for each site.

Q3. To what is CIRDA referring with the phrase "direct outreach channels."?
ANSWER: Ideally, the website will allow CIRDA to gather information to enable CIRDA to efficiently utilize direct targeting platforms (like Constant Contact or Mailchimp) to disseminate information targeted to the recipient.

Q4: Does CIRDA prefer a specific CMS that should be used to build the site?
ANSWER: No.

Q5: What is the target audience for the website and BDS?
ANSWER: Corporate site selectors, life sciences companies and economic development partners, with site selectors prioritized.

Q6: Should offerors recommend the website architecture and content volume based on their proposed approach?
ANSWER: Yes.

Partnerships

Q7. Is CIRDA amenable to a single, coordinated proposal in which an independent lead consultant and an agency partner complete the scope outlined in the RFPQ, with CIRDA paying each party directly?
ANSWER: Firms may partner to complete the work described in the RFPQ; however, CIRDA will only enter into one agreement and pay one firm for the work performed. The business relationship between partnering entities should be handled between those entities without CIRDA involvement.

BIOHEARTLAND

Q8: There is a branding guideline book for BioHeartland, is the winning offeror expected to develop or refine the guidebook or branding?
ANSWER: No. The winning offeror should incorporate existing BioHeartland branding into the website and BDC.

CONTENT & SCOPE

Q9: Should offerors include original photography, video production, interviews, research, economic impact data, messaging, brand guidelines and other resources within their proposed scope, or will CIRDA provide existing assets for these purposes? Is the expectation to build upon existing materials or conduct additional research and discovery?
ANSWER: CIRDA will provide its current assets including research, videos, photos, and information developed as part of its Catalyze Economic Development Plan; however, the winning offeror will be responsible for relevant stakeholder interviews and videos, copywriting, and photography and determining the best images, graphics and videos to use. CIRDA expects the winning offeror to build upon existing materials and develop new material and content, except for research. CIRDA does not intend for the winning offeror to conduct additional research.

Q10: What level of engagement is anticipated with CIRDA's 32 member communities and regional partners, and should the BDC and website be customized for each of CIRDA's 32 member communities?
ANSWER: The winning offeror will work with key CIRDA leadership and staff and will not be responsible for engaging with individual CIRDA member communities. Moreover, outside of specific site information, the expectation is that the winning offeror develops a unified regional platform with reusable templates rather than individual community content.

Q11: Please provide additional guidance on the anticipated quantity and scope of marketing collateral, including pitch decks, sector briefs and other business development materials? Are specific deliverables considered essential?
ANSWER: The wining offeror should recommend the appropriate quantity and structure within the available budget; however, the following are considered essential to the scope of work: (a)

BioHeartland website, (b) at least three (3) pieces of BDC ((1) talent development and recruitment, (2) site information, and (3) Indiana life sciences ecosystem ("**Core Strengths**")), and (c) a pitch deck that incorporates slides reflecting each of the Core Strengths, among others.

SCHEDULE

Q12: Does CIRDA have an anticipated completion date or key milestones for the project?
ANSWER: No, except that all work should be completed within seven (7) months. Offerors should recommend a phased implementation schedule for all work.

QUALIFICATIONS & RFPQ COMPLIANCE

Q13.In evaluating portfolios and relevant experience, will CIRDA place greater emphasis on demonstrated economic development and life sciences industry expertise, or on experience delivering similarly complex brand, digital platform, and business development collateral projects for regional or public-sector organizations?
ANSWER: Expertise in the life sciences industry is not required but is helpful. Offerors who are interviewed should be able to demonstrate competency in creating and advancing a cohesive brand, website and BDS strategy that reflects Central Indiana's position as a life sciences powerhouse. Stated differently, a portfolio of life sciences work is not required. Being able to quickly discern key components of Central Indiana life sciences ecosystem is essential.

Q14. Please confirm that the original hard-copy response must be physically received by the October 30 deadline, in addition to the electronic PDF submission?
ANSWER: Confirmed—both the pdf and hard-copy must be received by the 10/30/26 deadline.

EXHIBITS

Q15. Will CIRDA confirm the correct exhibit designations?
ANSWER: Please note that insurance is not required for this submittal. The correct Index of Exhibits is as follows:

Exhibit A	Transmittal Letter
Exhibit B	Non-Collusion Affidavit
Exhibit C	No Default, Breach or Bankruptcy Affidavit
Exhibit D	Compensation/Price Chart