

CITY OF TUCKER

ACKNOWLEDGE RECEIPT OF ADDENDUM #1 FORM

RFP #2024-007

ECONOMIC DEVELOPMENT PITCH DECK

Upon receipt, please print and add to your proposal.

I hereby acknowledge receipt of the supplement pertaining to the above referenced bid.

COMPANY NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL ADDRESS: _____

SIGNATURE

DATE

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	QUESTION	ANSWER
1	Do you know how many total slides you would like the Pitch Deck to include?	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation.</p>
2	What other marketing materials are you wanting in addition to the Pitch Deck? • Create marketing materials that have editable data input functionality.	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would have a print version and an editable version so data can be updated.</p>
3	How many meetings do you anticipate with the Economic Development Director, and would they be in person or virtual?	Project discussions with the Economic Development Director to occur weekly or as needed during development process. Depending on the length of time the applicant expects the project to take, more meetings would be needed.

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		<p>At least two in meetings would be required to present in front of City Council – project launch and project completion. In person is preferred for these meetings but can be done virtually if out of state.</p> <p>Staff expect more meetings during the launch with fewer as the project is underway, with them to possibly pick up again.</p> <p>All meetings with Econ Dev director can be done virtually.</p>
4	Could you share an anticipated budget range you may have for this procurement?	We do not disclose the budget as part of the RFP process.
5	Is there an estimated time frame for the final files to be delivered after award?	We expect applicants to provide a project timeline with their submissions. City Staff would prefer drafts of all documents ~ 2-3 weeks before final presentation to Tucker City Council upon project completion.
6	Is there any estimated range on the total number of documents/assets that will need to be created?	<p>The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would have a print version and an editable version so data can be updated.</p>
7	Could you provide an estimated budget range for this project?	We do not disclose the budget as part of the RFP process.
8	What do you anticipate would be the marketing materials that need to be evaluated / updated / created as part of this scope of work? The "Cost Proposal" includes a line item for the production of 50 high-resolution print-outs of these marketing materials and	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance

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	<p>want to get a better idea of what those are to price the design and printing accurately.</p>	<ul style="list-style-type: none"> • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities)
<p>9</p>	<p>Is the Pitch Deck included in the items that Tucker would like to have printed (in addition to the other marketing materials / assets)? If so, is there a specific format that you would like those printed in? Specific binding, stock type, etc.</p>	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation.</p> <p>Document printing requirements as outlined in the RFP: Fifty (50) high resolution printed documents of each finalized deliverable.</p> <p>We would be relying on the recommendations of the applicant/professional on type of printing that would be suggested for these types of documents. That recommendation should be added to your RFP submission.</p>
<p>10</p>	<p>On page 2 of the RPF, as per the Bid Activity Schedule, the award will be announced tentatively at the June 10, 2024 Council Meeting. How soon after the award</p>	<p>Typically, the timeframe from contract award to Notice to Proceed is 5-7 business days.</p>

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	would you expect the awarded vendor to start the development of the pitch deck?	
11	Is there a target date or date range in which the final pitch deck draft is due?	We expect applicants to provide a project timeline with their submissions. City Staff would prefer drafts of all documents ~ 2-3 weeks before final presentation to Tucker City Council upon project completion.
12	As it relates to development of the pitch deck what is the preferred format of the final deliverable (i.e....PowerPoint, PDF)?	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation. We are requesting digital pdf versions of all of these documents in addition to 50 high resolution printed documents of each finalized deliverable. We are also requesting digital files have an editable version where data can be updated.</p>
13	Will the awarded vendor be responsible for physically/orally presenting the final presentation at the (2) public meetings with Mayor and City Council? (Public Engagement/Meetings)	At least two in person meetings would be required to present in front of City Council – project launch and project completion. In person is preferred for these meetings but can be done virtually if out of state.
14	Is this a recurring contract requirement OR is this a new requirement? If this is a recurring contract opportunity, can you please share the contract details for the previously published pitch deck to include the incumbent?	This is a new contract opportunity. There is no current plans for annual work, but the department is hoping to set a standard for marketing materials to be updated every 3-5 years.
15	Is there a maximum page requirement for the pitch deck?	The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:

