



Submitted Questions & Responses  
Middlebury Business Development Fund  
Digital Marketing Tool / Video  
Middlebury, VT  
May 23, 2014

Question:

In your experience over the past year, what size businesses are most interested in Middlebury? While any sized business would prosper in Middlebury, are you focusing on smaller businesses with 20 or less employees?

**Response: The MBDF target audience currently consists of companies or parts of companies that are approximately 100 employees and fewer.**

Question:

Is the focus of the video solely new business development? The website content has a bit of a broader general appeal to Middlebury as a place to live, work and play and while those themes will be central to the video, should the video be more laser-like in its new business focus and messaging?

**Response: The MBDF is focused on economic development – increasing employment opportunities and garnering taxable investment within the geographic boundaries of Middlebury, VT.**

Question:

Is the international marketing effort going to center on the Middlebury College alums living abroad or living here with connections abroad?

**Response: Any international marketing effort will leverage connections to Middlebury College and the community generally but will not be limited exclusively to alumni-centric networks.**

Question:

Do you want to discuss the EB5 program in the video?

**Response: As the Vermont version of the EB-5 program affords additional advantages and greater flexibility to foreign investors, positive illustrations of any EB-5 projects may be included in this marketing tool/ video.**

Question:

We have learned from experience that there are still people both nationally and internationally who are fuzzy on where Vermont is situated. In your experience is this an issue that needs to be addressed in the video?

**Response: Yes.**

Question:

Can you provide a list of Middlebury businesses that have experienced growth or are planning to expand in the near future?

**Response: Any such list may or may not be developed in partnership with a successful respondent to this request for proposals.**

Question:

Is the use of animated still images acceptable?

**Response: Yes.**

Question:

Can we have access to Middlebury College video and still archives to log appropriate imagery before submitting the proposal and budget?

**Response: Access to the repository of media currently held by Middlebury College is not available at this time.**

Question:

Will the video be used in trade shows and expos? Is the website mobile compatible?

**Response: It is expected that the video will be incorporated into a wide array of marketing efforts inclusive of trade shows and access via a mobile platform.**