



Responses to Questions Submitted for
Rowen's Georgia Real Estate & Economic Development Marketing & Communications Firm RFP

1. What is the geographic area they consider local for the project? Which cities/counties?

A: Rowen is seeking a firm with a local presence in the Atlanta Metro.

2. What national media are they interested in?

A: Rowen has a vision and mission to serve as an economic engine for the County, State, region, and beyond. Rowen will work with the selected marketing firm to identify national media targets that would advance our goals of creating a global knowledge community.

3. What kinds of announcements will they have during the next 12 months?
Groundbreaking? New tenants? Land sales? Other? Will they have renderings?

A: All of the above are potential announcements over the next 12 months. Renderings and other information will be created by the Rowen project team.

4. Which social channels are they interested in? Can they list all they will need content for?

A: Rowen is active on LinkedIn, Twitter, Instagram, YouTube and Facebook but we are interested in working with the selected partner to explore additional channels and options.

5. What about video assets? Will they want them or have any to use?

A: Potentially. Rowen has already created two video assets for our site and expect we will explore others in the future.

6. What about email marketing? Do they have a list or need to build a list for periodic email marketing?

A: Rowen has an existing email marketing process that we plan to expand and enhance with the selected team.

7. Is their main spokesperson trained? Will they participate in media training/messaging sessions?

A: Additional media training is always welcomed for consideration.

8. What kinds of events are envisioned? Ground breaking? Hard hat tours? Concept meetings?

A: All of the above. Community update events, tailored “thought leadership” events where Rowen serves as a convener of key higher education and industry partners at the forefront of agriculture, medicine and the environment, site tours, site marketing, connections with critical local and state public sector partners, and more.

9. Are they open to doing Zoom press conferences calls with the media?

A: Rowen is open to exploring all communication channels.

10. Is there one or several point people with whom the media relations team will go to for feedback and approvals on press efforts?

A: The selected team will work closely with a core Rowen Foundation team of four, including the Foundation president and a team member that leads all Rowen partnership-related strategy. The selected team will also work closely with the Rowen Foundation’s extended team of consultants, as well as sporadic engagement with the Rowen Foundation board.