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16	How often is the Tucker Economic Development Pitch Deck refreshed?	This is a new contract opportunity. There is no current plans for annual work, but the department is hoping to set a standard for marketing materials to be updated every 3-5 years.
17	Is there a need for further maintenance of the pitch deck after delivery?	This is a new contract opportunity. There is no current plans for annual work, but the department is hoping to set a standard for marketing materials to be updated every 3-5 years.
18	Upon award, will the vendor have access to internal brand guidelines and stylebook to ensure the marketing look and feel is consistent?	Yes, the awardee would be in full communication with the City of Tucker Communications Department which has all City branding guidelines.
19	Will the bid opening be open to the public? If so, can you provide details?	The bids will be publicly opened at Tucker City Hall located at 1975 Lakeside Parkway, Suite 350, Tucker, GA 30084. Immediately following opening, a register of proposals will be made public on the city website.
20	Can you edit the solicitation to include the Georgia Resident Business price matching option as per the GPM 3.5.5.1.6?	No. The current procurement policy of the City of Tucker does not incorporate price matching or point allocation.
21	Is there a set aside preference for this contract opportunity?	This is a new contract opportunity. There is no current plans for annual work, but the department is hoping to set a standard for marketing materials to be updated every 3-5 years.

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22	Is copyright of the pitch deck required?	No
23	Is there a budget range for the project?	We do not disclose the budget as part of the RFP process.
24	Should the cost proposal - Exhibit B - be included in the PDF with the entire proposal or sent as a separate PDF?	The cost proposal should be included in the one pdf file.
25	We see Exhibits A, B, C, F and G in the bid proposal information materials but not Exhibit D and Exhibit E. Are these the certificate of insurance and addendum? Or something else? Exhibit A – Proposal Exhibit B – Cost Proposal Exhibit C – W-9 Form Exhibit D – ? Exhibit E – ? Exhibit F – E-Verify Affidavit Form Exhibit G – Contact Information Form	The W-9, E-Verify and Contact Information Forms were labeled as exhibits in error. The list of submittal requirements on page 3 of the bid manual is complete.
26	What is the proposed timeline for the project from kick-off to completion?	Tentatively, the project contract would be awarded by Tucker City Council on 5/13. The Notice to Proceed will be issued after the contract is fully executed. Typically, the timeframe from contract award to Notice to Proceed is 5-7 business days. We expect applicants to provide a project timeline with their submissions. City Staff would prefer drafts of all documents ~ 2-3 weeks before final presentation to Tucker City Council upon project completion.
27	Does the City of Tucker have any existing economic development pitch materials?	All of the economic development materials can be found on our website – https://www.tuckerga.gov/biz/index.php
28	Will photography be provided by the City of Tucker or will photography/stock images need to be coordinated by the contractor?	City photos will be provided by the City of Tucker, but stock photos will be provided by the applicant/consultant.
29	Will the pitch deck materials copy be provided by the City of Tucker or will key messaging and content need to be created by the vendor?	Data and analytics will be provided by the City of Tucker Economic Development team. Copy would be provided by vendor and reviewed by Tucker Communications Department.
30	What are the desired dimensions of the project deliverables (i.e.: 8 ½ x 11 etc.)?	Each document size/length would/should be determined by a conversation between the Economic Development Director and applicant to ensure that the goal of each document is met – which would potentially determine

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		the length/type of document. I.E. – one pager, vs front to back flyer, vs brochure/trifold etc.
31	Is there/will there be a landing page on the website to direct the target audience to for further information?	The City of Tucker has an Economic Development page which we would ask people be directed to – https://www.tuckerga.gov/biz/index.php
32	Are there any expectations/ deliverables for the project regarding analytics/document tracking? Or are the materials simply for informational purposes?	These documents are for informational purposes. The City will use these documents for business retention and attraction.
33	What is the anticipated length of time the materials will be used (i.e. shelf life)?	There is no current plans for annual work, but the department is hoping to set a standard for marketing materials to be updated every 3-5 years.
34	Are there other examples of economic development pitch decks that you consider best in class? If so, will you share these examples?	Below are some “best in class” examples, while not necessarily apples to apples as many are larger jurisdictions and represent much larger documents in size, they demonstrate document design and quality that is desirable. Metro Atlanta Chamber – Metro Atlanta Profile, 2023 Impact Report Athens-Clarke County – Talent Pipeline , Pierce County, WA – Community Profile, Industry Profile Partnership Gwinnett – Entrepreneurship Guide
35	Do you want the pitch deck to match the navy and gold color palette and fonts currently used in the City of Tucker website and other materials? It appears that the City of Tucker contracted with Sky Design to develop the brand and identity in 2019. Can you provide those brand and identity guidelines?	Branding guidelines will be provided by the Communications Department which will include colors and logos. We would want stylization to be in align with the “feel” of Tucker. Good representations of this can be seen in our Economic Development Strategic Plan .
36	The request for proposal references a “portfolio of marketing materials” to assist in the City’s economic development efforts. What other marketing materials will accompany the pitch deck in this portfolio?	The only desired deliverables for this pitch deck portfolio are: <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries

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		<ul style="list-style-type: none"> • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities)
37	The proposal specifically calls for a pitch deck, which makes us think of presentation slides. Do you want the pitch deck created in Microsoft PowerPoint, Apple Keynote, or another presentation software? Or do you prefer the deck to be created using Adobe Creative Suite with fillable forms for dynamic information? PowerPoint, Keynote, and other presentation programs can be exported to PDF. It really just depends on what software the City of Tucker personnel have at their disposal and how they prefer to update and present the information.	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>Staff has access to the full Adobe Suite</p>
38	Is a Washington, DC based firm eligible for award?	Yes, we can accommodate virtual presentations for Mayor and City Council for businesses out of state. Meetings with the Economic Development Director can be done virtually.
39	Is there an incumbent bidding on this project?	This is a new contract opportunity, there have been no other comparable contracts that would have created an incumbent for this project.
40	Are there existing brand guidelines that the selected vendor can work from?	Branding guidelines will be provided by the City of Tucker Communications Department and will include branding logos and colors. We would want stylization to be in align with the “feel” of Tucker. Good representations of this can be seen in our Economic Development Strategic Plan .
41	What is the budget range for this project? Even a range would be helpful?	We do not disclose the budget as part of the RFP process.
42	Re: “Meet and work collaboratively with the Tucker Communications Department” are remove meetings considered acceptable?	Yes. We can accommodate all meetings with City of Tucker Staff remotely. In person presentations to the Mayor and City Council is preferred, but not required for out of State applicants.

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43	Will the City of Tucker be providing photography?	City photos will be provided by the City of Tucker, but stock photos will be provided by the applicant/consultant.
44	Can you elaborate on the file types, page counts, page sizes, etc. that are expected to be accounted for in this fixed-fee bid?	<p>Each document size/length would/should be determined by a conversation between the Economic Development Director and applicant to ensure that the goal of each document is met – which would potentially determine the length/type of document. I.E. – one pager, vs front to back flyer, vs brochure/trifold etc.</p> <p>Below are some “best in class” examples, while not necessarily apples to apples as many are larger jurisdictions and represent much larger documents in size, they demonstrate document design an quality that is desirable.</p> <p>Metro Atlanta Chamber – Metro Atlanta Profile, 2023 Impact Report</p> <p>Athens-Clarke County – Talent Pipeline,</p> <p>Pierce County, WA – Community Profile, Industry Profile</p> <p>Partnership Gwinnett – Entrepreneurship Guide</p>
45	Would a deliverable that was editable but able to be converted to PDF be considered acceptable?	Yes. In addition to the printed required copies.
46	Is the City of Tucker looking for copywriting support? If so, can you specify the extent to which this is needed?	No.
47	Is the selected vendor expected to attend the public meetings with Mayor and City Council in person?	In person presentations to the Mayor and City Council is preferred, but not required for out of State applicants.
48	In order to effectively complete this fixed-fee bid, can you elaborate on the number and complexity of infographics expected to be designed?	<p>Each document size/length would/should be determined by a conversation between the Economic Development Director and applicant to ensure that the goal of each document is met – which would potentially determine the length/type of document. I.E. – one pager, vs front to back flyer, vs brochure/trifold etc.</p> <p>Below are some “best in class” examples, while not necessarily apples to apples as many are larger jurisdictions and represent much larger documents in size, they demonstrate document design an quality that is desirable.</p>

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		<p>Metro Atlanta Chamber – Metro Atlanta Profile, 2023 Impact Report</p> <p>Athens-Clarke County – Talent Pipeline,</p> <p>Pierce County, WA – Community Profile, Industry Profile</p> <p>Partnership Gwinnett – Entrepreneurship Guide</p>
49	Are printing costs expected to be included in this fixed-fee bid or just the hours needed to shepherd the process?	Printing is expected to be included in the proposal price.
50	If printing costs are required can you provide specifics as to the number of pages, preferred paper stock, color choices, page sizes, binding requirements etc. for us to effectively submit a fixed-fee bid?	<p>Each document size/length would/should be determined by a conversation between the Economic Development Director and applicant to ensure that the goal of each document is met – which would potentially determine the length/type of document. I.E. – one pager, vs front to back flyer, vs brochure/trifold, type of paper, etc.</p> <p>Below are some “best in class” examples, while not necessarily apples to apples as many are larger jurisdictions and represent much larger documents in size, they demonstrate document design an quality that is desirable.</p> <p>Metro Atlanta Chamber – Metro Atlanta Profile, 2023 Impact Report</p> <p>Athens-Clarke County – Talent Pipeline,</p> <p>Pierce County, WA – Community Profile, Industry Profile</p> <p>Partnership Gwinnett – Entrepreneurship Guide</p>
51	Is there an existing look and feel or branding that you’d like your finished materials to emulate?	We would want the branding and look and feel to be in line with City of Tucker branding. Branding guidance will be provided by the City of Tucker Communications Department.
52	Can we assume that all deliverables will be in English only?	Yes, English is the only requested language for all deliverable documents.
53	When you say a “Pitch Deck” that typically refers to a PowerPoint file. Is that what is expected here?	The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:

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54	Is printing a standard PowerPoint file that is converted to a PDF considered acceptable for this project?	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation.</p>
55	Can you provide a detailed list of what types of slides need to be created for the pitch deck?	<p>The “Pitch Deck” is industry jargon for the set of marketing deliverables that “pitch” the community. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan)

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		<ul style="list-style-type: none"> • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation.</p>
56	How many stakeholders need to approve designs and what are their roles?	There will be two decision makers, the City of Tucker Communications Director and City of Tucker Economic Development Director
57	How many stakeholders need to update data for competed templates what are their roles / technical capabilities?	Updates in the future will be made by our Communications Department Team that includes Graphic Designers.
58	Please identify the anticipated marketing/collateral materials needed? Please provide specs if possible.	<p>. The desired deliverables are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation.</p>
59	Will the content for the presentations be provided or will the vendor need to review, analyze, outline, etc.	The applicant will be responsible for copy created for all documents. The City of Tucker will provide data and analytics. Copy will be reviewed and approved by the City of Tucker Communications Director and Economic Development Director.
60	How many pages do you anticipate for the finished deck?	<p>Each document size/length would/should be determined by a conversation between the Economic Development Director and applicant to ensure that the goal of each document is met – which would potentially determine the length/type of document. I.E. – one pager, vs front to back flyer, vs brochure/trifold, type of paper, etc.</p> <p>Below are some “best in class” examples, while not necessarily apples to apples as many are larger jurisdictions and represent much larger documents in size, they demonstrate document design an quality that is desirable.</p>

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61	How many language versions are needed? Will you provide the translation or is the vendor responsible?	English is the only requested language for all deliverable documents.
62	Is the Economic Director the decision maker or is there a committee that this person reports to for approvals, recommendations, etc.?	Copy and drafts will be reviewed and approved by the City of Tucker Communications Director and Economic Development Director.
63	What are the other factors that are deemed most advantageous to the city?	<p>For this project, below are other factors that would be advantageous:</p> <ul style="list-style-type: none"> • Clear communication from design team to city staff • Quick turn around and ability to stick to project timelines and deadlines once determined • Staying on budget
64	What are the constraints the city is aware of with presentation deck?	Unclear question. We foresee no constraints that will prevent delivery of requested proposal.
65	There are two distinct audiences for the pitch deck – industry and residents. Are you looking for one comprehensive deck or two separate decks?	<p>The desired deliverables which will be utilized for all audiences are:</p> <ul style="list-style-type: none"> • A City of Tucker Community Profile (highlighting quality of life attributes of the community) • A City of Tucker At-A-Glance • Character Area Profiles (Character Areas as dictated by the Economic Development Strategic Plan) of Tucker Target Industries • Profiles (Target Industries as outlined in the Economic Development Strategic Plan) • Tucker Small Business Resource Guide (Introduction to key regional small business support agencies and contact information, to be made available in different languages curated for specific underserved communities) <p>These would be flyers/pdfs, not a slide presentation.</p>